

Bankbulb's article

## Lombard Odier campaign underscores that it will find and invest in Eagles in the Sustainability Revolution

September, 2019

The following print ad pair (ostrich printed on page prior to eagle) are now in circulation in various Lombard Odier markets (we first saw in The Business Times in Singapore) speak to [this](#) new insight paper published by the bank on 16 September 2019.

[ ostrich. ]

**/ˈɒstrɪtʃ/ noun (financial)**  
person or organisation failing to see or act upon the need for a sustainable growth strategy;  
*see also: head in the sand.*

[ rethink everything. ]

17 ✨ 96  
**LOMBARD ODIER**  
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[ eagle. ]

**/ˈiːg(ə)l/ noun (financial)**  
person or organisation with far-sighted vision committed to sustainable behaviours and growth strategies.

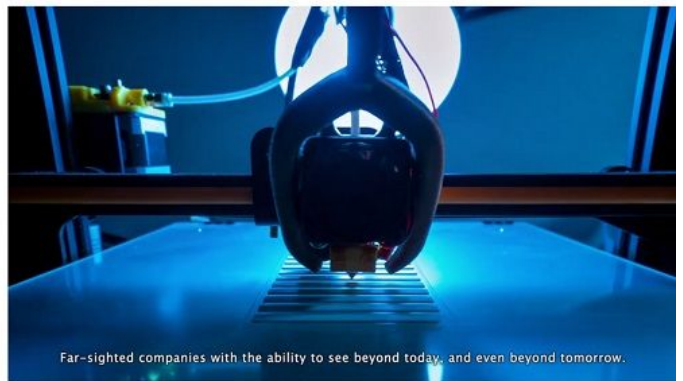
[ rethink everything. ]

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The insight is with “almost 8 billion people on the planet, massive environmental challenges and the Western middle class increasingly squeezed, the economic model we live in simply doesn't work any more.” And, some businesses do not realise the magnitude of the challenge and the speed at which they should react...and run the risk of disappearing. These are the

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Ostriches (for sticking their head in the sand). On the other side of the equation are the eagles who are positioning themselves for the opportunities ahead. The premise being Lombard Odier believes in finding the eagles to invest their clients money in. In addition to the insight paper and print Lombard Odier has also produced [this](#) ostriches or eagles video.



Subscribers to Lombard Odier's Insights received the following email message:

With almost 8 billion people on the planet, massive environmental challenges and the Western middle class increasingly squeezed, the economic model we live in simply doesn't work any more. We cannot continue to focus purely on growth at the expense of the environment and society at large. Today we are witnessing the transition to a more inclusive, low-carbon and sustainable economic model. From an investment perspective, it will create fantastic opportunities. And it will be driven by companies.

Some do not realise the magnitude of the challenge and the speed at which they should react. They continue with a business model that will be increasingly questioned and run the risk of disappearing.

These are the Ostriches. Others have evolved to focus on multiple bottom lines – not only profit but also people and the planet. These companies have the vision and foresight to hard wire sustainability into their strategy. We call these the Eagles. The winners of tomorrow. And they will write the next chapter in the Sustainability Revolution. To dive deeper into our vision, we spoke to two of our Managing Partners, Hubert Keller and Frédéric Rochat.



## Building portfolios around Eagles to deliver superior returns for our clients

Read our interview with Hubert Keller, CEO LOIM and Frédéric Rochat, Co-Head of Private Clients. They explain why we select Eagles for our portfolios because they are the winners of tomorrow. We avoid investing in Ostriches,...

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## “We look to identify the Eagles, not the Ostriches”

Frédéric Rochat explains our expertise in identifying companies committed to sustainability. The Eagles. Those who refuse to adapt or deny the Sustainability Revolution risk disappearing. We call these the Ostriches,...

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