Integration vs. Sustainable Investing – Tools and Practicable Application

While most asset managers are embracing ESG integration, differences in approach, materiality and reporting poses a challenge for clients seeking solutions with a sustainability purpose. Sustainable solutions in our eyes have simple purposes but often complex investment processes. Investors are expected to consider a company’s impact on society & the environment as well as assessing key stakeholder relationships which will naturally differ between sectors.

Ultimately we feel that a sensible dual approach will help trustees meet their requirements. Simple reporting based on publicly available company data allows for comparison across different portfolios, with managers also providing more insightful measures that reflect their additional insights using proprietary tools.

Nicholette MacDonald-Brown

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