GREEN CENTURY

What started as an awareness-raising effort has grown into a global movement that has moved over $40 trillion out of fossil fuel companies.

The Movement That Exceeds Expectations

Fossil Fuel Free Investing's Impact

Moving Money Out of Polluting Industries: Thousands of individuals and institutions, including Harvard University, the Ford Foundation, and the Church of England, moved $40 trillion of investments out of coal, oil and gas companies following the onset of this movement. These - and hundreds of other financial decisions - helped shine a light on the irresponsible actions of fossil fuel companies.

Changing the Conversation: *Forbes* credited the movement with reframing the discussion around fossil fuel finance and pushing investors to question the long-term viability of the entire sector.

Halting Fossil Fuel Projects: When the divestment started, one goal was to stop the construction of new, dirty energy projects. In 2024, Barclays announced it would halt direct financing of new upstream oil and gas, thermal coal or related infrastructure in movement towards achieving its net zero goals and its transition finance framework.

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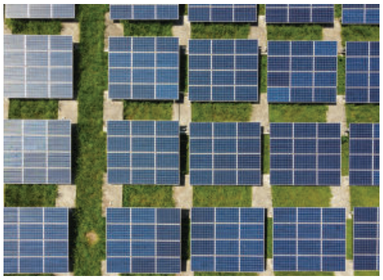
Avoiding oil, gas and other fossil fuels allows investors to keep their money out of one of the most environmentally harmful and volatile sectors. See other impacts on the back page.

Fossil Fuel Free Investments Make a Difference

More Renewable Energy: When individuals stop financially backing fossil fuel corporations, they can signal support for clean energy. In 2024, renewable energy production grew by 15% and hit a record high of 585 gigawatts - accounting for 92.5% of global new power capacity. In the first half of 2025, for the first time ever, renewable energy surpassed coal as the primary source of electricity in the world.



Investment Elites Acceptance of Core Financial Arguments: When the movement started, it was considered a fringe position to assert that the fossil fuel corporations' share price could be negatively effected if their reserves become "stranded assets." This warning was for long-term investors but some high profile investors, including New York City, divested from fossil fuel reserves. It is estimated that $2.3 trillion could become stranded by 2040 as a result of decarbonization, climate policy and market shifts.

Generational Awareness: The increased awareness of the effect of the fossil fuel industry transformed investor behavior. Globally, 88% of investors expressed interest in sustainable investments, and among younger generations that number is even higher, with 97% of millenial and 99% of Gen Z indicating that sustainability is one of the top considerations in making their investment decisions.

International Response and Leadership: Foreign governments, financial institutions and aid organizations have shifted capital away from oil, gas and coal corporations. Countries including Ireland and Norway have instated legal mandates that ensure public funds and sovereign wealth portfolios exclude fossil fuels. Multi-national agreements like the Glasgow Statement have pushed against government-backed international financing of fossil fuel-projects, and increased support for renewables.

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