

THE DATA

400
STAKEHOLDERS
SURVEYED

20
EXPERTS
INTERVIEWED

IN JULY / AUGUST 2013

THE EUROPEAN SUSTAINABLE INVESTMENT MARKET

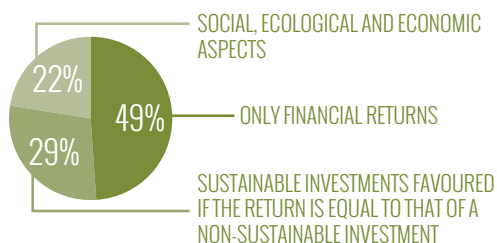
€ 6.8 TRILLION

SOURCE: EUROPEAN SRI STUDY 2012

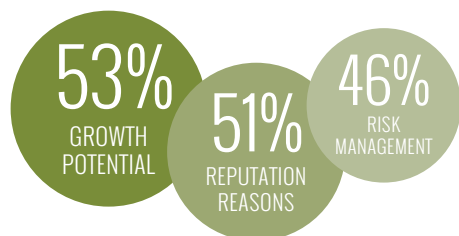
DO YOU PLAN TO INCREASE YOUR INVESTMENTS IN SUSTAINABLE PRODUCTS?

YES 70%

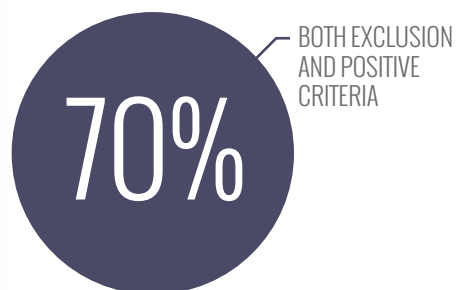
WHAT DRIVES INVESTORS' STRATEGY?



WHY DO PEOPLE MAKE SUSTAINABLE INVESTMENTS?



HOW TO JUDGE A SUSTAINABLE INVESTMENT



KEY SUSTAINABLE PRACTICES

TAKING NOTE OF SUSTAINABILITY HAZARDS FOR THE COMPANY 88%

REPORTING OF ESG OBJECTIVES 82%

INVESTING ONLY IN SUSTAINABLE SUBJECTS 76%

SUPPORT FOR SOCIAL PROJECTS 71%

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?

UN PRI (PRINCIPLES FOR RESPONSIBLE INVESTING) 56%

UN GLOBAL COMPACT 51%

GRI GUIDELINES (GLOBAL REPORTING INITIATIVE) 35%

EUROSIF TRANSPARENCY CODE 34%

ISO STANDARDS 33%

ILO INTERNATIONAL LABOUR STANDARDS 28%

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



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