

El péndulo

| Jonathan
| Malagón |

| Aso
| Ban
| Caria |

FT



Adopción
de los ODS



NetZero
a 2050



Auge en sostenibilidad

«Grand Conti

HACE 4 MESES

Análisis • Economía

«El fin d

WORLD • DONALD TRUMP
Trump



Britain scraps 'taxonomy' plan for green investments

July 15, 2025 12:04 PM GMT-5 · Updated July 15, 2025

LONDON, July 15 (Reuters) - Britain on Tuesday ditched plans to release a "taxonomy" for guiding companies and investors on what is a green investment, the latest sign governments are stalling on sustainability reporting requirements for companies.

The stealth war on DEI

How companies from Pepsi to Disney are quietly dismantling their diversity initiatives

Trump
abolish

Secretary of S
he would seek

La UE
march
clave d

ds fight
baby

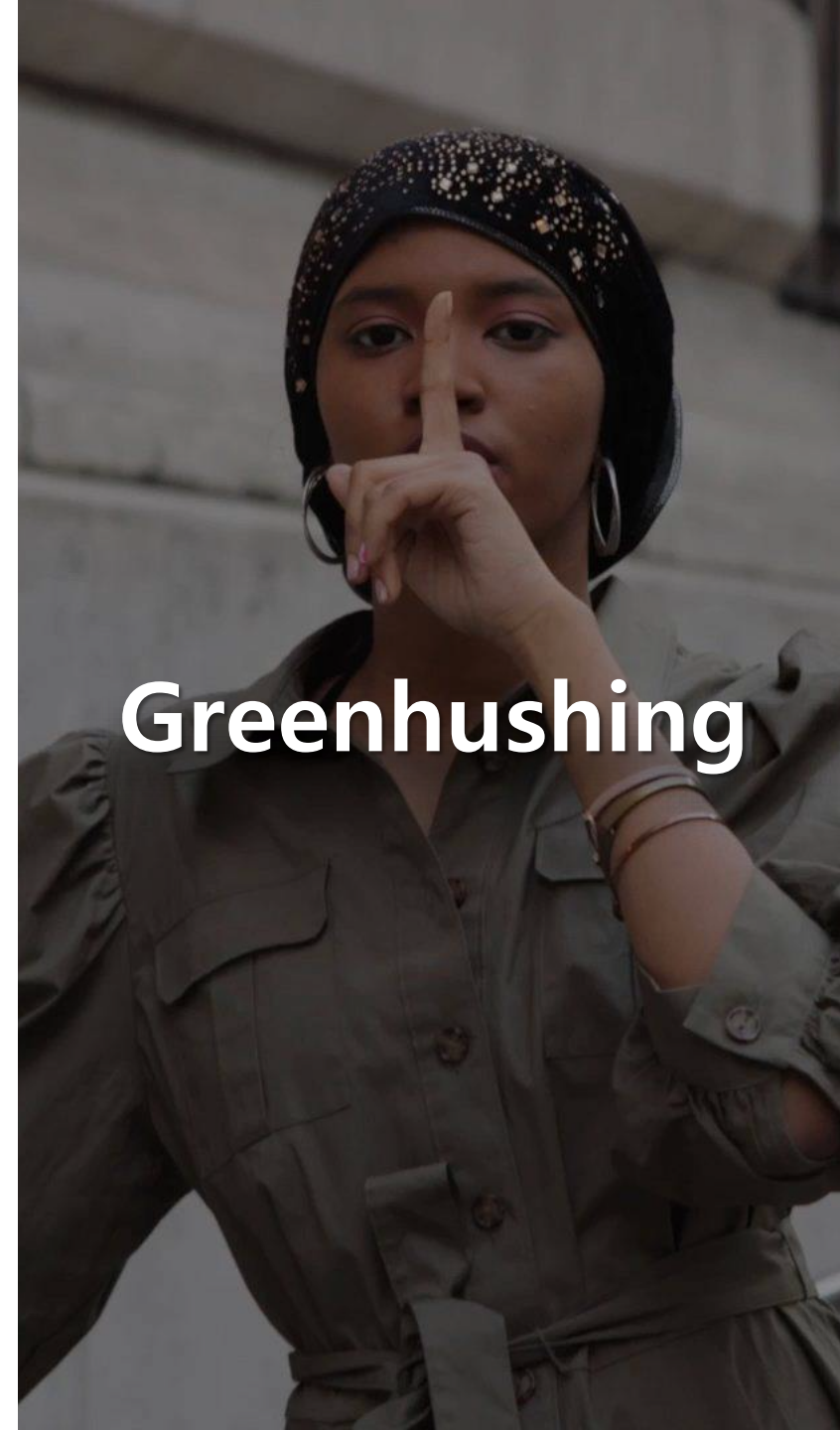
deal. The tech
artificial

es it matter?

Recesión en sostenibilidad



**Fragmentación
geopolítica**



Greenhushing



Backlash DEI

A close-up photograph of a light-colored, textured wall with a prominent vertical crack running down the center. The lighting is soft, highlighting the rough texture of the surface.

40%

Reducción de los
activos suscritos
en NZBA

Fuente: UNEP-FI y cálculos Asobancaria.

A photograph of a woman wearing a dark hijab with small white dots and a light-colored, button-up shirt. She is looking directly at the camera with her hand near her face, as if speaking or gesturing. The background is a plain, light-colored wall.

58%

Empresas que
redujeron su
comunicación
sobre acción
climática

Fuente: South Pole.

A photograph of a black traffic light against a clear blue sky. The traffic light is in the foreground, and its reflection is visible on its surface. The background shows a blurred view of a city street with buildings.

47%

Reducción en
asistencia
internacional de
EE.UU.

Fuente: ONU y ForeignAssistance.gov.

Aso
Ban
Caria

**Colombia sigue siendo
partícipe del auge en
sostenibilidad**

2021



Hacienda



Bono verde de
deuda soberana

2022



2024



COP16
COLOMBIA
Paz con la Naturaleza

**La banca ha liderado
la agenda desde el
sector privado**



134

billones

Cartera sostenible



**Finanzas por
el planeta**



**Finanzas por
la equidad**

OFS



**Finanzas por
la diversidad**



**Finanzas por
el bienestar**



Protocolo Social
Diversidad | Equidad | Inclusión

**Junta
Estratégica de
Sostenibilidad**



**ESG Director's
Training
Certificate**



**¿Cómo evitar la
recesión en
sostenibilidad?**

Ambiental Social Governanza

A rmonizar

S ustituir

G eneralizar

Armonizar

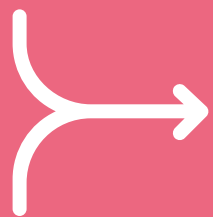
S

G



600+

Reglas de reporte en
sostenibilidad a nivel mundial



**Definiciones y
criterios
unificados**



**Regulación
congruente**

A

Sustituir

G

An aerial photograph of a city, likely Bogotá, Colombia, showing a dense urban landscape with numerous high-rise apartment buildings and a wide highway. In the background, there are large, green mountains under a cloudy sky. The number '1.500' is superimposed in large white font across the center of the image.

1.500

millones de dólares

Desembolsos anuales de USAID
a Latinoamérica

Incentivos normativos



Mercado de
carbón



Transición
energética

A

S

Generalizar



4,5%

Ratio de activos verdes
en instituciones crediticias europeas

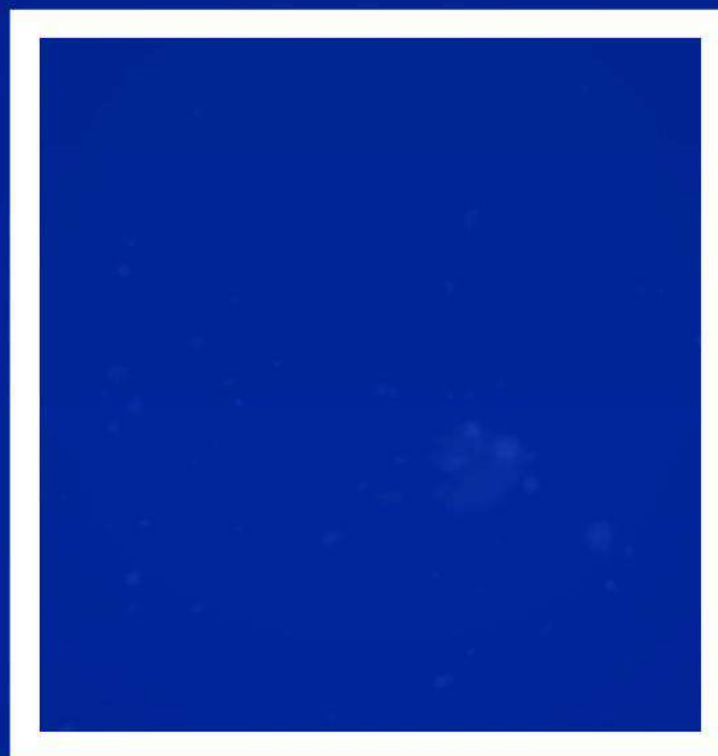


Integración
de las
MiPymes



Inventario de
huella de
carbono





Gracias

 @jmalagong

 @jmalagong

 @malagon

 @JoMalagon

 Asobancaria Colombia

 @asobancariaco

 @asobancaria

 @asobancaria