

### THE DATA



### THE EUROPEAN SUSTAINABLE INVESTMENT MARKET

€ 6.8 TRILLION

SOURCE: EUROPEAN SRI STUDY 2012

### DO YOU PLAN TO INCREASE YOUR INVESTMENTS IN SUSTAINABLE PRODUCTS?

YES 70%

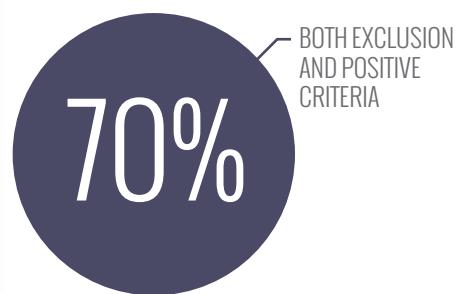
### WHAT DRIVES INVESTORS' STRATEGY?



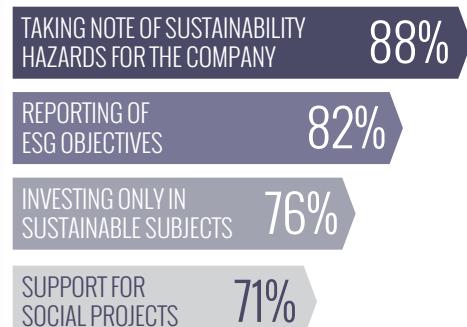
### WHY DO PEOPLE MAKE SUSTAINABLE INVESTMENTS?



### HOW TO JUDGE A SUSTAINABLE INVESTMENT



### KEY SUSTAINABLE PRACTICES



### PRACTICES THAT MUST BE AVOIDED



### SHOULD THERE BE A GENERALLY ACCEPTED MINIMUM STANDARD FOR SUSTAINABLE FINANCIAL PRODUCTS?

YES 81%

### WHEN CREATING A MINIMUM STANDARD



### SHOULD A MINIMUM STANDARD FOR SUSTAINABLE FINANCIAL PRODUCTS TAKE ACCOUNT OF INTERNATIONALLY RECOGNISED STANDARDS IN THE RATING?

YES 84%

### WHICH STANDARDS MATTER THE MOST TO YOU?



### DO YOU THINK THAT A BINDING SEAL OF QUALITY OR EXCELLENCE WILL BE NEEDED IN FUTURE TO EVALUATE THE SUSTAINABILITY OF FINANCIAL PRODUCTS?

YES 65%

### WHAT INFORMATION DO YOU EXPECT FROM THE RATING OF FINANCIAL PRODUCTS? HOW SHOULD THE RESULTS OF THE RATING BE SHOWN?



### SHOULD THERE BE ANY GRADING IN THE OVERALL RATING (E.G. FROM 1 TO 5, GOLD/SILVER/BRONZE)?

YES 71%

FIND OUT MORE - READ THE FULL REPORT AT: [carlofoundation.org](http://carlofoundation.org)



TO ACCESS THE REPORT  
DOWNLOAD A FREE  
QR CODE APP ON YOUR  
SMARTPHONE AND SCAN  
THIS CODE