

Standard Chartered Sustainable Investing Review 2020



We surveyed more than 1,000 investors with a specific focus on affluent and high net worth (HNW) investors in Hong Kong, Singapore, the UAE and the UK to understand investor behaviour, changes in attitude as well as predictors and barriers of interest in sustainable investment.

The COVID-19 pandemic has raised awareness of sustainable issues and our survey revealed its impact seen through the shifts in attitude and priorities of investors.

The top five sustainable development goals (SDGs) that are important to investors globally reflect those that offer hope of building resilience against future crises

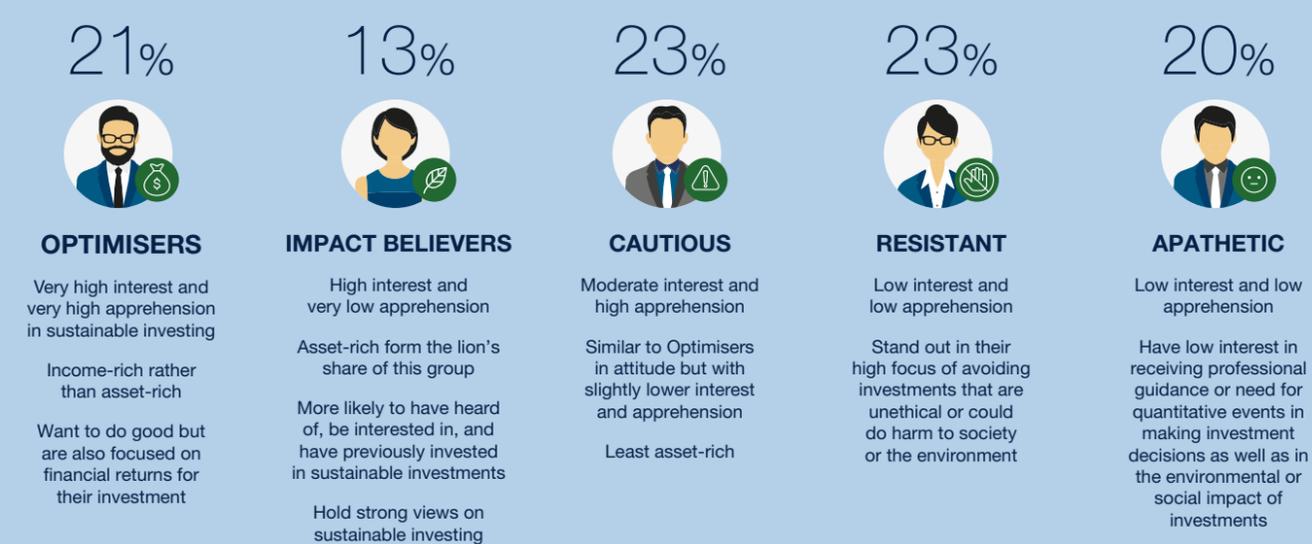


Key changes in SDGs that sustainable investors find most motivating

HNW and affluent investors in Asia who have made a sustainable investment, have redirected their priorities - with No Poverty and Climate Action ranking high in 2020.

	2019		2020	
Global	GOOD HEALTH & WELL-BEING	AFFORDABLE & CLEAN ENERGY	AFFORDABLE & CLEAN ENERGY	GOOD HEALTH & WELL-BEING
Asia	GOOD HEALTH & WELL-BEING	CLIMATE ACTION	NO POVERTY	CLIMATE ACTION
Singapore	AFFORDABLE & CLEAN ENERGY	CLIMATE ACTION	NO POVERTY	INDUSTRY, INNOVATION & INFRASTRUCTURE
Hong Kong	GOOD HEALTH & WELL-BEING	QUALITY EDUCATION	NO POVERTY	CLIMATE ACTION
UAE	RESPONSIBLE CONSUMPTION & PRODUCTION	SUSTAINABLE CITIES & COMMUNITIES	AFFORDABLE & CLEAN ENERGY	PEACE, JUSTICE & STRONG INSTITUTIONS
United Kingdom	GOOD HEALTH & WELL-BEING	NO POVERTY	AFFORDABLE & CLEAN ENERGY	GOOD HEALTH & WELL-BEING

The survey revealed five distinct personality types



What are the biggest predictors of interest in sustainable investing?



And what are the barriers to interest?

