

prihoda ili više od 250 zaposlenih, što obuhvata oko 50.000 kompanija. U pitanju su obavezujući standardi izveštavanja o održivosti, gde bi svi podaci trebalo da se usklađuju prema taksonomiji.<sup>74</sup> Uvođenje standardizovanosti izveštavanja, uz obaveznu reviziju i nefinansijskih izveštaja, trebalo bi da doprinese otklanjanju problema sa kojima su u EU bili suočeni od usvajanja NFRD direktive. Sve kompanije koje podpadaju pod režim EU izveštavanja (što po novom regulatornom okviru obuhvata i jedan broj srednjih kompanija!) moraju učiniti javno dostupnim informacije koje se odnose na ekološku održivost njihovog poslovanja. *Nova pravila će obezbediti da investitori i druge zainteresovane strane imaju pristup informacijama potrebnim za procenu rizika koji potiču od klimatskih promena i drugih faktora održivosti. Ključno je da se kreira kultura transparentnosti o uticaju kompanija na ljude i životnu sredinu.*

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## THE ROLE OF INSURANCE INDUSTRY IN PROMOTING SUSTAINABLE DEVELOPEMENT ARE INSUSRERS AMBASSADORS OF SUSTAINABILITY? – „A WORD OF PLUS 4 DEGREE CONNOT BE INSURED. UNSUSTAINABLE BUSINESSES CANNOT BE INSURED, NOR CAN THEY BE INVESTED IN”<sup>75</sup>

**Summary:** *Author is dealing with the role of insurance industry in promoting ESG standards. After familiarizing the reader with ESG standards and other abbreviations encountered in business, author is focusing on the contribution of insurers to the transition from socially responsible to sustainable governance. It was observed that in the process of risk assessment of corporate clients, insurers use not only financial, but also non-financial reports. This, issues about sustainability become risk-relevant, whereby insurers regularly influence their clients to implement factors related to environmental protection, sustainable corporate governance and social community in their business operations. That makes the risk of unsustainability too expensive enabling the insurance industry to send a clear message: “first standards, then cooperation”. Author concludes that insurers in their position of institutional investors become ambassadors of sustainability by directing their funds to the co called green investments and green bonds.*

**Keywords:** *Sustainable corporate governance. – Risk of unsustainability. – Non-financial reports. – Risk assessment of corporate clients- Green transition.*

<sup>74</sup> Inače, sam akt o Taksonomiji je u određenoj meri kontroverzan, budući da je njime energija dobijena iz gasa, nuklearna energija i energija dobijena sagorevanjem drveća označena kao održiva?! Kao odgovor na Taksonomiju, nezavisni eksperti su na sajtu [www.greenwashed.net](http://www.greenwashed.net) objavili naučno zasnovanu taksonomiju, nudeći bankama, investitorima i osiguravačima metod provere da li su njihove investicije zaista zelene.

<sup>75</sup> AXA, TOMAS BUBERL, 2017, ONE PLANET SUMMIT.