

# Miguel Goncalves: annotated script

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In the coming decades, my generation of millennials and Gen Zers will inherit the largest amount of wealth humanity has EVER created//: some 30 trillion dollars. //That's a HUGE wallet. // Unluckily for us, we'll also inherit some huge issues//: climate change /, geopolitical instability /, inequality//. What we choose to do // or NOT do with this enormous wallet WILL define the future of our species//. No pressure, folks.

Compare your ideas with this annotated extract.

- repetition
- the rule of three
- hooks

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In the coming decades, my generation of millennials and Gen Zers will inherit the largest amount of wealth humanity has ever created: some 30 trillion dollars. That's a huge wallet. Unluckily for us, we'll also inherit some huge issues: climate change, geopolitical instability, inequality. What we choose to do or not do with this enormous wallet WILL define the future of our species. No pressure, folks.

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Why, might you ask, am I talking about my generation's wallet? Well, the reason why is because I'm an investor, and the essence of my job is to allocate your savings to build a better future. Because I'm also a millennial who doesn't particularly like losing sleep over the thought of rising global temperatures, my job also requires me to think about what's good for society. And from where I sit, one of the keys to bettering the world is ESG investing.

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ESG stands for environmental, social and governance. Think of ESG as additional little pieces of data that some investors consider when analyzing the risks or opportunities of an investment. So, for example, a car company that starts selling more electric vehicles may be around longer in a future where we can't burn as many fossil fuels. So, an investor might consider that company to be a safer place to put your money.

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In an ideal world, here's what ESG **promises**. It **promises** better investment returns because money is invested in companies with sustainable practices, which makes them likelier to be around longer-term. It **promises** business leaders who share more and better data about what their companies are doing. It **promises** greater productivity by allocating money to companies that maintain strong relationships with **customers, employees and suppliers**. That's the vision.

*How millennials and Gen Z can invest in a better future* [Video]. (n.d.). TED: Ideas Worth Spreading.

[https://www.ted.com/talks/miguel\\_goncalves\\_how\\_millennials\\_and\\_gen\\_z\\_can\\_invest\\_in\\_a\\_better\\_future/no-comments](https://www.ted.com/talks/miguel_goncalves_how_millennials_and_gen_z_can_invest_in_a_better_future/no-comments)