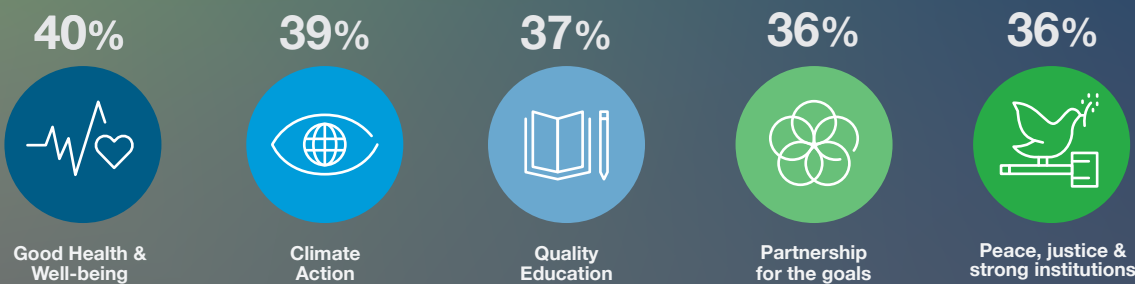


# Standard Chartered Sustainable Investing Review 2020

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.

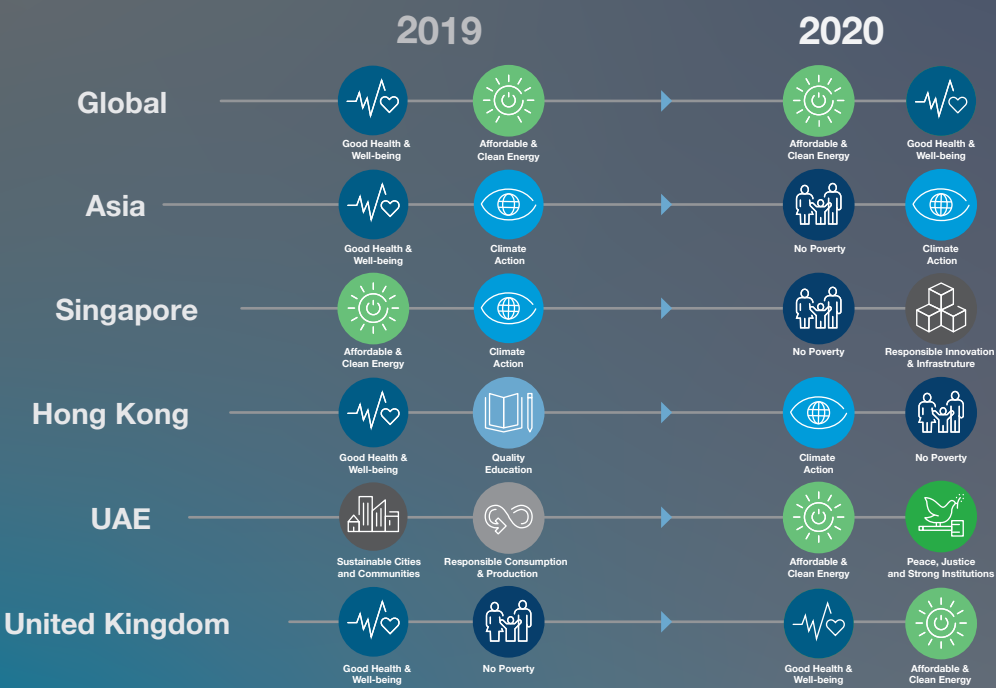
The COVID-19 pandemic has raised awareness of sustainable issues and our survey revealed its impact seen through the shifts in attitude and priorities of investors

The top five sustainable development goals (SDGs) that are important to investors globally reflect those that offer hope of building resilience against future crises

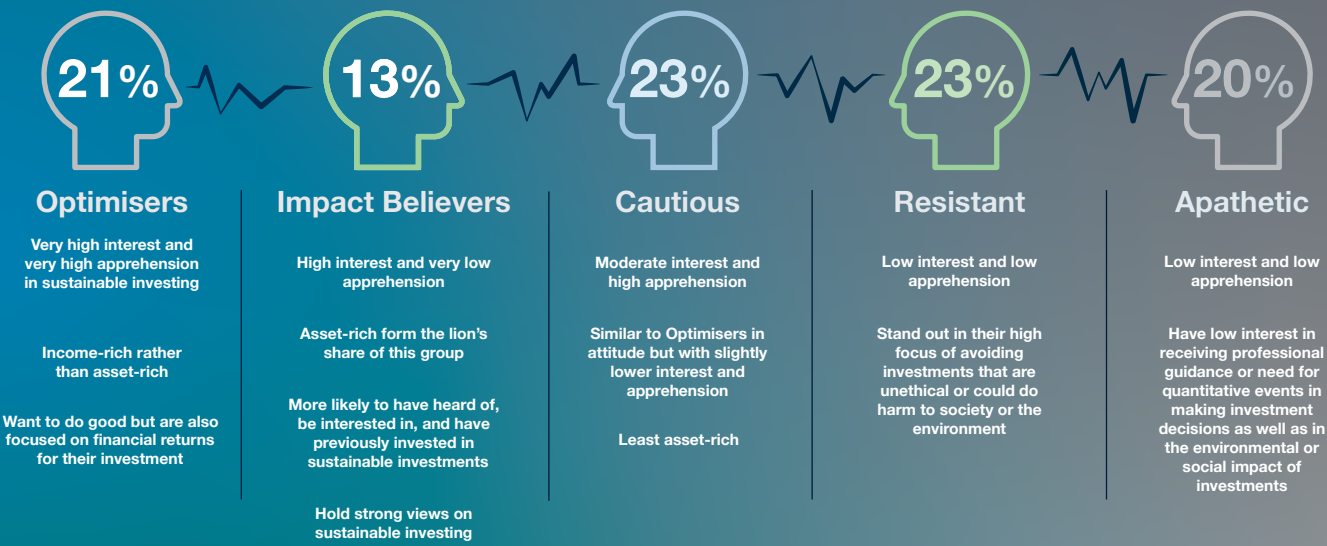


## Key changes in SDGs that sustainable investors find most motivating

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?



## And what are the barriers to interest?

