

## Eurosif Key Formula for Success

The following items allow Eurosif, with the support of its Member Affiliates and the national SIFs, to build awareness, increase understanding and generate demand in SRI:

- **Thought leadership** through projects such as Venture Capital for Sustainability study, Sector Reports and co-branded products (fact sheets with OECD Watch).
- **Advising and Lobbying the EU** through participation on EC workshops as expert (financing eco-efficiency), being a core member of the Multi-Stakeholder Forum and submitting papers on responsible investment to the Commission.
- **Public Profile:** media (e.g. FT, MSNBC, Global Pensions, etc.) utilises Eurosif as a source for interviews, data and quotes; media partnerships with Le Monde / La Stampa / El Pais for co-branded articles; keynote speeches and moderator of panels at more than 25 leading conferences per year.
- **Leverage and reach through the SIFs (Social Investment Forum):** Board direction and operational involvement from Belsif, Forum Nachhaltige Geldanlagen, Forum per la Finanza Sostenibile, Forum pour l'Investissement Responsable, UKSIF, VBDO and Swesif (2008).

## Eurosif Facts

- **Total Member Affiliate financial support is growing** (close to €200,000 in 2007).
- **Geographic distribution of Member Affiliates** is widely dispersed.
- **Funding** from member affiliates rose to 80% in 2007, providing for further independence and credibility when meeting with EC on specific issues. Funding from sponsorship on specific activities is expected to climb to 30% of budget in 2008.
- **Eurosif newsletter subscriptions increased by 40%**, reaching more than 2,000 subscribers, representing senior director levels of public policy, financial, academic and corporate institutions.

## Eurosif Strategy

**Mission:** Addressing Sustainability through Financial Markets

**Pivot Words:** Promoting and Networking

**Key 3 Year Broad Goals:**

- Pension fund mandates asking for ESG criteria have doubled from today
- Broad SRI has gone from 1 trillion to 2 trillion euros
- EU legislation has greater transparency requirements of funds

## Eurosif Governance: greater integration of Board and Member Affiliates

- The Board (SIFs) meets 3 times a year for a two-day meeting.
- Advisory Council (member affiliates) with two sub-groups: the Activities Advisory Group (quarterly calls with ED, opportunity to meet with the Board twice a year) and Lobbying Advisory Group (quarterly calls with ED, opportunities to attend meetings with EU personnel).
- Eurosif Management ensures the views of Advisory Groups are heard at Board level, and Eurosif conducts a 1:1 meeting with each member affiliate once a year.

## Sample of Eurosif Activities planned for 2008

- **Ongoing Core Activities:** Newsletter, Research Quarterly, EU Insider, Annual Legislation Review, Coordination of EU SRI information, Regional SIF quarterly updates, Member Affiliate Servicing, Website and video communication (new in 2008).
- **SRI Study:** One of the most important and high-demand Eurosif products. The presentation covered overall objectives, project aims, communication plan, methodology and timeline (survey in spring, release in October 2008). Member affiliates will receive a formal sponsorship proposal.
- **Transparency Guidelines:** Eurosif wishes to improve the response process and visibility of the Guidelines and the funds' responses, hence the creation of a logo to be used by signatories.

### US Political Trends & Lobbying Efforts for Sustainability

Reginald Stanley, VP of the US Social Investment Forum provided a snapshot of the US SRI market. Reggie mentioned the following:

- US corporations are now looking at alternatives for energy supplies. Growing number of GRI type sustainability reporting by companies. Human Rights issues (Sudan, and to a lesser extent Burma) are especially important for pension funds at municipalities and state level.
- SEC made proposals in July 2007 regarding proxy-voting access, which would have resulted in limiting them. The SEC received more than 30,000 letters opposing the proposals, the highest turnout ever from the public. The process is stalled at least until next year.
- US SIF priority is to enlarge SRI market to retail and institutional investors (401K retirement plans). Changes in language (from SRI to Sustainable Investment) as well as in the way fund managers evaluate companies and the manner in which they invest (universal investor concept).

### Promoting the use of the OECD Guidelines in the SRI Community

Joris Oldenziel, from OECD Watch, presented the work completed in collaboration with Eurosif on promoting the use of the OECD Guidelines in the SRI Community. 4 fact sheets were produced as a result of this project. In addition, a **statement outlining recommendations for the OECD is being drafted**. Responsible investors concerned about improving the Guidelines and making this instrument a reliable mechanism to assess CSR are invited to provide comments on the statement and support it.

### EU speeches and discussions

Eurosif welcomed several EU representatives to speak about their recent work in the domain of sustainable development and eco-efficiency. Their participation illustrates a growing interest from EU personnel to engage with Eurosif and its Member Affiliates.

- **Christine Dalby from DG Secretariat General** presented the result of the first progress report on the EU Sustainable Development Strategy (EU SDS). She detailed the key objectives of the EU SDS and the results achieved so far. The key point is that there has been progress on putting the right policies in place but there is now a need for real implementation 'on the ground', particularly on climate change and clean energy.
- **Maciej Szymanowicz from DG Environment** presented the EU Environmental Technologies Action Plan (ETAP) progress and next steps. The plan aims to develop eco-industries across the EU and increase investment opportunities for them.
- **Orsola Mautone from the European Environmental Agency (EEA)** discussed the agency's eco-tax policy developments. Their goal is to better balance tax legislation away from labour towards environmental use over the next 20 years across the EU.

### Roundtable Dilemmas

Member Affiliates were able to participate in two of the three following roundtable dilemmas:

- **"Semantics or evolution in the sector: (SI) vs. (SRI) vs. (RI)?" led by Peter Kinder, KLD Research & Analytics.** Outcome: the concepts can co-exist; they very much depend on the end audience (retail vs. institutional). Participants agreed that the process is what is important and that there should be better standards about what the product is. For some members, SRI now stands for "Sustainable and Responsible Investment".
- **"New sustainable asset classes" led by Rob Lake, ABP.** Outcome: it is worth noting that some pension funds (ABP) are now integrating ESG criteria across all their asset classes and this is very likely a future trend for all pension funds.
- **"Integration: good mainstreaming trend of weakening SRI?" led by Jean Laville, Ethos.** Outcome: there were several differing views on what "material" really means and how best to define it in connection with integration. This debate will increase over the coming years with new players rapidly entering this space.