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SUSTAINABLE INVESTING TAKES CENTRE STAGE

More than 90 per cent of global investors and issuers of corporate debt say environmental and social factors are important or very important according to a new survey from HSBC.

But 60 per cent of investors say there are barriers that deter them from investing sustainably – including a lack of expertise and comparable environment, social and governance (ESG) data across different investments, and a shortage of suitable investment opportunities.

The findings come from HSBC's *Sustainable Financing and Investing Survey 2019*, a poll of 500 investors and 500 issuers from the Americas, Asia, Europe and the Middle East.

The survey also found that the most common reason investors and issuers focus on environmental and social impact is because they believe it is the right thing to do.

Other factors include:

- Regulatory requirements
- The attitudes of employees and customers
- The hope or belief that socially and environmentally responsible investment may offer improved returns and reduced risk

Most issuers incorporate ESG factors into business plans – with the majority adopting strategies for reducing their environmental impact, and for ensuring they have a positive impact on society. Just over half also disclose these strategies publicly.

And most investors expect their focus on social and environmental issues to increase over the next two years, with 63 per cent expecting to buy more green, social or sustainable bonds.

But 27 per cent say they lack expertise or staff with the skills to analyse environmental and social issues. A similar number say they do not have the information they need to compare different investment opportunities effectively.

Peter Yeates, CEO HSBC Greece commented “*The findings of this global survey confirm that investors and issuers are turning to more sustainable investments. This trend is starting to emerge in Greece too, which could further boost the country’s return to growth. The role of the financial sector, including banks, is crucial in supporting the transition to a low carbon economy.*”

Read the full report

<https://www.hsbc.com/-/files/hsbc/news-and-insight/2019/pdf/190925-hsbc-sustainable-financing-and-investing-survey-2019.pdf?download=1ds>

Note to editors:

About the report

GlobalCapital and Euromoney Surveys conducted an online survey of investors and capital markets issuers in June and July 2019 on behalf of HSBC. The report was based on a structured sample of responses from 500 investors and 500 issuers from 15 countries and territories: Brazil, Canada,

mainland China, France, Germany, Hong Kong, Indonesia, Malaysia, Mexico, Saudi Arabia, Singapore, Thailand, the United Arab Emirates, the UK and the US.

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