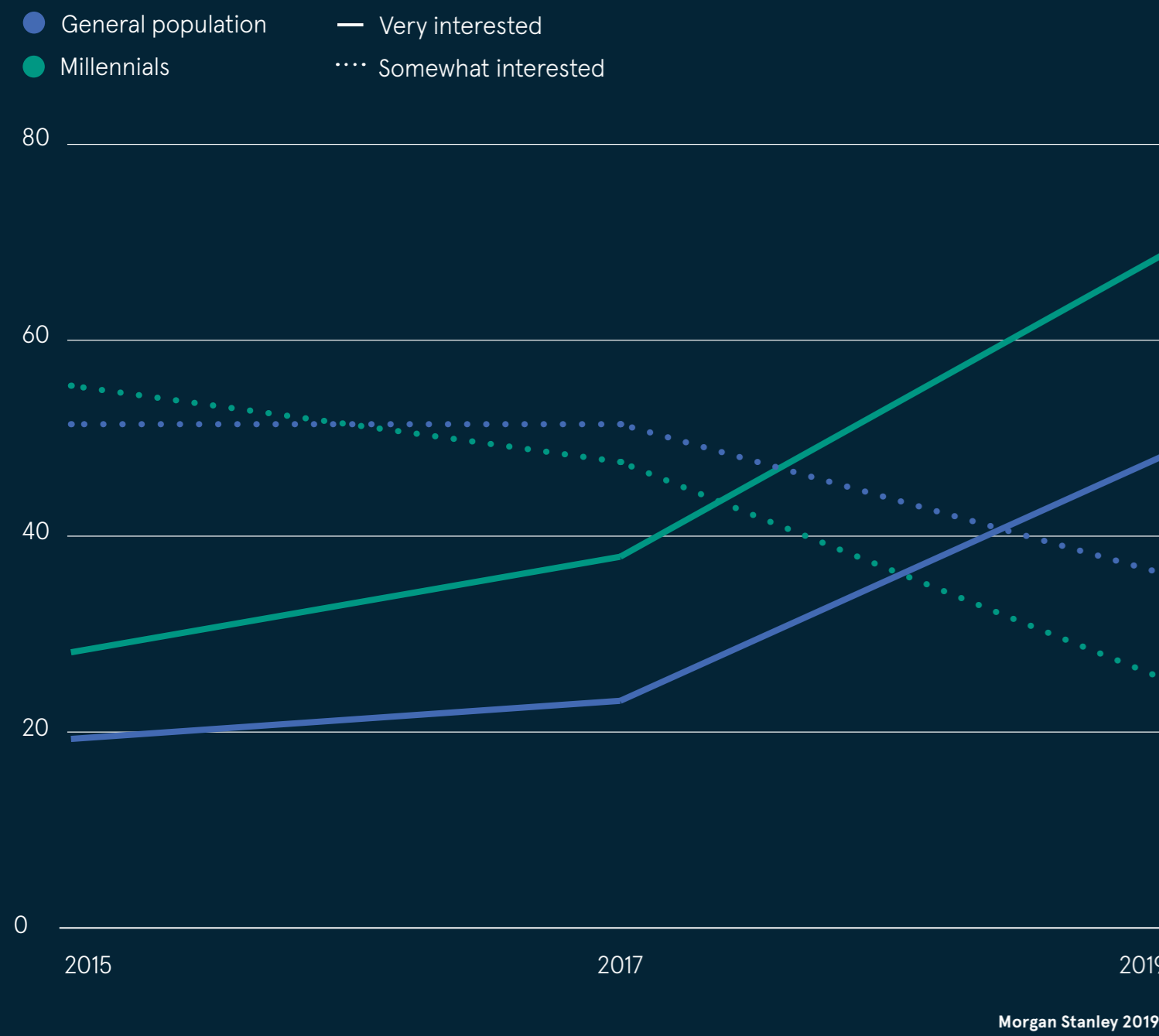


# SUSTAINABLE DRIVERS

Investors' interest, enthusiasm and passion for sustainable investing have been growing steadily over recent years, but what are the key drivers of more conscious investments?

## INTEREST JUMPS, ESPECIALLY AMONG MILLENNIALS

How interested the general population and millennials are in sustainability investing



## INVESTING WITH CONSCIENCE

Choice to invest against personal beliefs, by level of investment knowledge

● No, I would not invest against my personal beliefs ● Yes, if the returns were higher

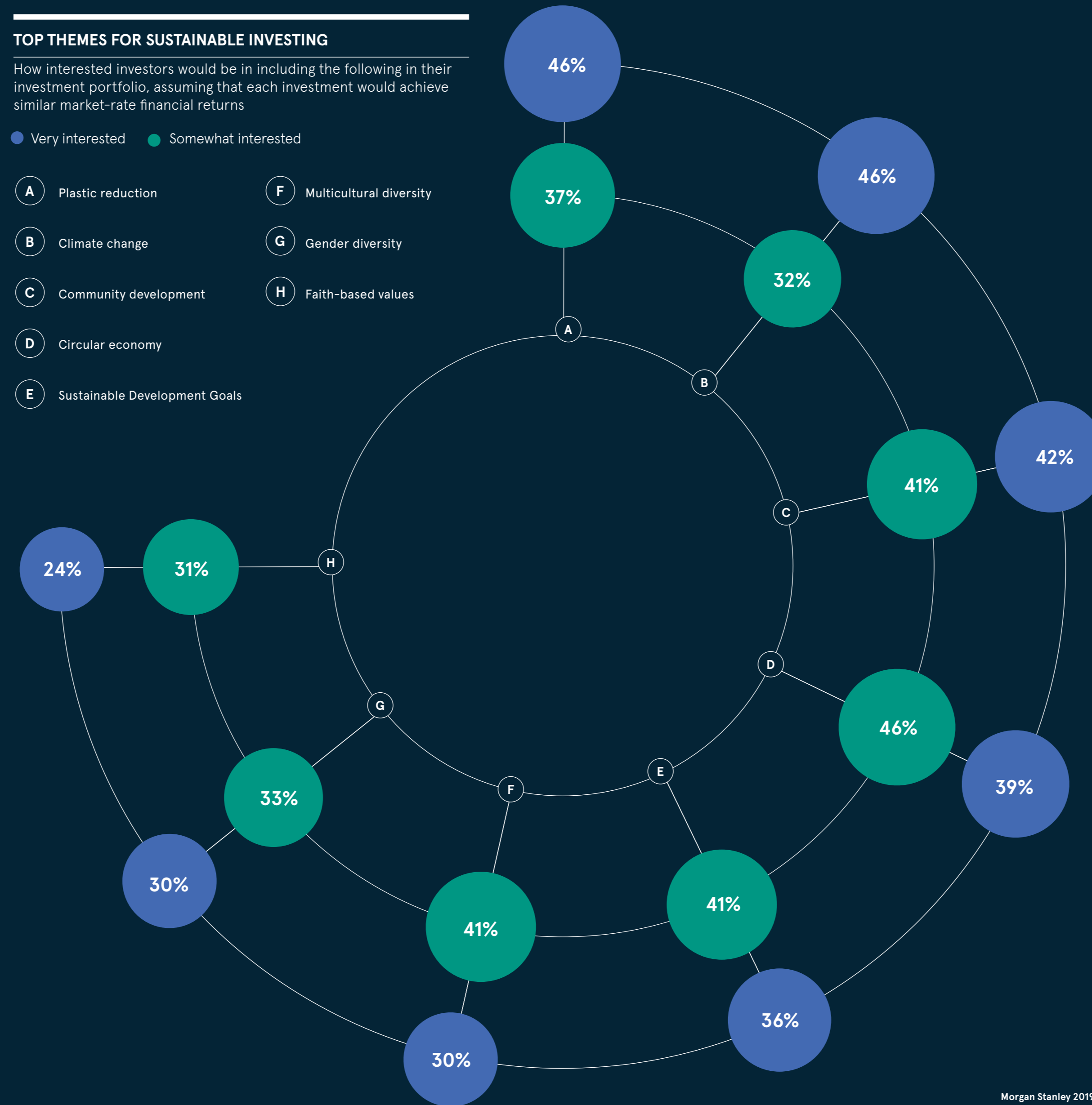


## TOP THEMES FOR SUSTAINABLE INVESTING

How interested investors would be in including the following in their investment portfolio, assuming that each investment would achieve similar market-rate financial returns

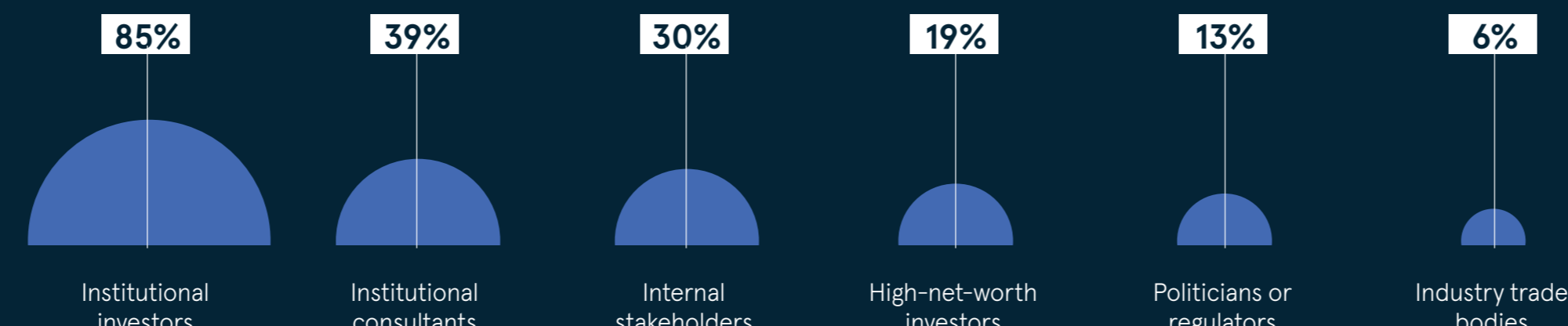
● Very interested ● Somewhat interested

- A Plastic reduction
- B Climate change
- C Community development
- D Circular economy
- E Sustainable Development Goals
- F Multicultural diversity
- G Gender diversity
- H Faith-based values



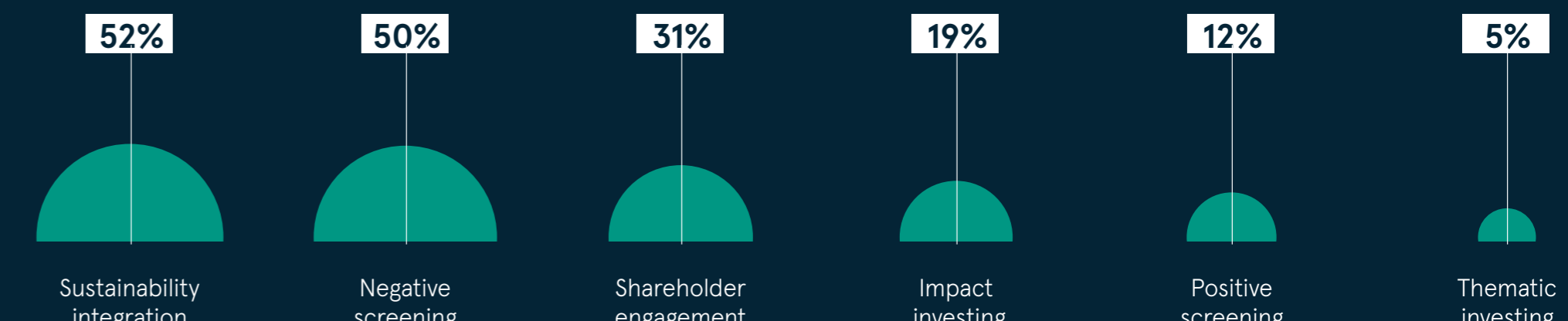
## DRIVING ESG INTEREST

Institutional investors, hedge fund managers, long-only managers and pension consultants were asked which groups were driving interest in ESG investing



## INDUSTRY SUSTAINABLE STRATEGIES

Institutional investors, hedge fund managers, long-only managers and pension consultants were asked what describes their strategies when it comes to ESG



## STAYING UP TO DATE

How institutional investors stay abreast of ESG and sustainable investment developments



## MAKING INFORMED DECISIONS

Global investors were asked which types of information are required for them to be confident in the sustainability of an investment

