



Press Release

3rd EUROSIF Study on High Net Worth Individuals and Sustainable Investment Shows that Wealthy Europeans are Deepening and Expanding their Commitment to Sustainable Investments and Impact Investing.

7 November 2012, Brussels – **EUROSIF**, the European Sustainable Investment Forum, today releases its 3rd study on High Net Worth Individuals and Sustainable Investment, created with the support of Bank Sarasin.

The study shows that sustainable investments by European HNWI's has increased by nearly 60% over the past two years, compared to an 18% increase in overall European HNWI wealth over the same period. Sustainable investments rose to €1.15 trillion compared to €729 billion in 2009, reflecting persistent demand even in volatile markets.

The growth mainly derives from inflow of new money from new clients (44%) and from existing clients deepening their commitment (37%). Many HNWI's have been testing the merits of sustainable investment over the past few years, and are now expanding their use of sustainable investment strategies. The report shows that the number of HNWI's with more than half of their assets attributed to sustainable investments has doubled over the last two years to reach 25% of respondents. Positive screening strategies (such as best-in-class) and sustainability-themed investments are still the most used. The most popular sustainability themes are clean energy, water and green technology.

The study also covers impact investing for the first time. The survey shows that impact investing is common among HNWI's, with 1 out of 2 respondents allocating assets to this type of investment. While the most frequently mentioned motivation for impact investing by HNWI's is contribution to sustainable development, it is interesting to note that just behind this, alternative to philanthropy is mentioned as the second most important motivation. Impact investing is actually more often seen as an alternative to philanthropy than other sustainable investment strategies, which 51% of respondents now consider as financial discipline.

Looking to the future, 87% respondents continue to predict a steady or even sharp increase in sustainable investments by HNWI's, especially as more and more view sustainable investment as a financial discipline to be integrated across all assets. While perceptions of financial performance remains a barrier to sustainable investment adoption, it is noteworthy that those HNWI's who overcome their initial skepticism and try sustainable investment have a tendency to become increasingly devoted, despite or maybe because of the continued market turmoil.

Commenting on the results, Eurosif Executive Director François Passant states: *“The value proposition of sustainable investment and impact investing, combining both financial interests with sustainability concerns, make these strategies a valuable fit with any HNWI investment portfolio. The fact that many HNWI's who have tested sustainable investments are shifting more assets into these strategies reflects that. This should be no surprise, even in terms of great market uncertainty, as the effects of these strategies are magnified over time and align well with the long term perspective and wealth preservation objectives of HNWI's”*

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[Download the 2012 HNWI Study here](#) (PDF)



Notes to the Editor:

About Sustainable Investments

Sustainable investments, for the purpose of this study, include investments that combine investors' financial objectives with their concerns about environmental, social and governance (ESG) issues.

About Impact Investing

Impact investments are investments made into companies, organisations, and funds with the intention to generate social and environmental impact alongside a financial return. Impact investments can be made in both emerging and developed markets, and target a range of returns from below market to market rate, depending upon the circumstances.¹ Typical impact investments are microfinance, social businesses, and community investments.

Media contacts:

Anastasius Mpulassikis, Communications, +32 (0)2 274 14 35, anastasius@eurosif.org
François Passant, Executive Director, +32 (0)2 274 14 35, francois@eurosif.org

About Eurosif

Eurosif is a multi-stakeholder sustainable investment membership association whose mission is to Develop Sustainability through European Financial Markets. It works as a partnership of European national Sustainable Investment Forums (SIFs) with the support and involvement of its Member Affiliates drawn from the industry. These include asset managers, ESG rating agencies, research and investment service providers and NGO's. The association is a not-for-profit entity that represents assets totalling over €1 trillion through its Member Affiliates. Through its EU policy and research activities, Eurosif speaks authoritatively and broadly on SRI (Sustainable and Responsible Investment) issues. www.eurosif.org

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¹ Source : <http://www.thegiin.org/cgi-bin/iowa/investing/index.html>