Standard Chartered Sustainable Investing Review 2020

We surveyed high net worth (HNW) and affluent investors across Hong Kong, Singapore, the UAE and the UK to understand investor behaviour, changes in attitudes 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.



The survey revealed five distinct personality types



What are the biggest predictors of interest in sustainable investing?



The more investors are willing to forego financial returns or accept more risk or lock up their funds for longer for better social outcomes, the more interested they are likely to be



Wealthy Investors have access to investment advic and are more likely to know about sustainable investing options. Those who need guidance are also likely to increase their knowledge as a result



Having made a sustainable investment before is a reliable predictor of investing again

And what are the barriers to interest?



Lack of knowledge is the biggest barrier



Lack of clarity in reporting social outcomes



Difficulty in selling quickly



Concerns about financial performance