



**October 10, 2022**

## **PIHG and SDG Assessment partner to launch global sustainability assurance and climate tech solution**

Plural Industry Holding Group (“**PIHG**”) has joined forces with UK based climate tech company ©SDG Assessment (“**SDGA**”) and the global ©Centre for Sustainable Action (“**CSA**”) to develop sustainability assurance, certification, training and climate tech solutions, tools and services for businesses, government and the non-governmental sector.

PIHG sees a growing market and need for solutions to monitor and report compliance by businesses, organisations and value chains with the UN Sustainable Development Goals (“**SDGs**”) and greenhouse gas emissions (“**GHGs**”).

SDGAs’ environmental, social and governance (“**ESG**”) reporting tool and app uses a self-assessment based process to assist businesses, organisations and cities with benchmarking their performance and encouraging them to commit to address pertinent SDGs. Designed to be intuitive, user-friendly, with no specialist expertise required, the app uses blockchain technology that supports information security and enhances the users journey experience.

Utilizing the SDGA app and their ESG performance platform, PIHG intends to develop a low carbon business ecosystem of tools, funds, products and services aligned to the SDGs, Net Zero and carbon reporting. The SDGA app and platform enable PIHG and the businesses they collaborate with to report across their value chain their GHG and ESG impacts, to meet their needs, the needs of ESG investors and those generating or buying carbon credits from compliant projects.

Simon Littlewood, PIHG President, commented “Many investors, advisors and organizations have highlighted the importance of accurate data to avoid greenwashing; ensure that goals are being achieved; give confidence to consumers; make supply chains more efficient, secure and sustainable; and to enable ESG and other funds to invest in projects, especially in Developing Markets, where the difficulty of getting sufficient quality data has restricted the flow of funding into these markets.”

“Data collection and verification has become a key theme for investors, businesses, and practitioners. It was a key theme at the recent UN Climate Summit. The increasing movement globally towards Net Zero and the use of carbon credit programs is dependent on reliable data and reporting.”

“We are working with SDGA to make their app and platform available across our global network and developing products enabling businesses to issue high quality carbon credits that meet ESG and Net Zero investment criteria.”

Dr Lowellyne James, CEO of SDGA, commented: “Fostering responsible interaction with the planet is a key principle shared by PIHG and SDGA, aligned to the objective of supporting organisations to create products and services that are inherently sustainable, and to reduce GHGs.”

“We will work together to enable businesses and supply chain partners to monitor, report and achieve their sustainable objectives, including Net Zero emissions.”

“Compliance obligations, organizational performance conditions, regulatory requirements and market expectations are driving the need for businesses, investors, governmental and other non-profit entities to implement better ways to monitor, report, comply and achieve sustainability.”

“Our research-based online sustainability self-assessment, measurement, reporting and verification app enables PIHG to develop low carbon investment portfolios benchmarked to the requirements of the UN SDGs, Net Zero, carbon credit or other requirements.”

CSA is an UK organisation based on cooperative principles, with a mission to implement sustainable best practices by individuals, businesses and organisations. It manages an online Learning Management System (“**OLMS**”) for education and training, and issues certificates recognizing compliance with the SDGs.

“Access to information, best practices and training is an important part of achieving sustainability, especially in Developing Markets where there is sometimes less access to knowledge” commented Dr. James. “The partnership with CSA gives our stakeholders and PIHG clients, partners, investments and network access to sustainability and ESG webinars and training on CSA’s OLMS.”

“Partnership for the achievement of the goals is the 17<sup>th</sup> SDG. We believe that cooperation, and sharing knowledge, experience, technology and solutions makes business sustainable locally and globally, and makes good business sense” explains Sian Young, CEO of CSA.

“PIHG seeks to provide access to those operating in Developing Markets to training, experts, technology, certification and finance, which are vital to achieve sustainable development there and for the global community to achieve the SDGs and climate targets. Our partnership will enable those in PIHG’s network to access the community, expertise and courses that CSA is building, and PIHG to develop programs and financing products in combination with the certification that CSA and SDGA can provide” added Simon Littlewood.

## **About Plural Industry Holding Group**

PIHG is listed on the US OTC Pink Market (stock code [PIHG](#)). It is a finance and investment group, focused on providing the tools and products for financing a better world. We invest in and partner with financing platforms, infrastructure and technologies that will create a more sustainable and fairer future for all.

We are investing in and building technologically innovative platforms, financial infrastructure and products that provide investors who want to invest sustainably, or to make a positive impact, with access to products, solutions and opportunities.

PIHG leverages both traditional and new finance tools, including digital assets, blockchain, carbon credits, share swaps and private equity. PIHG is actively working with digital and carbon credit exchanges in several regions to provide access to alternative forms of finance for sustainable businesses, and those in Developing and Emerging Markets or technologies who may find it difficult to access more traditional forms of funding.

For additional information, or to be placed on our mailing list, please contact [info@pluralihg.com](mailto:info@pluralihg.com) or visit [www.pluralihg.com](http://www.pluralihg.com) or [LinkedIn](#)

## **About SDG Assessment**

SDGA’s online self-assessment tool and mobile app helps small and medium-sized enterprises (SMEs), fast-growth companies and other enterprises to report their sustainability & ESG performance in relation to the UN Sustainable Development Goals (SDGs). Its innovative reporting system helps businesses and organizations monitor and improve supply chain impacts and reduce Scope 3 emissions.

SDGA’s web-based and mobile app helps businesses report sustainability, ESG, carbon and greenhouse gas emissions and corporate social responsibility performance to:

- Attract ESG Funding & Investment
- Measure and reduce business carbon footprint
- Demonstrate compliance & commitment to sustainability.
- Gain environmental market leadership
- Reduce Supply Chain sustainability & ESG risk
- Avoid expensive consultancy fees

The SDG Assessment app adopts a research based five-step approach outlined in the *Sustainable Strategic Growth Model (SSGM)*: Learn, Develop, Implement, Optimise and Sustain, bolstered by blockchain technology that supports information security and enhances our customer's journey experience.



SDGA is headed by Dr. [Lowellyne James](#), an academic, author and consultant with a vision to transform business culture towards building sustainably managed enterprises that create products and services without negative environmental impact, instilled with a social purpose and achieve profitability. He specializes in the application of sustainability and corporate social responsibility tools within small businesses and fast growth companies. He pioneered the development of the ©Certificate in Sustainability Strategy.

As well as a Director of the CSA, he is Chair of the Sustainability Committee of the American Society for Quality (ASQ); Fellow of the Chartered Quality Institute; and Fellow of the Institute of Environmental Management and Assessment.

His research, publications and work are aimed at assisting businesses in the creation of products and services that are inherently sustainable, align objectives to achieve a social purpose and achieve profitability.

An avid practitioner, he has a wealth of experience from academia, consultancy and training supporting world-leading organisations such as Hyperledger Foundation, UN Global Stocktake, UN Global Climate Action Summit, Ferrovial Agroman, Scottish Agricultural Organisation Society, University of Sheffield, Lloyds Register Quality Assurance, Vinci Plc and Aviva.

Dr James is the author of **Sustainability Footprints in SMEs-Strategy and case studies for Entrepreneurs and Small Business** published by John Wiley & Sons, and **Management Systems and Performance Frameworks for Sustainability** published by Routledge.

For additional information, visit [www.sdg-assessment.com](http://www.sdg-assessment.com) or email [lowellyne.james@sdg-assessment.com](mailto:lowellyne.james@sdg-assessment.com)

## About The Centre for Sustainable Action

CSA is a cooperative for micro & small business owners to support each other and learn to build sustainable enterprises. It is building a network of like-minded organisations serious about thriving, delivering profitability and a social purpose through the development of products and services that are inherently sustainable, while normalising human wellbeing and its interconnectedness with nature.

All of the CSA's net revenue is used to fund small business sustainability and wellbeing projects as well as training and development.



CSA was co-founded by Dr. James and [Sian Young](#), an international TEDx Speaker and co-creator of the SDG Assessment App, and the ©SHaW Model for sustainable health & wellbeing.

Sian believes in a world where businesses are sustainable and profitable, where cooperation helps us excel in competition, which she interprets as the “interconnection” between planet and profit.

She is on a mission to turn small businesses and entrepreneurs into profitable and sustainable enterprises ‘humanizing’ business through cooperation.

For additional information, visit <https://www.sustainableaction.center/> or email [ceo@sustainableaction.center](mailto:ceo@sustainableaction.center)

## Background Information

The SDGs are a United Nations (UN) policy initiative established in 2015 designed to provide 17 goals and 169 associated targets aimed at ending poverty, protecting the planet and ensuring prosperity for all - see <https://sdgs.un.org/goals> .

ESG is an acronym for Environmental, Social, and Governance. ESG takes the view that sustainability extends beyond just environmental issues, providing a framework that helps stakeholders understand how an organization is managing risks and opportunities related to environmental, social, and governance criteria. ESG funds under management are projected to hit \$50 trillion by 2025, accounting for a third of all funds under management (see <https://www.bloomberg.com/company/press/esg-may-surpass-41-trillion-assets-in-2022-but-not-without-challenges-finds-bloomberg-intelligence/>), which makes determining what qualifies as ESG extremely important. ESG has faced criticism for being difficult to define, with it being argued that Net Zero and SDG are more objective and easier to report, facilitating improved accountability for businesses and non-profit organizations. Visit <https://www.investopedia.com/terms/e/environmental-social-and-governance-esg-criteria.asp> for information on ESG

Net Zero refers to the aim of reducing GHG emissions to as close to zero as possible. Various countries, organizations and businesses have brought in measures to achieve Net Zero, which can include purchasing carbon credits to offset their carbon emissions. See <https://www.un.org/en/climatechange/net-zero-coalition> for more details.

The Kyoto Protocol of 1997 laid out international CO2 emissions goals and created a scheme for issuing and trading carbon credits, which was extended by the Paris Agreement of 2015. See <https://carboncredits.com/the-ultimate-guide-to-understanding-carbon-credits/> for information

Your attention is drawn to the Forward-Looking Statement notice below, which is an integral part of this news release, and should be read in conjunction with this news release.

This news release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates” and similar statements. All statements other than statements of historical fact in this press release are forward-looking statements and involve certain risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. These forward-looking statements are based on management’s current expectations, assumptions, estimates and projections about the Company and the industry in which the Company operates, but involve a number of unknown risks and uncertainties. Further information regarding these and other risks is included in the Company’s filings with the U.S. Securities and Exchange Commission. The Company undertakes no obligation to update forward-looking statements to reflect subsequent occurring events or circumstances, or changes in its expectations, except as may be required by law. Although the Company believes that the expectations expressed in these forward-looking statements are reasonable, it cannot assure you that such expectations will turn out to be correct, and actual results may differ materially from the anticipated results. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements.