

WGGF2026



WORLD GREEN GROWTH FORUM 2026

2026 세계녹색성장포럼

July 8-10, 2026

Lahan Hotel Pohang

Program Book

주최 | pohang
포항시

주관 | poex

후원 |



경상북도
GYEONGSANGBUK-DO

한국관광공사
Korea Tourism Commission

GGGI

EcoPro

posco

기후변화센터
Climate Change Center

ICLEI
Local Governments
for Sustainability

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경계를 넘어, 새로운 녹색 미래로

「세계녹색성장포럼」에 여러분을 초대합니다!

존경하는 세계 각국의 리더와 귀빈 여러분, 오늘날 전 세계의 산업도시는 기후위기 대응과 산업 경쟁력 유지라는 이중 과제에 직면해 있습니다. 포항은 철강을 중심으로 성장해 온 대표적인 산업도시로서 이러한 전환의 최전선에서 있습니다. 이러한 노력의 일환으로 제2회 세계녹색성장포럼(World Green Growth Forum, WGGF)을 개최하고 여러분을 초대하게 된 것을 매우 기쁘게 생각합니다.

올해 2회째를 맞이하는 세계녹색성장포럼은 “경계를 넘어, 새로운 녹색 미래로 (Beyond Boundaries, A New Green Future)”라는 주제 아래, 산업과 에너지, 환경과 도시, 그리고 국가 간 협력의 경계를 넘어서는 새로운 녹색 전환의 방향을 모색하고자 합니다.

이번 포럼에서는 산업도시의 저탄소 전환 전략, 녹색기술과 공급망의 재편, 기후금융과 정책 협력, 그리고 글로벌 거버넌스를 통한 공동 대응 방안 등 다양한 분야를 아우르며, 지속가능한 미래를 위한 통합적 해법을 심도 있게 논의할 예정입니다.

포항은 그동안 그린웨이 프로젝트, 도시숲 조성, 미래 신산업 육성 등을 통해 산업과 환경이 조화를 이루는 도시로 변화해 왔습니다. 이러한 경험을 바탕으로 산업과 자연이 공존하는 지속 가능한 도시 모델을 세계와 공유하고자 합니다.

이번 포럼이 산업도시 포항이 기후위기라는 시대적 과제를 직시하고, 기존의 경계를 넘어 산업과 환경, 지역과 세계를 연결하는 해법을 모색하는 계기가 되기를 바랍니다. 나아가 이러한 논의가 시민의 실천으로 이어지는 전환의 여정으로 확장되어 글로벌 녹색 전환을 이끄는 협력 플랫폼으로 자리매김하기를 기대합니다.

여러분의 적극적인 참여와 깊은 통찰은 우리 모두가 직면한 도전 과제에 대한 해법을 찾는 데 큰 힘이 될 것입니다. 포항에서 열리는 뜻깊은 여정에 함께해 주시기를 진심으로 바랍니다.

감사합니다.



Beyond Boundaries, A New Green Future

Welcome to the World Green Growth Forum!

Distinguished global leaders and honoured guests, Today, industrial cities around the world are facing a dual challenge: addressing the climate crisis while maintaining their industrial competitiveness. Pohang, an industrial city that has grown alongside the steel industry, is at the forefront of this transition. It is therefore my great pleasure to invite you to the 2026 World Green Growth Forum(WGGF 2026), which is being held as part of these ongoing efforts.

This year's forum, under the theme 'Beyond Boundaries, A New Green Future', seeks to explore new directions for a green transition that transcend the boundaries of industry and energy, environment and cities, and international cooperation.

The forum will feature in-depth discussions on integrated solutions for a sustainable future, covering topics such as low-carbon transition strategies for industrial cities, restructuring green technologies and supply chains, climate finance, policy cooperation and joint response measures through global governance.

Pohang has been transforming into a city where industry and the environment are in harmony through initiatives such as the Green Way Project, the creation of urban forests and the development of forward-looking industries. Building upon these experiences, our aim is to share with the world a sustainable city model in which industry and nature coexist seamlessly. I hope that this forum will provide a pivotal opportunity for Pohang, a city driven by industry, to address the defining challenge of our time-the climate crisis-and seek solutions that connect industry with the environment and local communities with the global stage, moving beyond existing boundaries.

Furthermore, I anticipate that these discussions will evolve into a transition driven by civic action, establishing this forum as a collaborative platform leading the global green transition.

Thank you.

프로그램

	7. 8.(수) Day 1	7. 9.(목) Day 2		7. 10.(금) Day 3			
	그랜드홀(5F)	그랜드홀(5F)	에메랄드(4F)	사파이어(4F)	그랜드홀(5F)	에메랄드(4F)	
09:30-10:00		참가자 등록			참가자 등록		
10:00-10:30		기조 강연		제2회 녹색성장 아이디어 해커톤	세션 5. 기후변화센터 세션	포항 타운홀 COP	
10:30-11:00		세션 1. 녹색산업			휴식		
11:00-11:30							
11:30-12:00		VIP 오찬 by GGGI			세션 6. 이클레이 세션		
12:00-12:30							
12:30-13:00							
13:00-13:30							기후위기 시대, 지속가능한 미식문화와 UCCN
13:30-14:00		세션 2. 저탄소 해양교통 (GGGI 세션)	청소년 기후실험실		세션 7. 시민참여 토크 콘서트		
14:00-14:30		세션 3. 녹색금융					
14:30-15:00						폐회식	
15:00-15:30	참가자 등록						
15:30-16:00		휴식					
16:00-16:30	프레스 컨퍼런스 (루비 4F)	세션 4. 해양생태	GGGI × 포항기업 워크숍			산업시찰 및 관광	
16:30-17:00							
17:00-17:30	개회식						
17:30-18:00							
18:00-20:00	환영만찬	네트워킹 리셉션					

Program at a Glance

	8 July(Wed) Day 1		9 July(Thu) Day 2		10 July(Fri) Day 3		
	Grand Hall(5F)	Grand Hall(5F)	Emerald(4F)	Sapphire(4F)	Grand Hall(5F)	Emerald(4F)	
09:30-10:00			Registration		Registration		
10:00-10:30		Keynote Speech		2 nd Green Growth Idea Hackathon	Session 5. Climate Change Center Session	Pohang Townhall COP	
10:30-11:00		Session 1. Greening Industry				Break	
11:00-11:30							
11:30-12:00					Session 6. ICLEI Session		
12:00-12:30		VIP Luncheon by GGGI					
12:30-13:00							
13:00-13:30							
13:30-14:00		Session 2. Zero-Carbon Maritime Transport (GGGI Session)	Youth Climate Lab			Session 7. Citizen Talk Concert	Climate Crisis Era: Sustainable Gastronomy Culture and UCCN
14:00-14:30							
14:30-15:00		Session 3. Green Finance				Closing Ceremony	
15:00-15:30	Registration						
15:30-16:00		Break					
16:00-16:30	Press Conference (Ruby 4F)	Session 4. Blue Carbon	GGGI x Pohang Corporate Workshop				
16:30-17:00							
17:00-17:30	Opening Ceremony					Technical Visit and Tour	
17:30-18:00							
18:00-20:00	Welcome Dinner	Networking Reception					

일자별 프로그램
7.8.(수) - 9.(목) 11일차 & 2일차

일자	시간	구분	내용	장소
7. 8. (수)	17:00-18:00	개회식 및 오프닝 스피치	글로벌 기후목표와 녹색도시로의 전환 이희성 CF 연합 회장 기후위기 시대, 글로벌 목표를 위한 연대 짐 스키 IPCC 의장 *영상	5층 그랜드 홀
	18:00-20:00		환영만찬	
7. 9. (목)	10:00-10:30	기조강연	지속가능성을 경쟁 우위로: 왜 녹색 전환이 이제 비즈니스 및 지정학적 필수 과제인가 후안 베르데 Alamo Holding Group 회장	5층 그랜드 홀
	10:30-12:00	세션 1. 녹색산업	산업 도시에서 시작되는 녹색전환	
			글로벌 공급망 재편 아비아야 칼하이 크누센 북극경제이사회(AEC) 의장	
			지속가능한 미래를 위한 SI와 디지털 인프라 웬 용강 난양기술대학교 교수	
			철강 탄소중립을 위한 수소 기반 기술 전략과 전환 경로 윤창원 포항공과대학교 화학공학과 교수	
			탄소중립을 위한 기술적 전략 박상준 에코프로HN 개발담당 상무	
			그린 암모니아 기반 청정 발전 솔루션 김기태 GS건설 분산에너지 책임연구원	
	12:00-13:30	VIP 오찬 by GGGI		
	13:30-14:30	세션 2. 저탄소 해양 교통 (GGGI 세션)	저탄소 해양 교통의 미래: 확장 가능한 탄소 중립 달성 경로로서의 그린 암모니아 [환영사] 제라드 오도노휴 글로벌녹색성장기구 사무차장	5층 그랜드 홀
			[특별연설] 글로벌 트렌드: 저탄소 해운 전환 장르미르 캐나다 퀘벡 국제관계부 기후변화 및 북극권 특사대사 *영상	
14:30-15:30	세션 3. 녹색금융	[좌장] 장창선 글로벌녹색성장기구 부국장		
		[패널] 지노 반 베긴 ICLEI 사무총장		
		[패널] 자크 플리스 주한 룩셈부르크 대사		
		[패널] 버나뎃 테레스 페르난데스 주한 필리핀 대사		
		[패널] 로저 로요 주한스페인상공회의소 회장		
		[패널] 다미앙 페레이라 주한퀘벡정부 대표		
14:30-15:30	세션 3. 녹색금융	전환의 동력: 난감축 산업 전환을 위한 녹색 자본	5층 그랜드 홀	
		[좌장] 김중대 인하대학교 녹색금융대학원 명예교수		
		[패널] 애런 드레이어 글로벌녹색성장기구 탄소금융부 부국장		
		[패널] 정영두 한국해양진흥공사 북극항로지원센터장		
		[패널] 정우송 워터라인 파트너스 대표		
		[패널] 김형주 국가녹색기술연구소 책임연구원		
		[패널] 최영주 한국은행 지속가능성장실 실장		
15:30-16:00	휴식			
16:00-17:00	세션 4. 해양생태	블루카본: 해양 생태계 중심의 탄소 네거티브 전략	5층 그랜드 홀	
		[좌장] 김승도 한림대학교 환경생명공학과 명예교수		
		바다와 육지가 만나는 해안 지역을 돌보다 다니엘 머디아쏘 국제임업연구센터-		
		탄소중립을 위한 수산자원 기반의 블루카본 활용 최임호 한국수산자원공단 전략사업본부 본부장		
		[패널] 정성우 (재)포항산업과학연구원 수석 연구원		
		[패널] 김주형 군산대학교 해양생명과학과 교수		
18:00-20:00	네트워킹 리셉션			동빈 문화창고 1969

Daily Program 8(Wed) - 9(Thu) July | Day 1 & Day 2

Day	Time	Content	Details	Location
8 July (Wed)	17:00-18:00	Opening Ceremony	Global Climate Goal and Green City Transition Hoesung Lee President, Carbon Free Alliance	5F Grand Hall
			Solidarity for Global Goals in an Era of Climate Crisis Jim Skea Chair, IPCC *Video	
	18:00-20:00	Welcome Dinner		
9 July (Thu)	10:00-10:30	Keynote Speech	Sustainability as a Competitive Advantage: Why the Green Transition is now a Business and Geopolitical Imperative Juan Verde Founder & President, Alamo Holding Group	5F Grand Hall
	10:30-12:00	Session 1. Greening Industry	The Green Transition Begins in Industrial Cities	
			Global Supply Chain Restructuring Aviaaja Karlshøj Knudsen Chair, Arctic Economic Council	
			AI and Digital Infrastructure for a Sustainable Future: A Tale of Twin Transition Yonggang Wen Professor, Nanyang Technological University	
			Hydrogen-Based Steel Decarbonization: Strategy and Technology Pathways Changwon Yoon Full Professor, Chemical Engineering	
			Technical Strategies for Achieving Carbon Neutrality Sangjun Park Vice President (Head of R&D Department), ECOPRO HN. CO., LTD.	
			Green Ammonia to Power Solution Kitae Kim Leader, GS Engineering & Construction Corp.	
	12:00-13:30	VIP Luncheon by GGGI		
	13:30-14:30	Session 2. Zero-Carbon Maritime Transport (GGGI Session)	The Future of Zero-Carbon Maritime Transport: Green Ammonia as a Scalable Pathway to Net Zero [Welcome Remarks] Gerard O'Donoghue Deputy Executive Director, Global Green Growth Institute	5F Grand Hall
			[Special Remarks] Global Trends: Low-Carbon Maritime Transition Jean Lemire Quebec Special Envoy for Climate Change *Video	
[Moderator] Chang Sun Jang Deputy Director, Global Green Growth Institute				
[Panel] Gino Van Begin Secretary General, ICLEI				
[Panel] Jacques Flies Ambassador, Embassy of Luxembourg in Seoul				
		[Panel] Bernadette Therese C. Fernandez Ambassador, Embassy of the Republic of the Philippines in Seoul		
		[Panel] Roger Royo President, ESCCK (Spanish Chamber of Commerce in Korea)		
		[Panel] Damian Pereira Chief Representative, The Quebec Government Office in Seoul		
14:30-15:30	Session 3. Green Finance	Driving the Transition: Green Capital for Hard-to-Abate Industries [Moderator] Jong Dae Kim Emeritus Professor, College of Business Administration, Inha University	5F Grand Hall	
		[Panel] Aaron Drayer Deputy Head, Carbon finance department, Global Green Growth Institute		
		[Panel] Jung, Young Doo General Manager of K-Arctic Route Development & Support Center, Korea Ocean Business Corporation		
		[Panel] JUNG, WOO-SONG CEO, Waterline Partners		
		[Panel] Hyung Ju KIM Principal Researcher, National Institute of Green Technology		
		[Panel] CHOI, Youngjoo Director General, Office of Sustainable Growth, Bank of Korea		
15:30-16:00	Break			
16:00-17:00	Session 4. Blue Carbon	Blue Carbon: Marine Ecosystem-Based Carbon-Negative Strategies [Moderator] KIM, Seungdo Emeritus Professor, Department of Environmental Sciences & Biotechnology, Hallym University	5F Grand Hall	
		Caring for Coastal Zones, Where Oceans and Lands Meet Daniel Murdiyarmo Senior Associate, Center for International Forestry Research-World Agroforestry		
		Fisheries Resources-Based Blue Carbon Utilization Policy for Carbon Neutrality IM HO, CHOI Senior Director, Strategic Business Department, Korea Fisheries Resources Agency		
		[Panel] Sung-Woo Jeong Senior Researcher, Research Institute of Industrial and Science		
		[Panel] Ju-Hyoung Kim Professor, Department of Aquaculture and Aquatic Science, Kunsan National University		
18:00-20:00	Networking Reception			Dongbin cultural warehouse 1969

일자별 프로그램
7. 10.(금) | 3일차

일자	시간	구분	내용	장소
7. 10. (금)	10:00-11:00	세션 5. 기후변화센터	데이터와 실천으로 만드는 기후 안심 도시 [좌장] 최지원 기후변화센터 사무국장	5층 그랜드 홀
			기후위기 대응을 위한 스마트 수해 예방 체계 이상훈 포항 철강산단 통합관제센터 센터장	
			참여에서 정밀 실증으로: 탄소중립을 위한 AI기반 리빙랩 황철원 포항 탄소중립지원센터 센터장	
			철강슬래그 활용 바다순 조성을 통한 지역 상생협력 진영주 포스코 환경에너지기획실 실장	
			[패널] 권태중 포항시 기후대기과 과장 [패널] 김수정 포항 YWCA 사무총장 [패널] 김옥경 포항 시민 대표	
11:00-11:30	휴식			
11:30-12:30	세션 6. 이클레이 세션	자연기반해법을 활용한 산업도시의 녹색전환 [좌장] 손봉희 이클레이 한국사무소 부소장	5층 그랜드 홀	
		벨기에 루벤시의 기후거리 *영상		
		도시 산업 유산의 탈탄소화: 선진 산업 단지 재생을 위한 친환경 해법 레이산 꾸오 선진 도시계획설계연구소 기획국장		
		숲길과 물길이 연결된 정원도시 포함 정성진 포항시 그린웨이 운영팀장		
		자연기반해법을 활용한 녹색전환 켈리 왕 이클레이 동아시아본부 베이징사무소 선임 프로그램 담당관		
13:30-14:30	세션 7. 시민참여 토론회	지구를 구하는 일상 속 실천 최재천 이화여대 예과과학부 명예교수 홍다경 지구를 지키는 배움터 대표	5층 그랜드 홀	
14:30-15:30	폐회식	[좌장] 최재철 기후변화센터 이사장		

부대 행사
7. 9.(목) - 10.(금) | 2일차 & 3일차

일자	시간	구분	장소
7. 9. (목)	10:00-18:00	제2회 녹색성장 아이디어 해커톤	4층 사파이어
	13:30-15:00	청소년 기후 실험실	4층 에메랄드
	15:30-17:30	GGGI x 포항기업 워크숍	
7. 10. (금)	10:00-11:00	포항 타운홀 COP	4층 에메랄드
	13:00-14:30	기후위기 시대, 지속가능한 미식문화와 UCCN	

Daily Program

10(Fri) July | Day 3

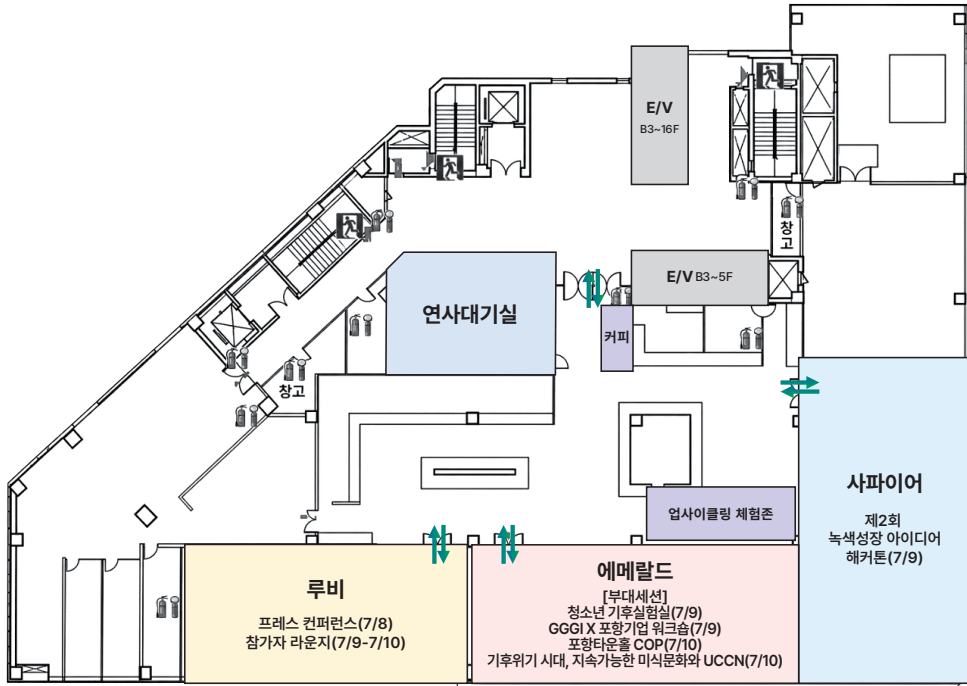
Day	Time	Content	Details	Location
10 July (Fri)	10:00-11:00	Session 5. Climate Change Center	Building Climate-Resilient Cities through Data and Action [Moderator] Jiwon Choi Director General, Climate Change Center	5F Grand Hall
			Smart Flood Prevention System for Climate Crisis Response LEE, SANG HOON Center Director, Integrated Control Center of Pohang Steel Industrial Complex	
			From Participation to Precision: AI-Based Living Lab for Carbon Neutrality Cherwon Hwang Director, Pohang Carbon Neutrality Support Center	
			Regional Cooperation through Steel Slag-Based Marine Forest Restoration Young-Ju Jin Head, POSCO Environmental & Energy Planning Office	
			[Panel] TAE JUNG KWON Deputy Director, Climate & Air Quality Division, Pohang City [Panel] Sujung Kim Secretary General, Pohang Young Women Christian Association [Panel] Ok Kyung Kim Citizen	
11:00-11:30	Break			
10 July (Fri)	11:30-12:30	Session 6. ICLEI Session	Green Transition of Industrial Cities through Nature-based Solutions [Moderator] Bonghee Son Deputy Director, ICLEI Korea Office	5F Grand Hall
			Luven's Climate Street *Video	
			Decarbonizing Urban Industrial Heritage: Green Interventions to Renew the Industrial Zones in Shenzhen Leixian Guo Chief Planning Director, Urban Planning & Design Institute of Shenzhen (UPDIS), China	
			Garden City Pohang, Connected by a Green Network Seong-jin Jeong Greenway Project Operations Manager, Pohang City	
10 July (Fri)	13:30-14:30	Session 7. Citizen Talk Concert	Daily Actions to Save the Planet JAE CHUN CHOE Professor Emeritus, Division of EcoScience, Ewha Womans University Da Gyeong Hong CEO, Learning Center for the Earth	5F Grand Hall
	14:30-15:30	Closing Ceremony	[Moderator] Jai-chul Choi Chairman, Climate Change Center	

Side Events

9(Thu) - 10(Fri) July | Day 2 & Day 3

Day	Time	Content	Location
9 July (Thu)	10:00-18:00	2 nd Green Growth Idea Hackathon	4F Sapphire
	13:30-15:00	Youth Climate Lab	4F Emerald
	15:30-17:30	GGGI x Pohang Corporate Workshop	
10 July (Fri)	10:00-11:00	Pohang Townhall COP	4F Emerald
	13:00-14:30	Climate Crisis Era: Sustainable Gastronomy Culture and UCCN	

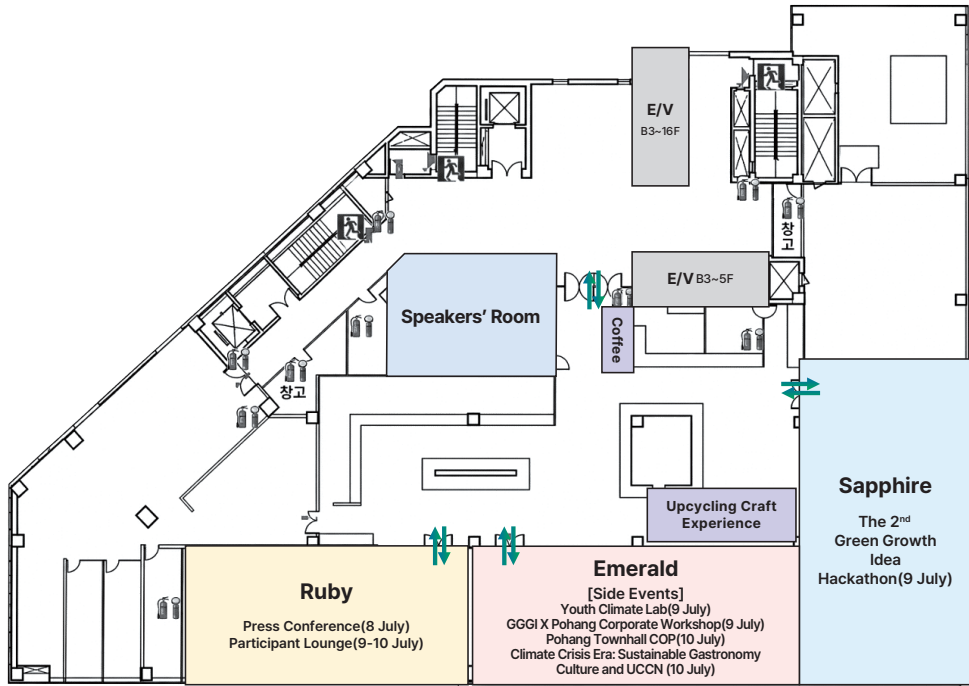
라한호텔 포항 4F



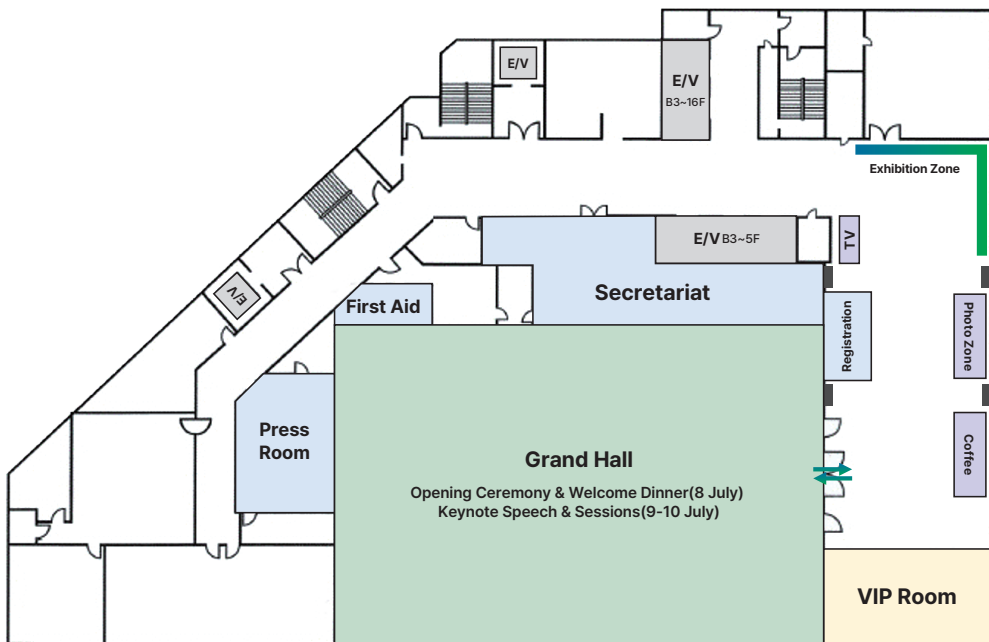
라한호텔 포항 5F



LAHAN Hotel Pohang 4F




LAHAN Hotel Pohang 5F



오프닝 스피치

Opening Speech



글로벌 기후목표와 녹색도시로의 전환

Global Climate Goal and Green City Transtion

이회성 Hoesung Lee

CF 연합 회장(IPCC 6대 의장)

President, Carbon Free Alliance, IPCC Former Chair

기후위기 시대, 글로벌 목표를 위한 연대

Solidarity for Global Goals in an Era of Climate Crisis

짐 스키 Jim Skea

IPCC 의장

Chair, IPCC(Intergovernmental Panel on Climate Change)



글로벌 기후목표와 녹색도시로의 전환

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CF 연합 회장(IPCC 6대 의장)
President, Carbon Free Alliance, IPCC Former Chair

주요경력

2015-2023	IPCC(Intergovernmental Panel on Climate Change) 의장
2019	타임(TIME) 영향력 있는 인물 100인 선정
2020	세계에너지경제학회(IAEE) "Outstanding Contributions to the Profession Award" 수상
2021	블룸버그(Bloomberg) 올해의 인물 50인
2024	에너지 인텔리전스(Energy Intelligence) "2024 Energy Economist of the Year" 수상

Biography

2015-2023	Chair, Intergovernmental Panel on Climate Change
2019	TIME's 100 Most Influential People
2020	IAEE "Outstanding Contributions to the Profession Award"
2021	Bloomberg's 50 global leaders
2024	Energy Economist of the Year from Energy Intelligence



기후위기 시대, 글로벌 목표를 위한 연대 *영상

Solidarity for Global Goals in an Era of Climate Crisis *Video

짐 스키 Jim Skea

IPCC 의장
Chair, IPCC(Intergovernmental Panel on Climate Change)

주요경력

1981-1983	카네기멜런대학교 정책연구원
1983-1998	서식스대학교 과학정책연구단위(SPRU) 연구원/교수급 연구위원(1994~1998)
1998-2004	서식스대학교 정책연구소 소장
2004-2012	영국에너지연구센터(UKERC) 연구총괄책임자
2012-2017	영국연구위원회(RCUK) 에너지전략 연구위원
2015-2017	에너지연구소(EI) 회장
2009-2023	임페리얼 칼리지 런던 지속가능에너지 교수
2015-2023	IPCC 제3실무그룹(기후변화 완화) 공동의장
2018-2023	스코틀랜드 공정전환위원회 의장
2023-현재	IPCC(기후변화에 관한 정부간 협의체) 의장

Biography

1981-1983	Carnegie-Mellon University, Policy Researcher
1983-1998	Sussex University Science Policy Research Unit, Researcher / Professorial Fellow (1994-1998)
1998-2004	Sussex University, Policy Studies Institute, Director
2004-2012	UK Energy Research Centre, Research Director
2012-2017	Research Councils UK, Energy Strategy Fellow
2015-2017	Energy Institute, President
2009-2023	Imperial College London, Professor of Sustainable Energy
2015-2023	IPCC Working Group III (Mitigation), Co-Chair
2018-2023	Scotland's Just Transition Commission, Chair
2023-Present	IPCC (Intergovernmental Panel on Climate Change), Chair

기조 강연

Keynote Speech

지속가능성을 경쟁 우위로: 왜 녹색 전환이
이제 비즈니스 및 지정학적 필수 과제인가

Sustainability as a Competitive Advantage: Why the Green
Transition Is now a Business and Geopolitical Imperative



후안 베르데 Juan Verde
알라모 홀딩 그룹 회장
Founder & President, Alamo Holding Group



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Founder & President, Alamo Holding Group

주요경력

- 2009-2012 미국 상무부 유럽·유라시아 담당 부차관보
- 2012-2014 백악관(오바마 행정부) 국제무역 및 경제정책 대외자문위원
- 2021-2023 백악관(바이든 행정부) 지속가능성 및 경제 분야 자문위원
- 2013-현재 어드밴스드 리더십 재단(Advanced Leadership Foundation) 창립자 겸 회장
- 2004-현재 알라모 솔루션스(Alamo Solutions) 창립자 겸 회장
- 2024-현재 볼칸 컴파니아 미네라(Volcan Compañía Minera) 부회장

Biography

- 2009-2012 U.S. Department of Commerce, Deputy Assistant Secretary for Europe and Eurasia
- 2012-2014 The White House(Obama Administration), External Advisor on International Trade and Economic Policy
- 2021-2023 The White House(Biden Administration), Advisor on Sustainability and Economic Affairs
- 2013-Present Advanced Leadership Foundation, Founder and President
- 2004-Present Alamo Solutions, Founder and President
- 2024-Present Volcan Compañía Minera, Vice Chairman

JUAN VERDE


SUSTAINABILITY AS A COMPETITIVE ADVANTAGE

Web : www.juanverde.com

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Twitter : [@juanverde](https://twitter.com/juanverde)

World Green Growth Forum 2026




Pohang, South Korea · July 2026

OPENING

JUAN VERDE

A Balance?



Juan Verde

Three Ideas. One Conviction.

01

**Climate Change
Is one of the biggest
risks and
opportunities.**

And it is already on your
P&L.

NOW PRESENTING

02

**Follow the
Money**

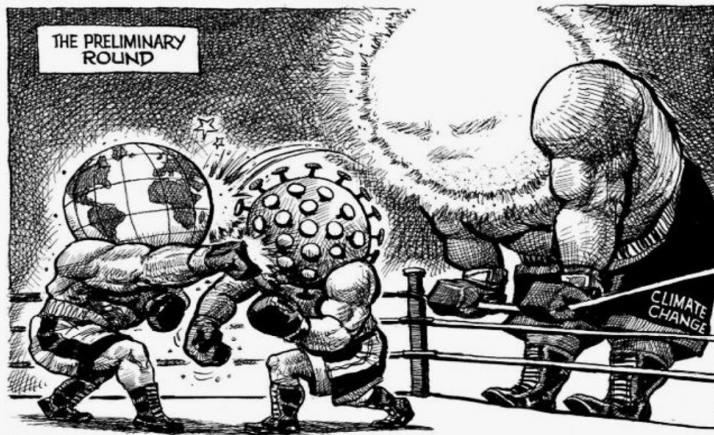
The world is in a deep
transition toward a low-
emissions economic model,
opening extraordinary
business opportunities.

03

**Geopolitics
Accelerates
Sustainability**

The current geopolitical
context is creating a unique
window to accelerate this
transformation.

IDEA 01 — CLIMATE CHANGE IS ON YOUR P&L



Economist.com

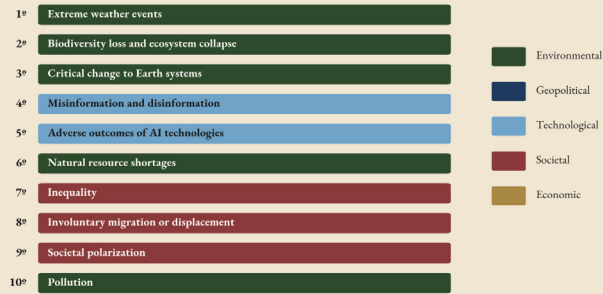
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IDEA 01 — CLIMATE CHANGE IS ON YOUR P & L

JUAN VERDE

Climate Is Now a Business Risk.

World Economic Forum · Global Risks Report 2026 · 1,300+ experts



UNINSURED LOSSES

\$113B+

\$220B in total economic losses from natural catastrophes in 2025. The L.A wildfires alone generated a record \$40B in insured losses (Swiss Re sigma 1/2026).

Alamy/istock.com

Pohang felt it firsthand: in 2022, Typhoon Hinnamnor flooded its steelmaker POSCO and halved its annual profit.

Juan Verde

IDEA 02 — FOLLOW THE MONEY

JUAN VERDE

What does a bee have to do with a bank?



Juan Verde

JUAN VERDE

Three Ideas. One Conviction.

01

Climate Change Is one of the biggest risks and opportunities.

And it is already on your P&L.

02

Follow the Money

The world is in a deep transition toward a low-emissions economic model, opening extraordinary business opportunities.

NOW PRESENTING

03

Geopolitics Accelerates Sustainability

The current geopolitical context is creating a unique window to accelerate this transformation.

Juan Verde

JUAN VERDE

IDEA 02 — FOLLOW THE MONEY

The Headlines vs. The Signal.

Separate the noise from the signal. Always — follow the money.

THE HEADLINES

What the press describes.

- US withdrew from Paris — again.
- IRA has been renegotiated.
- EU ESG regulations are being simplified.
- BlackRock left Net Zero Asset Managers.
- ‘Sustainable finance had its moment.’

THE SIGNAL

What the balance sheets show.

- USD 137B in multilateral climate finance in 2025
- USD 7 trillion green economy by 2030 — the world's second fastest-growing sector, after tech.
- Green companies grow 2x faster and trade at 12–15% valuation premiums

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IDEA 02 — FOLLOW THE MONEY

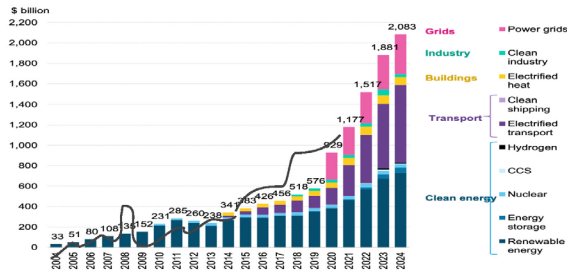
JUAN VERDE

Investment in Green Energy vs. Fossil Energy.

The year everyone said the transition was dead: \$2.3T in clean energy — +8% YoY — vs \$1.1T in fossil fuels.

Global energy transition investment exceeded \$2 trillion for the first time

Global investment in energy transition, by sector



2025 RECORD

\$2.3T

Global investment in clean energy.

\$1.1T

In fossil fuels — half of clean.

2 : 1

The ratio in favour of clean.

Source: BloombergNEF Energy Transition Investments Trends.

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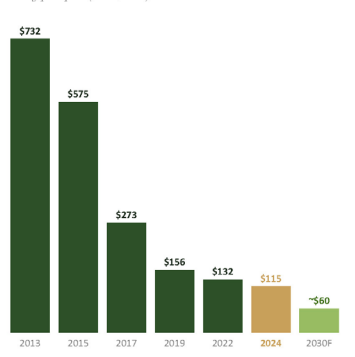
IDEA 02 — FOLLOW THE MONEY

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Storage. The Missing Piece Just Arrived.

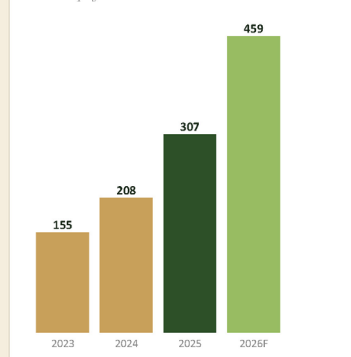
Batteries make renewables firm and dispatchable. And the price of storage has collapsed — 84% in a decade.

Battery pack price (USD/kWh)



-84% price drop 2013→2024 ~\$60 projected 2030 (BNEF)

GWh added per year



+48% storage growth 2024→2025 \$78/MWh 4-hour battery (vs \$102/gas)

Source: BloombergNEF Energy Storage Market Outlook 1H 2026; BloombergNEF Battery Price Survey 2024; IIRENA Renewable Power Generation Costs 2023.

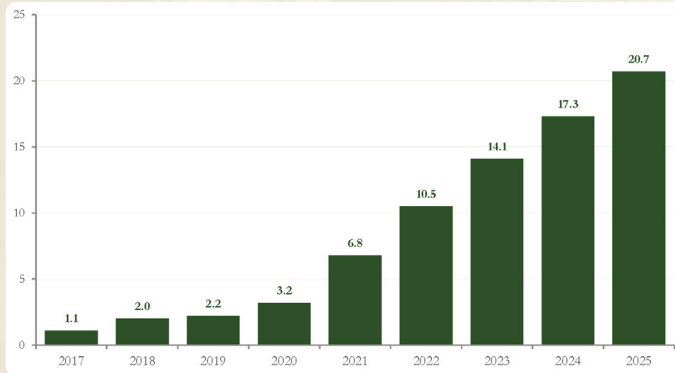
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IDEA 02 — FOLLOW THE MONEY

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Global Electric Vehicle Sales.

2017 → 2025. Nineteen times more in eight years.



Source: IEA Global EV Outlook 2026 · 1.1M units in 2017 → 20.7M in 2025.

1 in 4

cars sold globally in 2025 was electric.

3 of 5

world's top EV-battery makers are Korean

2.3M

India's record EV sales in 2025.

~55%

China — majority electric.

By **2035** → **65%** of new vehicles

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IDEA 02 — FOLLOW THE MONEY

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What Customers Want:

A second consumer shift — pointing in exactly the same direction.

SHIFT 01 — SUSTAINABILITY IS MAINSTREAM

78%

of consumers say sustainability matters when choosing a brand. (IBM IBV, 19,000 respondents)

53%

of consumers would pay up to 10% more for sustainable products.

\$254B → \$594B

Global organic food market, today vs. 2033 forecast— +134% growth.

Source: IBM IBV Consumer Sustainability Study 2024 · PwC Voice of the Consumer 2024 · Research and Markets, Organic Food 2025.



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IDEA 02 — FOLLOW THE MONEY

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The Next Generation of Employees: Millennials.



70% (millennials and centennials) of under-35 professionals say a company's environmental credentials matter on their choice of employer

Two out of three millennials would quit their jobs if they felt their company focused solely on profit and neglected the planet (Deloitte, 2025).

Millennials will account for **two-thirds** of the global workforce within three years (by 2029)

Source: IBM Institute for Business Value 2024 · Deloitte Millennial Survey 2025 · World Economic Forum 2024

JUAN VERDE

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Geopolitics Accelerates Sustainability

The current geopolitical context is creating a unique window to accelerate this transformation.

NOW PRESENTING


IDEA 03 — GEOPOLITICS ACCELERATES IT JUAN VERDE

Energy Security Is National Security.

GERMANY · RUSSIAN GAS DEPENDENCE

45% → 12%


Four years ago vs. today. Full phase-out by 2027.



STRAIT OF HORMUZ · 2026

20% of global oil. Functionally closed since February.

Brent Crude: \$72 → \$120 in weeks.
The ongoing war between Russia and Ukraine and the war in the middle East are accelerating the energy transition by exposing our vulnerability to energy dependence.



Sources: Euronext 2025 · U.S. EIA World Oil Transit Report 2025 · Reuters (Brent Crude, 2025)

Europe learned this with Russia. Korea imports ~98% of its fuel — for Asia, this is survival.

Juan Verde

IDEA 03 — GEOPOLITICS ACCELERATES IT JUAN VERDE

Geopolitics Is Accelerating the Sustainability Agenda.

It is making it irreversible — embedded in the architecture of strategic power.
What was an ESG priority in 2019 is now a strategic necessity in 2026.

FIVE FORCES REFRAME THE AGENDA

<p>01</p> <p>Energy Security</p> <p><i>Energy independence = National Security.</i></p> <p>Every solar panel installed in Europe is now an act of foreign policy.</p>	<p>02</p> <p>Food Security</p> <p><i>Food security = National Security.</i></p> <p>Every regenerative practice adopted today is tomorrow's strategic reserve.</p>	<p>03</p> <p>Artificial Intelligence</p> <p><i>Clean power = safe data centers</i></p> <p>The AI race is a race for clean power. Data centers will consume 945 TWh by 2030 (IEA) — equal to Japan's entire electricity</p>	<p>04</p> <p>Supply Chains</p> <p><i>Circular = resilient.</i></p> <p>The race for critical minerals — lithium, nickel, rare earths — pushes Korea, Japan and the US to build shorter, cleaner, diversified chains.</p>	<p>05</p> <p>Defense</p> <p><i>Autonomy = survival.</i></p> <p>The most advanced armies are decarbonizing — not by ideology, but by necessity.</p>
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Sources: IEA World Energy Outlook 2025 · FAO State of Food Security 2025 · IEA Electricity 2026 · Ellen MacArthur Foundation 2025 · NATO Climate Change & Security Action Plan 2024

Juan Verde

IDEA 03 — GEOPOLITICS ACCELERATES IT

JUAN VERDE

During the Trump administration, the transition may slow — *but it will not reverse.*

ECONOMIC FACTORS

\$115B

Private investment in U.S. clean-energy manufacturing since 2022.

2×

Per-capita clean-energy subsidies in Republican vs. Democratic states.

71%

Of U.S. GDP generated in Democratic states — the economic base.

POLITICAL FACTORS

68%

Of Americans believe the U.S. should prioritize renewable energy.

72%

Believe government should do more to protect the environment.

69%

Probability Democrats take House majority (Silver Bulletin, Apr 2026).

The political noise is temporary. The capital direction and social demand are not.

IDEA 03 — GEOPOLITICS ACCELERATES IT

JUAN VERDE

Three Scenarios for the Next Decade.

What every board in this sector is asking right now.

01

Sustainability Collapses

Not credible

- Requires reversing physics, markets, and consumer demand.
- Capital does not go backwards when clean power is already cheaper.
- The shift is now structural, not political.

02

Sustainability stays the same

Very low probability

- Sustainability returns to marketing and ESG.
- \$2.3T/year in clean energy and \$6.8T in green bonds are not a trend.
- Now it is an economic structural force.

03

Sustainability = Competitiveness and resilience

Almost all my probability

More efficiency. More strategic autonomy. More security. More Sovereignty

Juan Verde



KAIROS *VS. KRONOS*

The money has already begun to move. History doesn't wait for mandates to catch up.

"Disruption isn't the exception anymore — it's the baseline. The real advantage is staying flexible, but ready to act with conviction."

Thank you.

CONNECT WITH JUAN VERDE

Web www.juanverde.com

Instagram [@juanverdeofficial](https://www.instagram.com/juanverdeofficial)

Twitter [@juanverde](https://twitter.com/juanverde)

**WORLD
GREEN GROWTH
FORUM 2026**
2026 세계녹색성장포럼

