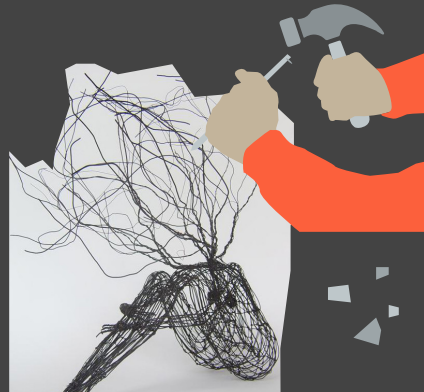


A World-First Sculpture Celebrating the Transformational Power of Green Finance



Join us and support the world's first sculpture dedicated to conveying the transformational force of sustainable or 'green' finance and the pioneering work of visionary leaders.

The sculpture will be funded by private and corporate donations. We are seeking start-up funding of £50,000 to get the project going and we expect the total project costs to be approximately £250,000.

A committee has been established to take the project forward, comprising leading green finance and sustainability practitioners and art experts. This project will be managed as a not for profit activity and thus donations will be eligible for Gift Aid (for those paying tax in the UK) through the status of a designated charity.

Potential sites are being considered in the City of London, and both the Church of England and the Corporation of London have indicated a willingness to consider proposals.

Find out more and make a pledge on www.lifetimeachievement.uk



The Idea: A First-ever Sculpture to place 'Green' at the heart of Finance

It is now 30 years since the first environmentally responsible funds were launched, and today green finance is critical to the global economy, as well as being a vital tool to deliver the Paris Climate Agreement, the Sustainable Development Goals. It is also giving a new purpose to the profession of finance itself, for a new generation.

If we are to make sustainability the transformational force it needs to be in the global financial system, then it will need to be part of the culture of that system – the norms, beliefs, monuments, and touchstones that drive our everyday behaviour as professional in the field.



Why Sculpture?

Public art such as sculpture can sometimes be the only way to celebrate complex notions. In this case, a unique way to visually depict both the centrality of green finance to our common future and its cultural ideals. We intend to commission a sculpture that will inspire the finance community, both present and future and become a focal point as it looks to fully green its investments in people and planet. We also want it to be a global creation – one that perhaps starts in London and is replicated and adapted across the world, raising awareness of green issues and related financial investment.

We want it to celebrate the work of pioneering leaders such as Tessa Tennant, whose vision of ethically-screened finance as a lever for much-needed societal change is now beginning to be realised, not least in climate change.

Potential sites are being considered in the City of London, and both the Church of England and the City of London Corporation have indicated a willingness to consider proposals.



Making it Happen

A committee has been established to take the project forward, comprising leading green finance and sustainability practitioners and art experts. The intention is that the project will be commissioned in November 2018, with a view to being completed within the following two- years. A globally respected sculptor will be appointed following an invited competition between four carefully shortlisted artists. The commissioning process and realisation of the sculpture will also be exemplary in terms of environmental sustainability.



Support us in our Fundraising

We are keen the sculpture is created with your support. We are seeking start-up funding of £50,000 from individual donations to get the project going and this will pay for fundraising and art commissioning specialists, initial surveying, planning and related costs.

Based on previous projects of a similar nature, we expect the artist's fee and realisation costs to be in the region of £250,000. This will require corporate donations alongside individual donations, and we expect significant interest from City firms with a direct interest in green finance. Such support will also help meet companies' **Corporate Social Responsibility** programmes.

All financial supporters of the sculpture will be acknowledged for their groundbreaking vision and commitment.

The following individuals and organisations have already provided financial or in-kind support: CDP, Mark Campanale, James Cameron, Sir Roger Gifford, Jeremy Leggett, Nick Robins & Ritu Kumar, Solarcentury and Dylan Tanner.

We have also had positive initial interest from the Archdeaconry of London and the City of London Corporation.



About Us

Our sculpture committee includes leading green finance, sustainability and art experts;

- Ian Callaghan, Mark Campanale, James Cameron (chair), Paul Dickinson, Kirsty Hamilton, Jeremy Leggett, Nick Robins, Ciara Shannon, William Staempfli and Tessa Tennant
- We aim to work with art experts Modus Operandi to ensure artistic integrity.



How You Can Donate - Make a Pledge

Please let us know what you can commit on the pledge form below, and we will follow up with you after July 10th for you to then make your donation to an online donation platform.

This project will be managed as a not for profit activity and thus donations will be eligible for Gift Aid (for those paying tax in the UK) through the status of a designated charity.

The initial £50,000 could be raised from 100 people donating £500 each, but we would, of course, be thrilled to receive donations of any amount. **Our deadline** for raising this initial sum is **July 10, 2018**. The artist's fee and related costs of £250,000 is expected to be raised via corporate donations, alongside individual donations.

PLEDGE FORM

Please fill out this form and let us know your pledge. We will then follow up with you.

<i>First and Last Name</i>	
<i>Organisation</i>	
<i>Email</i>	
<i>Tel (add in country code if not in the UK)</i>	
<i>Amount £</i>	
<i>Is this a personal donation or from your company? Are you a UK taxpayer?</i>	
<i>Are you happy if we mention your donation on publicity materials? (y/n)</i>	
<i>Suggestions of who else we can contact. Please provide Name, Organisation and Email.</i>	

Contact Us

If you would like to talk about the sculpture project, please contact ciarashannon.hk@gmail.com.

Images on front cover: Top row: Irma-Nuria by Jaume Plensa (2010), Ghost Forest by Angela Palmer (2009), Natural Woman by Mel Day (2013). Bottom row: Angel of the North by Antony Gormley (1994), The Force of Nature by Lorenzo Quinn (2011), Hands & Molecule by David Barnes (2000)