

Are people in Hong Kong being encouraged to invest sustainably?

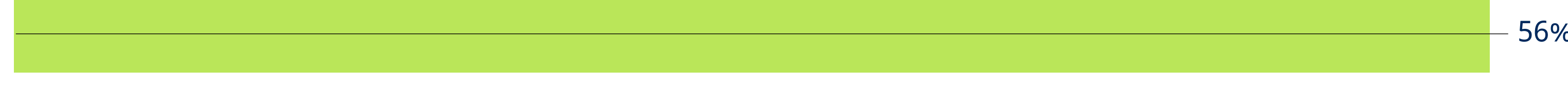
Concerns over sustainability are growing; from tackling climate change, to social, health and technological progress. Sustainable investment funds can be a way to combine profit with positive impact.

But are people in Hong Kong being properly motivated to invest sustainably, and use their personal finances to proactively prepare the world for the changes ahead? We spoke to over 25,000 people, from 32 locations around the world, about their attitudes towards sustainable investing.



Sustainability factors are a key consideration for people in Hong Kong when selecting investments

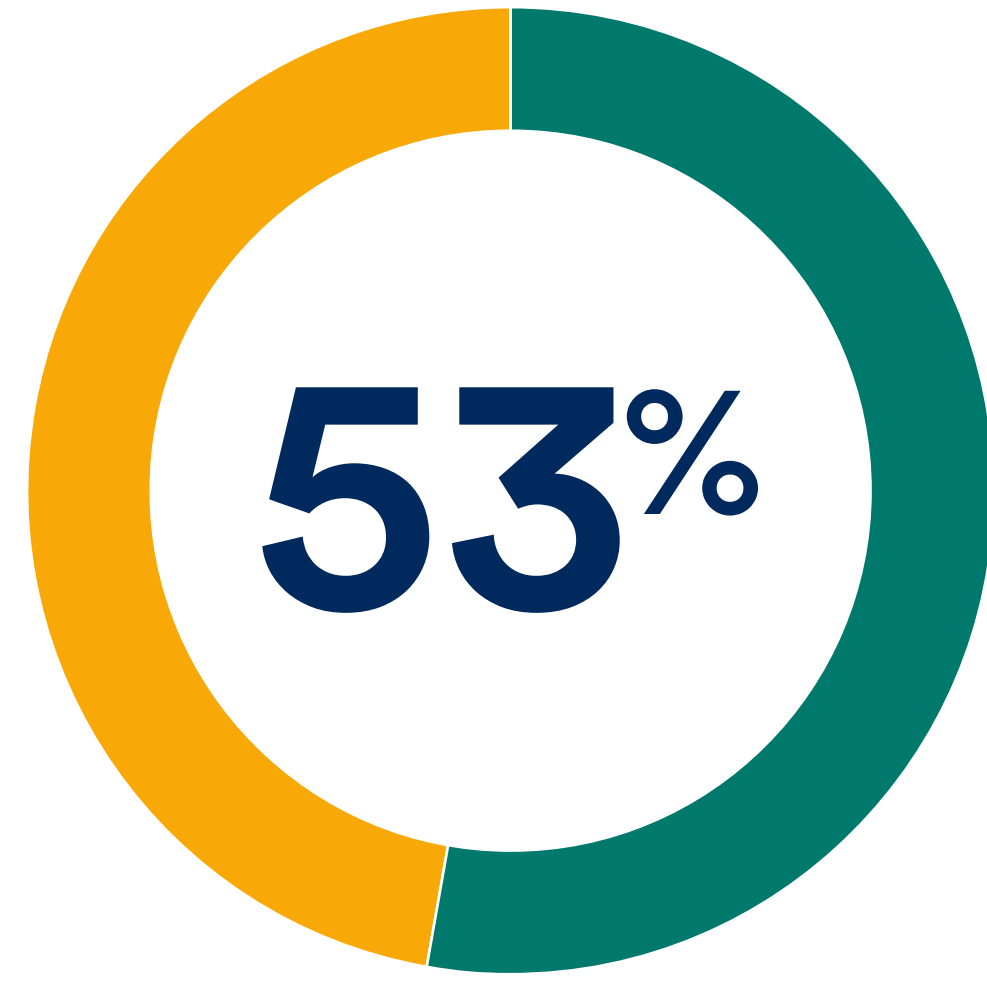
People who believe that all investment funds should consider sustainability factors



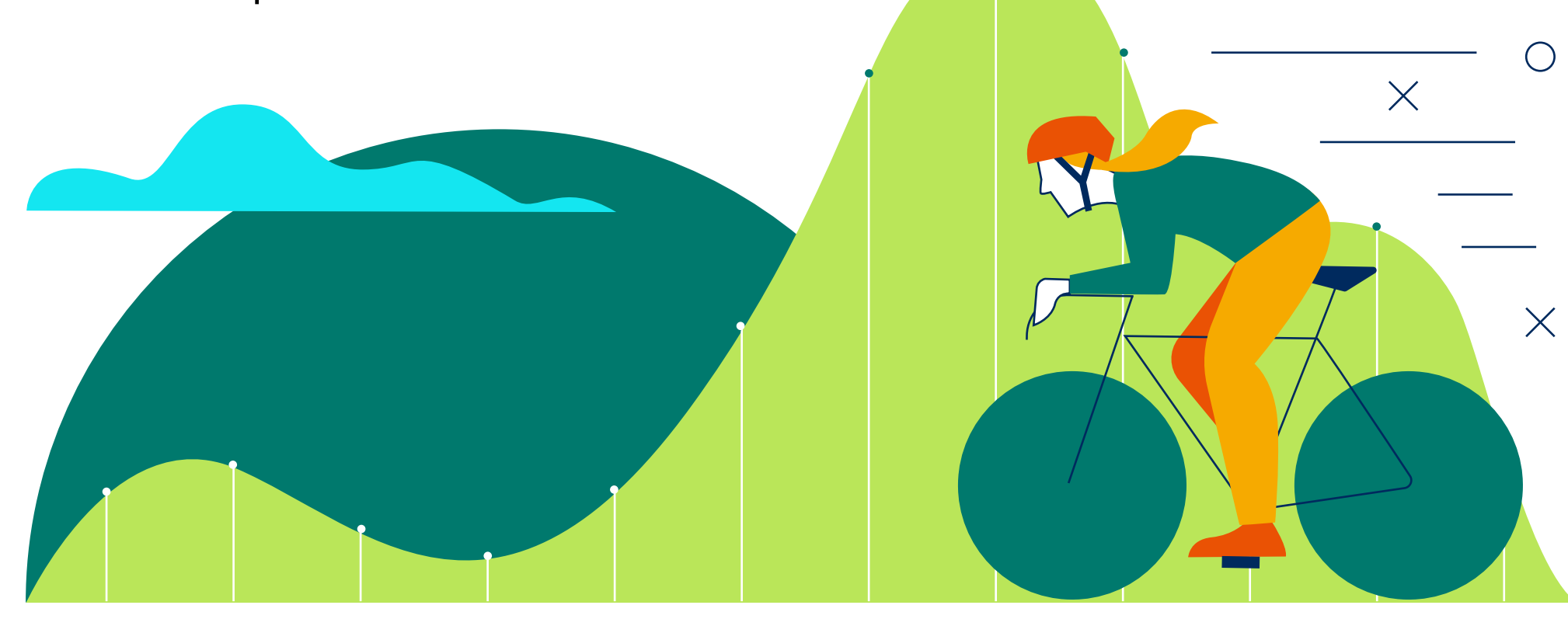
People who believe that individual investors can significantly contribute to a more sustainable world by choosing sustainable investment products



And people from Hong Kong generally value sustainability when making personal investment decisions



53% of people consider sustainability factors when selecting an investment product



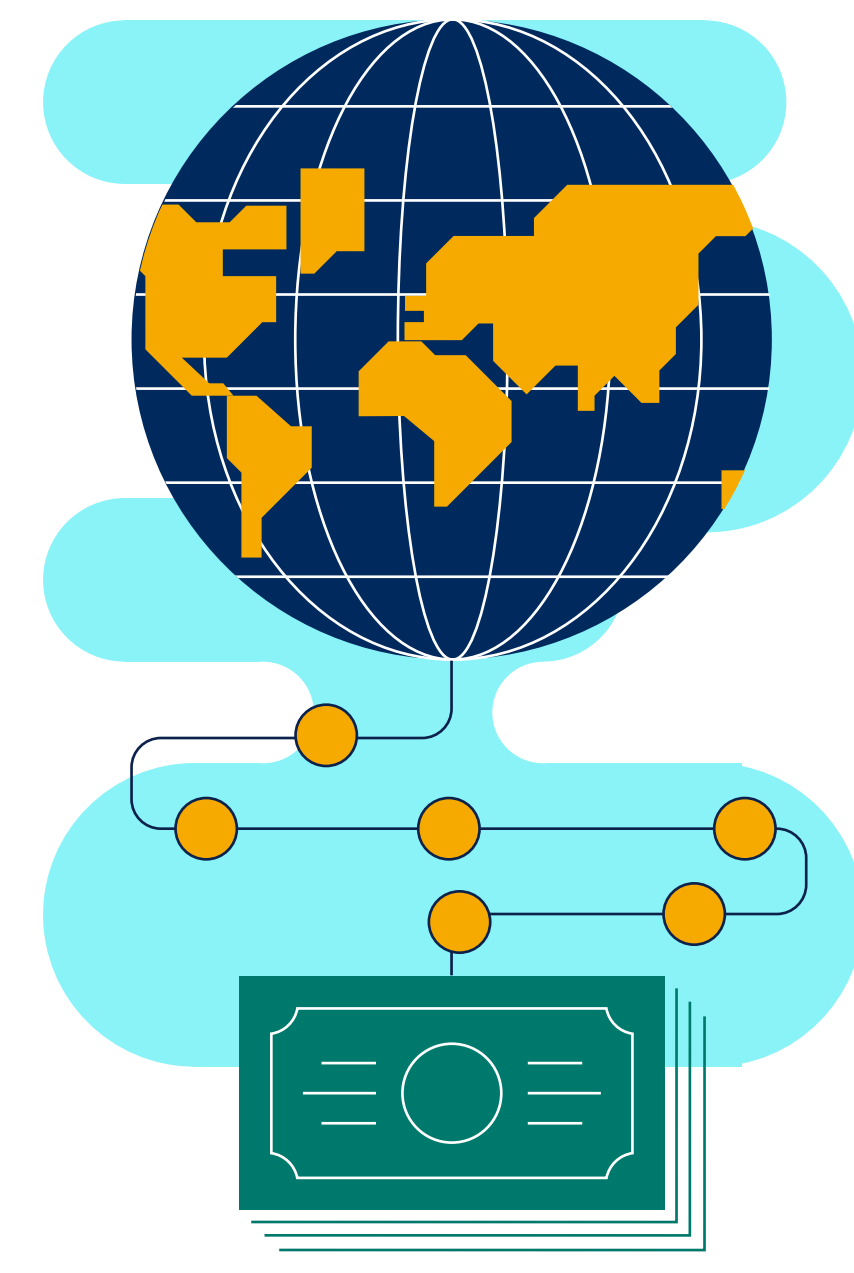
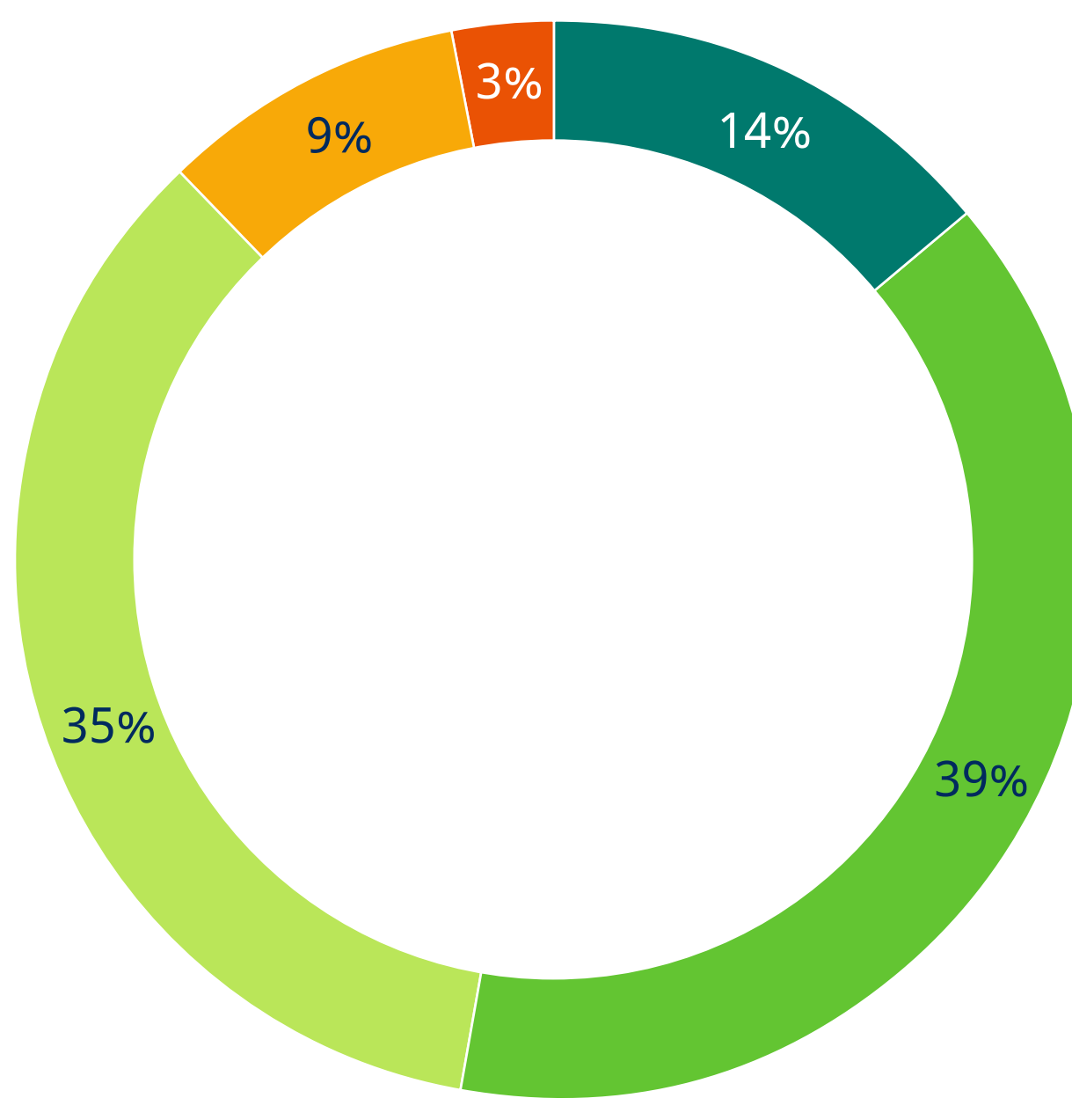
Those who describe their investment knowledge as expert are much more likely to consider sustainability



Most people in Hong Kong believe that climate change is having, or will have, some impact on their investments

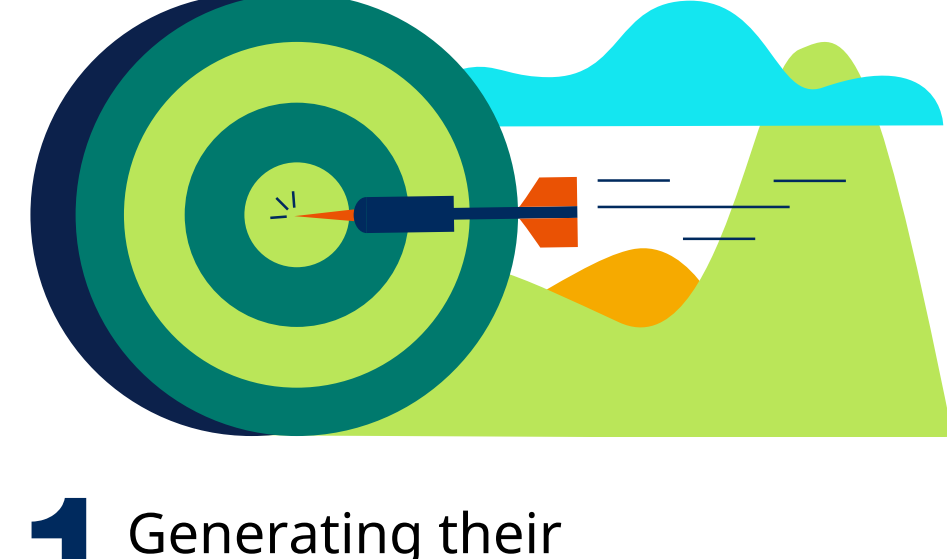
What impact (positive or negative) do people feel climate change is having, or will have, on their investments?

- A significant impact
- Some impact
- Very little impact
- No impact at all
- I don't know

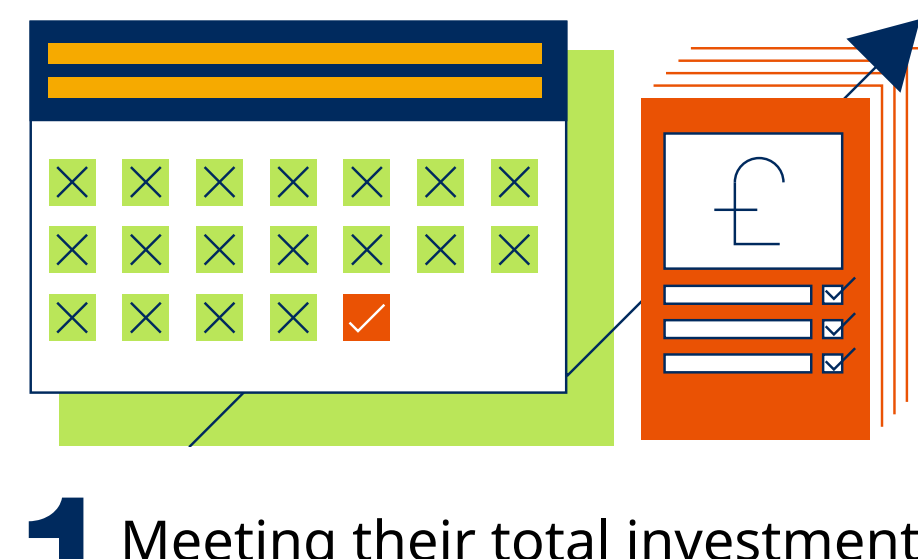


However, sustainable factors were often deemed less important than financial motivations when considering investments

Top five most important investment factors to people



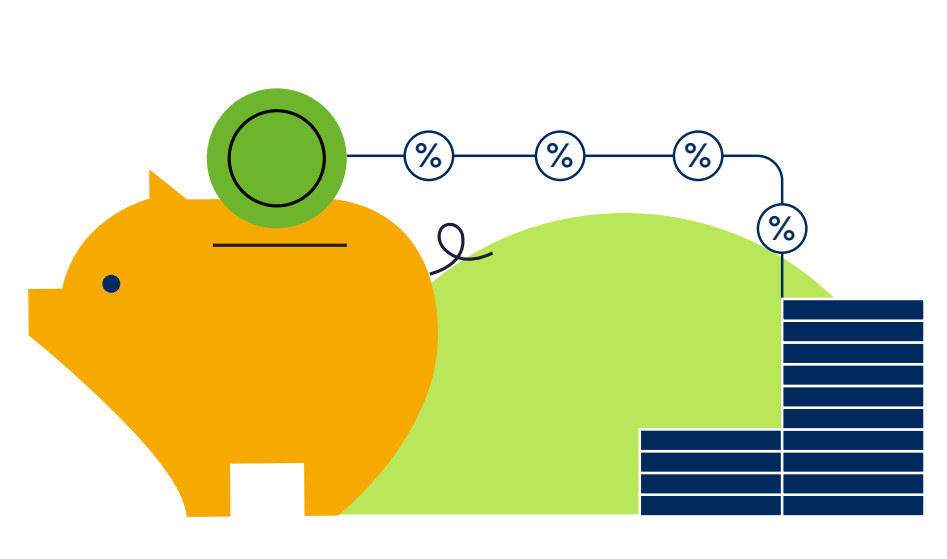
1 Generating their expected level of income



1 Meeting their total investment return expectations



3 Avoiding losing money



4 The fees are reasonable



5 Their money is invested in sustainable investments

And many people in Hong Kong prefer sustainable investments that take an integrated approach

4 in 9

people favour an integrated approach to sustainable investment (investing in companies that are more likely to be profitable because they proactively prepare for environmental and social changes)



People in Hong Kong say there are many external drivers that would encourage them to allocate more of their investments to sustainable funds

Factors that people think would encourage them to allocate more of their investment portfolio into sustainable investment funds

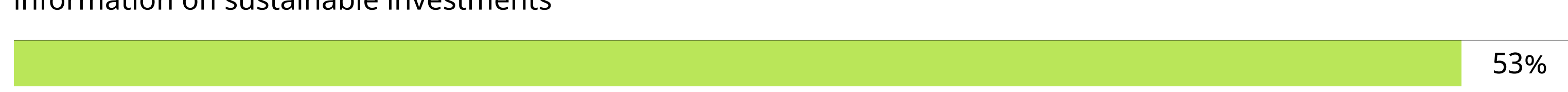
If there were changes to regulations encouraging me to invest more in sustainable investments



If investment funds received an independent rating from an independent body confirming that the fund genuinely takes a sustainable approach



If my financial adviser provided me with more, easy-to-understand information on sustainable investments



If the investment manager could confirm, using their own in-house ratings, that the fund genuinely takes a sustainable approach



If my financial adviser prompted me to put more money into sustainable investments



Those who claim to have higher levels of investment knowledge seem more inclined to invest in sustainable funds

People who already invest in sustainability

23%

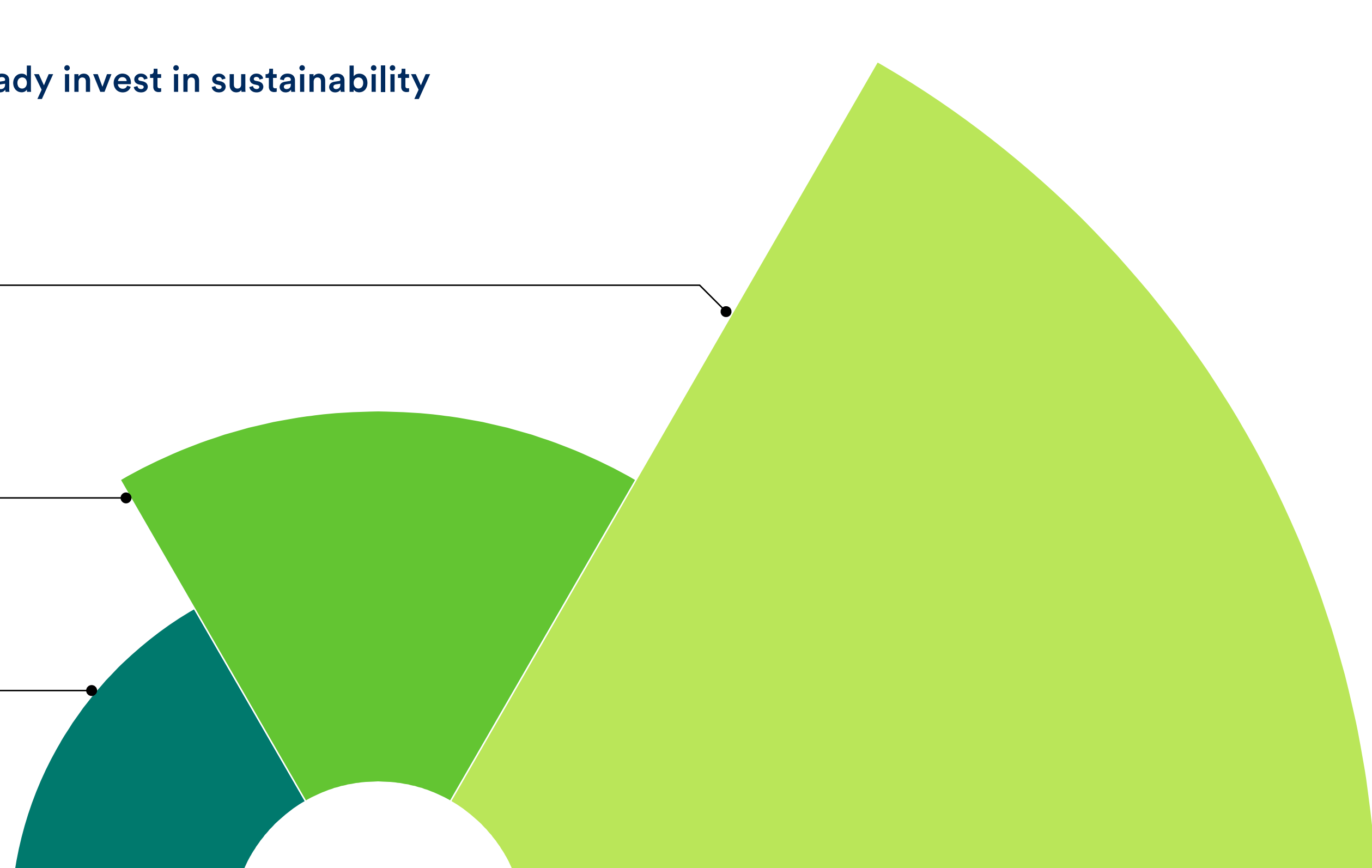
Expert / Advanced

10%

Intermediate

6%

Beginner / Rudimentary



Schroders commissioned Research Plus Ltd to conduct, between 4 April and 7 May 2019, an independent online study of over 25,000 people in 32 locations around the world, including Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, the Netherlands, Spain, UAE, the UK and the US. This research defines "people" as those who will be investing at least €10,000 (or the equivalent) in the next 12 months and who have made changes to their investments within the last 10 years.

Numbers may not add to 100% due to rounding or a multi-answer question

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