



Solving the world's biggest challenges | Sustainable Investing Avenues of Growth



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Introduction

“Sustainability has come to be a key word in every industry in recent years, and the investment management market is no exception.”

The Global Rise of Sustainable Investing

Sustainability has come to be a key word in every industry in recent years, and the investment management market is no exception. With climate change at the heart of the debate around the world, it's no surprise that people are becoming more and more their cautious about where to place their investments and what capital ought to use. With climate change at the heart of the debate, it's no surprise that sustainability has been key arbitrator. [1]

At this point, it should be noted that sustainable investment is not a new phenomenon, it was rather in use for several years. However, the economic crisis of 2008 contributed significantly to the increase in these investments. This is mainly because the requirements for environmental, social and government risks have been deemed crucial to improve the way financial institutions operate.

Given the role of this type of investments in enhancing transparency, they are now considered one of the most discussed issues in the field of asset management. In addition, sustainable development is considered by many to be an umbrella for those

investments that target high returns but at the same time take care of environmental protection. It is also noteworthy that increased number of companies are incorporating environmental, social and governmental factors into investment decisions. Two investment motives are helping the new trend to gain momentum. On the one hand, to reduce risk or identify opportunities; and to align their investments with personal value systems on the other side. [2]



1. Hanover. (2020). Sustainable investing: What is it and why is remarkable it on the rise?

2. The Edge Markets. (n.d.). ESG Investing: The rise of sustainable investments.

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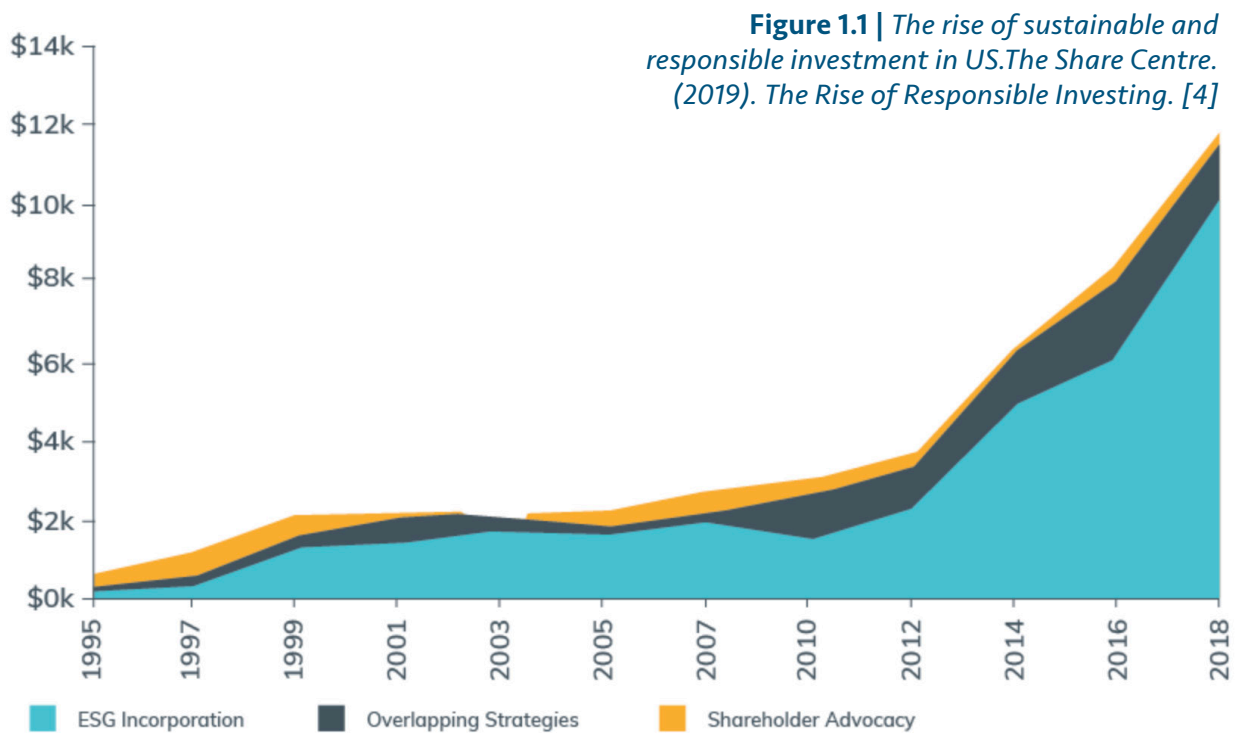
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As mentioned earlier, the economic crisis has contributed to the increase in sustainable investment, which has raised concerns among property owners and at the same time made it clear to investors that they need to take a longer-term approach to their investments. Challenges such as climate change, population growth and a lack of natural resources have further accelerated the newly established trend of sustainable investing. At this point it should be noted that even banks have begun to discuss climate change and its potential impact on loans.

According to a survey conducted by the Global Sustainable Investment Alliance, sustainable investment assets in five major markets reached USD 30.7 trillion in early 2018, with a major increase by 34% over a two-year period. The chart shows the growth of sustainable and responsible investment in the United States, which reported that the integration of the Environmental, Social and Governance (ESG) was reached at USD 17.5 trillion in assets in 2019. [3]



3. The Share Centre. (2019). The Rise of Responsible Investing.

4. The Share Centre. (2019). The Rise of Responsible Investing.

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Investors are increasingly compelled that sustainable investment is the pathway to a strong economic environment. A shift in the investment mentality, however, is necessary to strengthen consumer confidence by increasing transparency. In addition, the growing number of natural disasters combined with high levels of pollution have highlighted the importance of sustainable investment not only in the short term but also in the short term. [5]



5. The Edge Markets. (n.d.). ESG Investing: The remarkable rise of sustainable investments.

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SECTION 1

“combining traditional
investment ;
with environmental, social
and intergovernmental
ideas [...]”





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