

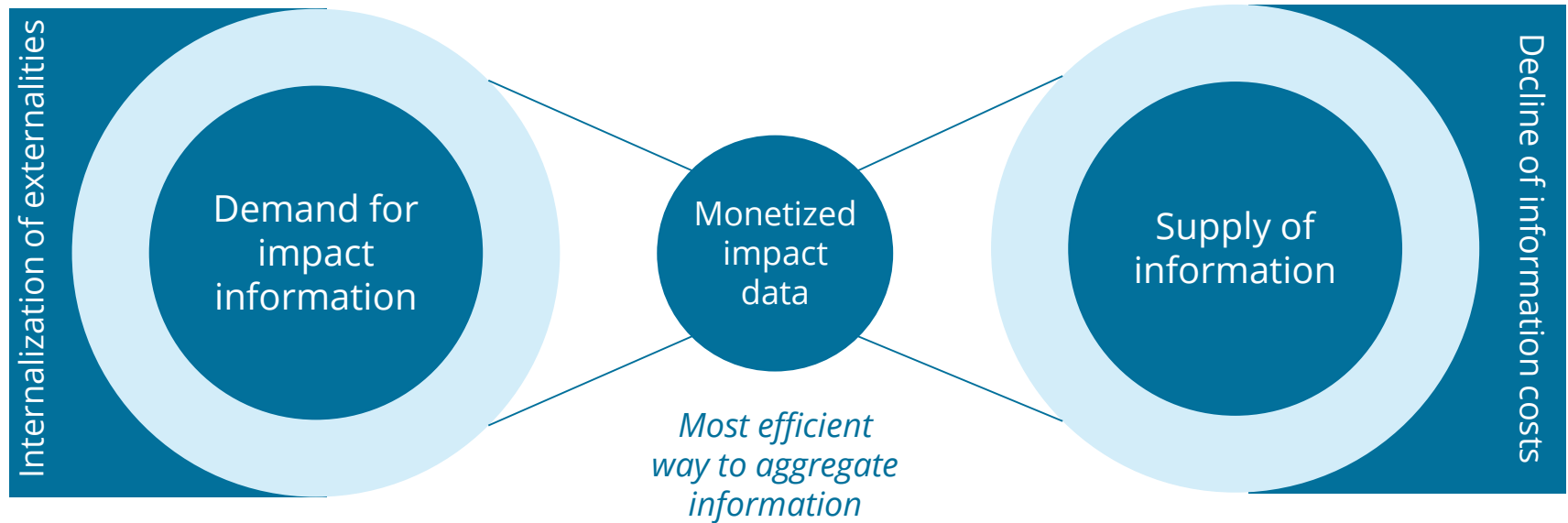
# Keynote on True Value



**Dr. Adrian de Groot Ruiz**  
*Executive Director True Price*

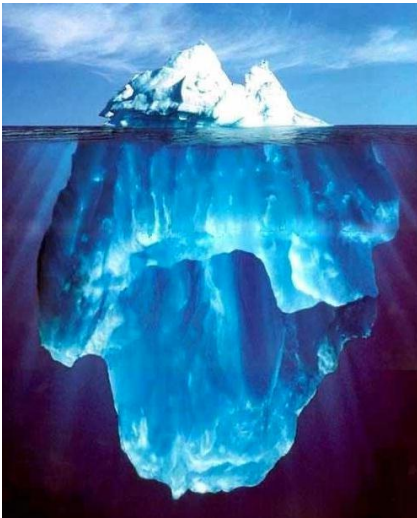
# Spread of monetized impact information is inevitable

Market for impact information



# Positive Impact of monetized information

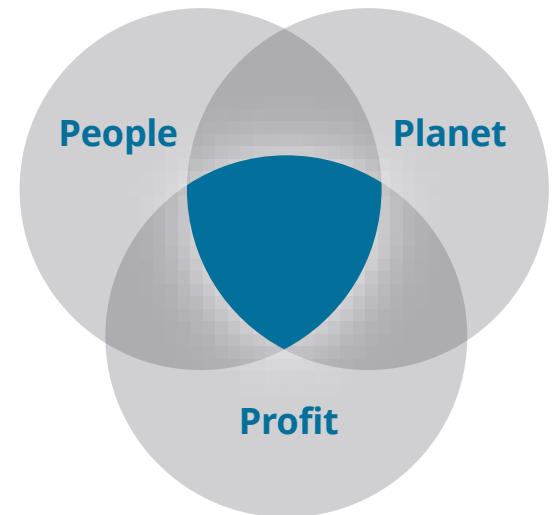
Make invisible visible



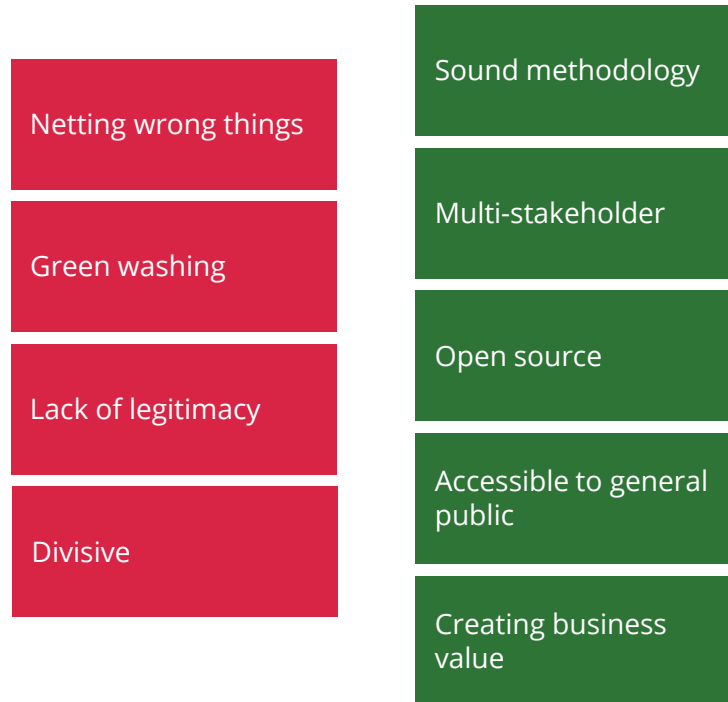
Improve decision making



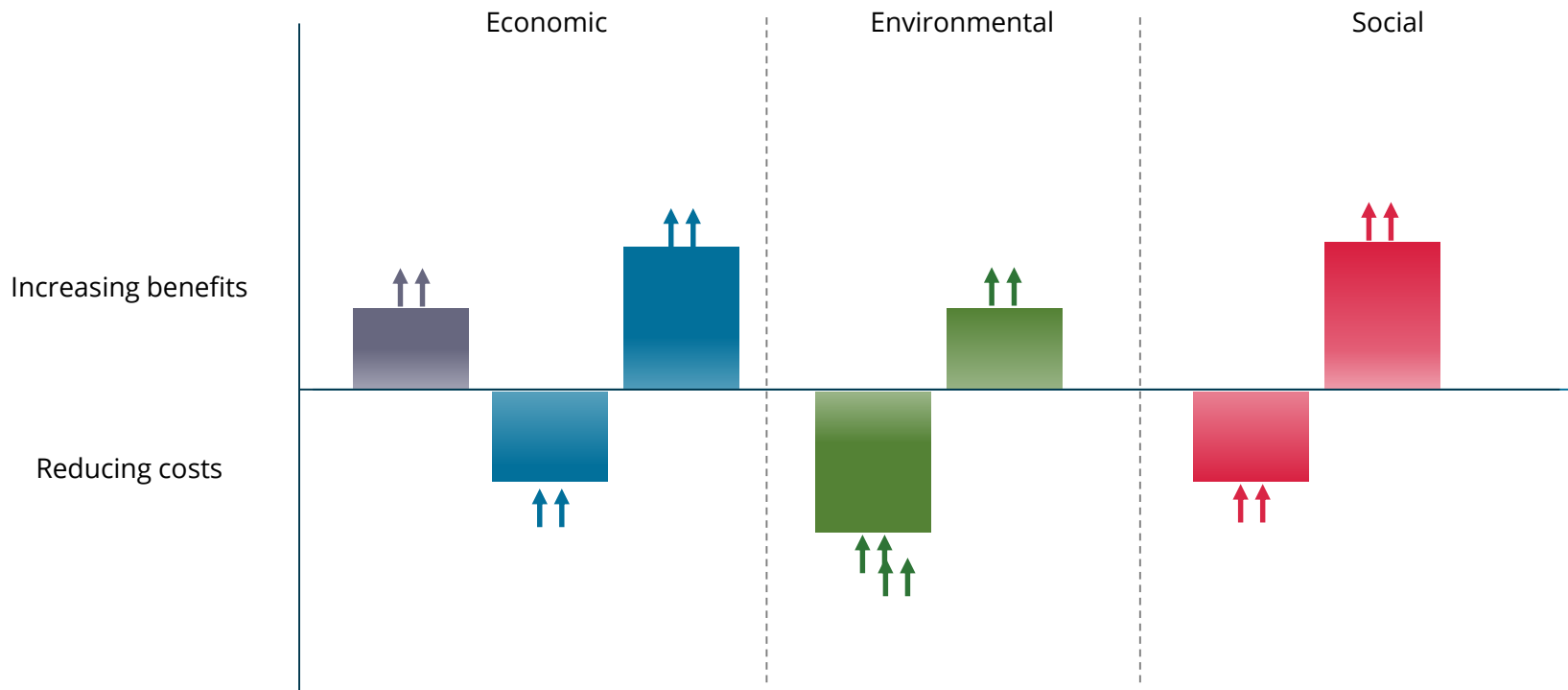
Language of Triple-P economy



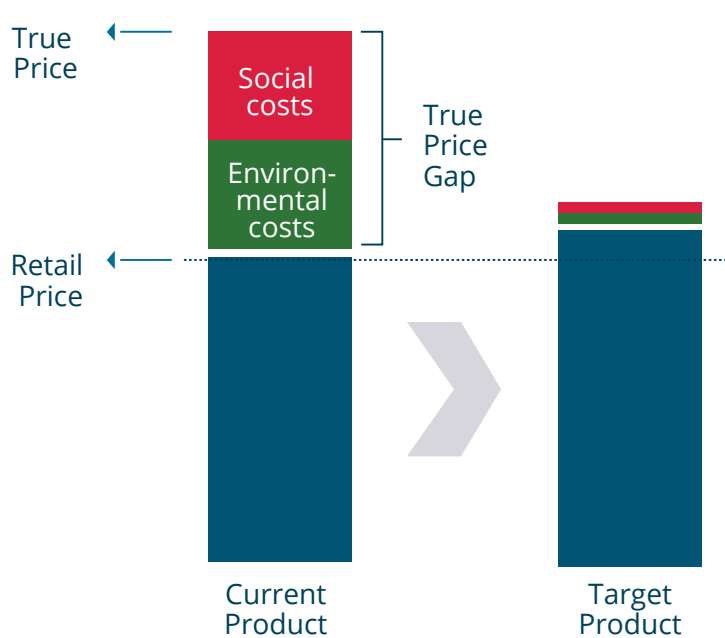
# Mitigating risks of monetization



# True Value Creation at each node



# True prices as the foundation of true value chains



## RESOURCE USE

- Ecosystems
- Water
- Materials
- Energy

## WORKERS

- Income
- Rights at work
- Health & Safety

## POLLUTION

- Air
- Soil
- Water
- Waste

## SOCIETY

- Local communities
- Supply chain
- Law & taxes
- Consumers

*Based, where possible, on existing methods and frameworks.*