

SUSTAINABLE INVESTMENT

- IMPACT IN ASIA



FOREWORD



“There is a growing awareness and appetite for sustainable investment within the global investor community, and this positive momentum is expected to continue.

The sustainable investing canvas is very broad, however, and there are features that are still not clearly drawn. This book, “Sustainable Investment - Impact in Asia,” looks at the principal routes taken for sustainable investing, while providing guidance to investors.

It traces the evolution of sustainable investment in its many forms, from philanthropic causes through more targeted forms such as ESG (environmental, social and governance) investing to Impact Investing.

The book examines the United Nations Sustainable Development Goals (SDGs) as a driver of significant transformation in the arena of sustainable investment and also how private capital can complement government funds in financing the Goals. It provides an analysis of the different forms of sustainable investment, the principal players involved, and presents what is on its way to becoming an “investment revolution”.

The book’s focus is Asia, however some of the lessons learned and conclusions drawn are of universal validity. It looks at the role of government, as well as of investors in facilitating and financing sustainable investment, and showcases success stories of sustainable investment from various parts of Asia.”

Marcos Athias Neto
Director, Finance Sector Hub
United Nations Development Program (UNDP)



“Being a ‘future maker’, we leverage our investments and influence with companies and governments to advocate for a low-carbon, environmentally sustainable and inclusive economy.”

Jane Ambachtsheer
Global Head of Sustainability
BNP Paribas Asset Management



“It is high time we move from complaining about the shortfalls of liberal market capitalism to acting on our convictions. Sustainable investing is a real solution. Whether you’re a professional money manager, or self-directed investor, read this book to learn how you can raise your target return and live up to the convictions of your better self.”

Jesper Koll
CEO of US Asset Manager WisdomTree Japan;
Former Head of Japan Equity Research at JPMorgan Securities Japan; and
Former Chief Economist at Merrill Lynch, Japan





“The issue of sustainability of the environment is of critical importance. The unnecessary environmental situation of causing disruption to millions of families, business operations and wildlife is not acceptable. Financial culpability needs to be strengthened. I would personally like to see the Listing Rules of Stock Exchanges look at sanctions against those directors and management who have directly or indirectly engaged in the policy of flouting environmental laws. The health of current and future generations cannot be marginalised and held hostage due to weak standards in any sector .”

Datuk Shireen Ann Zaharah Muhiudeen
Chairman
Bursa Malaysia



“With the recognition that all capital has impact and managing that impact with intentionality is the new goal of a growing number of asset owners, Sustainable Finance will play a central role in supporting our common effort to direct capital to support our attainment of the Sustainable Development Goals. A growing body of literature informs our work today and Lee Hock’s contribution is a welcome addition to that library of practice.”

Jed Emerson
The Purpose of Capital:
Elements of Impact, Financial Flows and Natural Being



“The emergence of investment science has contributed to the rapid development of the global financial market in the last century thanks to the contribution of modern portfolio theory, stock valuation theory, option pricing model, capital asset pricing model, and ETF indexing management. These theoretical constructs have benefited policy makers, regulators and asset owners in terms of financial innovation and risk management, which also interlace the cornerstones of the behavioural aspect of the global financial market.

Sustainable Investment has built on the paradigm shift of redefining the purpose of capital, from pure economic motive to co-creating financial reward and societal betterment, the foundation of social impact investing and the merits of ESG investing in the conventional capital market place.

‘Leaving no one behind’ through achieving the 17 Sustainable Development Goals by 2030, requires collective efforts to enhance the theoretical construct of capital markets for social value creation, as well as the best practice of business, finance and technology as a force for good. The collaboration between AAM and UNDP SDG Innovative Finance, together with the contributors of this publication, serves as a phenomenal milestone for Sustainable and Impact Investing.”

Dr. Ilex Lam
Chairman, iSDG Capital Partner Group
Co-founder, SDG Institute of Impact Finance (SDGIIF)



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with contributions from other writers.
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