ESG Investing: The Global Phenomenon

November 28, 2018

Executive Summary:



Over the first half of 2018, Greenwich Associates conducted a unique global research initiative aimed at better understanding institutional attitudes and needs around environmental, social and governance (ESG) investing. Our interviews with 322 senior decision-makers at large institutions across North America, Europe and Asia paint a nuanced and exciting future for ESG investing—especially for investment managers looking to capitalize on the opportunity.

To support the efforts of such managers, the study provides detailed insight into investors' underlying motivations for implementing ESG programs, their leading pain points and hesitations around embracing ESG practices, and, most importantly, their expectations of the managers entrusted to execute their ESG objectives.

Methodology:

Over the first half of 2018, Greenwich Associates conducted interviews with 322 senior decision-makers at large institutions across North America, Europe and Asia to gain a better understanding of institutional attitudes and needs around environmental, social and governance (ESG) investing.

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