

press release

Investors show increased interest in sustainable investing

21 September 2020, Kuala Lumpur – Standard Chartered Private Bank's Sustainable Investing Review 2020¹ highlights the resilience of investor interest in sustainable investments amidst market disruptions due to COVID-19. The pandemic has led to a raised awareness of sustainable issues, from glimpsing a more sustainable and environmentally friendly world to a renewed interest in investing in companies that are resilient enough to weather short-term shocks and survive for the long term. As many as 90% of investors surveyed said they are interested in sustainable investments, with 42% planning to invest 5 - 15% of their funds in sustainable investments over the next three years.

Sustainable investing in Asia

Despite recent pandemic disruptions, the interest in sustainable investing in Asia continues to grow. Over the next three years, 43% of investors in Asia said they are considering putting 5 - 15% of their funds in sustainable investments, with 8% looking to invest more than 25%. Those who had invested in sustainable investments in the past indicated a willingness to invest further.

In relation to investors' consideration for further investments, the report reveals that affluent and HNW investors are generally willing to consider allocating funds towards sustainable investments, regardless of whether they have previous experience in making such investments.

¹ The Standard Chartered Private Bank's third annual survey covered around 1,000 investors with a specific focus on affluent and high net worth investors in Singapore, Hong Kong, the United Arab Emirates and the United Kingdom. Each market contained three sub-groups of respondents: general investors with a minimum of USD25,000 of investible wealth, affluent investors with a minimum of USD1 million of investible wealth and high net worth investors with a minimum of USD5 million of investible wealth.

Investors' interests vary across geographies and SDG priorities reflect current climate

The effect of the pandemic is also clearly reflected in this year's findings, which highlighted investors' focus on areas that build resilience against future crises. Almost 50% of global respondents rated the United Nations Sustainable Development Goals of *Clean Water and Sanitation* and *Good Health and Well-Being* as being of higher importance, followed by 43% determining Climate Action as a key issue which edged ahead of Quality Education and Zero Hunger, both at 40%.

Facilitating interests and removing barriers

This year's survey shows that investors lack knowledge about how to meet social and impact goals that are of interest to them. 98% of affluent investors are interested in sustainable investing, but 93% are apprehensive about investing in this area.

Banks therefore play a critical role in providing essential guidance to clients to unlock the growing momentum for sustainable investing. Besides the lack of knowledge and apprehension, the other top barriers to investment in this segment are lack of motivation and advice.

Sammeer Sharma, Head of Wealth Management, Standard Chartered Malaysia said: "As wealth managers and trusted advisors, we play an important role in helping clients understand and gain access to sustainable opportunities that align with their desire to make a positive impact on the environment and society, as well as meeting their investment objectives.

The Affin Hwang World Series - Global Sustainability Fund is an attractive option for sustainability-conscious investors. The fund has a track record in offering potentially good returns over the broader global equity market by investing in sustainable companies in growth-oriented industries, notably technology and healthcare. The defensive characteristics of the fund have also helped to lower drawdowns during the market pullback in March which highlights the resilience of sustainable investments. As a strategy, sustainable investments can "do well while doing good" where investors need not sacrifice investment returns while making a positive impact on the world."

In conjunction with the launch of the Global Sustainability Fund, Standard Chartered Malaysia will be planting a tree on behalf of every investor of the fund as part of its plant-a-tree programme.

Sammeer adds, "Investors can watch their investments grow in more ways than one. Facilitating this for our clients is also one of the ways in which we support sustainability and truly be a force for good."

Click [here](#) to download the Standard Chartered Private Bank's Sustainable Investing Review 2020.

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Note to Editors

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