



Long-Term Must Be Resource-Conscious Investors

Whether you realize it or not, every investment you have made or could ever make is derived from the Earth. Every product you've ever used or could ever think to create must come from what you find here on the planet, from obvious industries like agriculture to more subtle uses of the Earth's resources like the plastics that populate our lives. But over the years investing has become increasingly shortsighted, as quick profits have been prioritized over protecting these resources for future use and longer-term gains. Some forward-thinking investors have seen the writing on the wall and have realized that investments of this type are akin to shooting oneself in the foot—investing in products and projects that irresponsibly use resources prevents everyone from being able to profit from these resources in the future. This is why sustainable, resource-conscious investments are the smartest investments you can make, both for yourself, and for the planet, too.

Like investing in the Earth, investing in energy is a decision that will always produce worthwhile returns. Regardless of the product, energy is needed to produce it. Historically, fossil fuel investments have dominated energy portfolios because change and innovation, while exciting, are always risky. By all accounts, this paradigm is experiencing revolutionary change. As the gap between the cost of producing energy from fossil fuels and producing energy from renewables continues to narrow, the choice for investors becomes one of responsibility to the environment. With the long-term risks of climate change and environmental degradation becoming more apparent and widely accepted, some investment firms are shifting more of their capital towards renewable energy investments. One critical reason for this is to avoid the inevitable “carbon bubble” that will pop once it is realized just how much of the world's fossil



fuels must remain in the ground. The analysis is clear - investors must look to the growing category of resource-conscious investments.

What resource-conscious investing means is investing in products, projects and people that make intelligent and effective use of the Earth's resources. Although investments with short-term returns may seem to be the obvious choice because the benefits seem clear and they reduce the need for more conscientious, complicated planning, resource-conscious investments are the smart investor's project of choice with a long-term view. Resource-conscious investments benefit investors not only when the return on investment is reached, but when another project that inevitably draws from the same stockpile of natural resources can also come to fruition, creating a cycle of profit from the natural world that can go on indefinitely. As society comes to the collective realization that investments that benefit the planet while producing returns are the most intelligent investments, capital will begin to pour into resource-conscious projects. When this time arrives, where do you want your capital to be—tied up in dangerous, volatile short-term investments that endanger the ability to invest more in the future, or free to flow with the rest of society's capital into projects that keep on giving and help to produce more wealth to utilize in the future? Paraphrasing a CEO of a major oil company, no one wants to lose money on purpose. Investing capital in resource-conscious opportunities is a winning proposition. MAC Energy Advisors, a resource-conscious investment and consulting firm, works with investors to make sure the focus is on what's best for the planet and our communities and makes economic sense.



MAC Energy Advisors, LLC (MAC) is a consulting and investment company that provides innovative, flexible and cost-efficient ways to help clients intelligently utilize capital to strategically expand and take advantage of opportunities across the globe. We also build and own energy assets that are not only renewable, but resource-conscious as well. MAC professionals come from a variety of backgrounds, giving us extensive knowledge of strategic opportunities across a global network that we use to the advantage of our clients. With our disciplined approach, joined with deep market insight and operational experience, we provide winning solutions to corporations, financial institutions, and government entities. We welcome your thoughts. Please contact us with any comments at info@macenergyadvisors.com.