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WHAT WOULD ANDREW CARNEGIE DO?

Today is the 100th anniversary of Andrew Carnegie's death.

In today's dollars, he achieved a net worth of \$370 Billion.

He was ruthless in business, but recognized by many as history's greatest philanthropist. He believed those who had the ability to accumulate wealth, had an obligation to then use that wealth for the greater good.

He maximized his investments as few, if any, ever have.

By the time of his death, he had given away 99% of his wealth, using it for the greater good.

If Carnegie were here today, as possibly history's shrewdest capitalist investor/builder of businesses and wealth, and following his motto of "Focus on what makes a difference", how would he use sustainability?

Would his primary play be to target companies that were already certified as sustainable, paying more, but gaining an investment in a company already driven to maximize its value; or would he invest in non-sustainable companies and get them certified as sustainable, reaping the immediate financial and valuation increase?