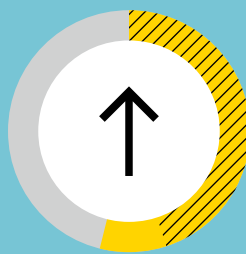


In only one year, the level of ESG knowledge has improved ...

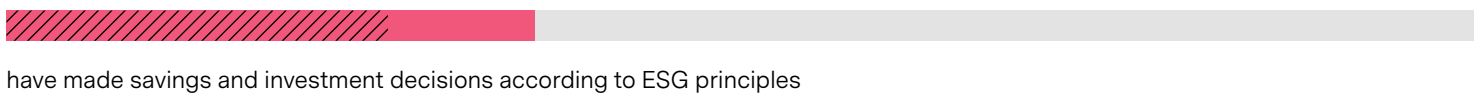
In 2020, only
45%
of respondents were aware that an ESG approach to saving and investment was possible



In 2021, that's improved to
54%

... and ESG is increasingly featuring in investors' decisions

36% 26% in 2020



23% 19% in 2020



Investors have some concerns ...



60%
believe that too few businesses take their wider responsibilities to society seriously

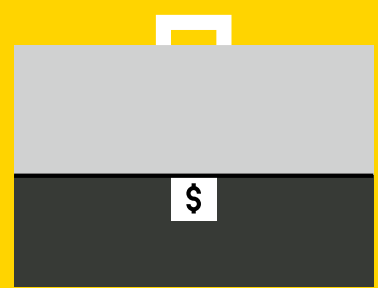
69% in 2020



56%
believe ethical businesses will deliver better investment returns

64% in 2020

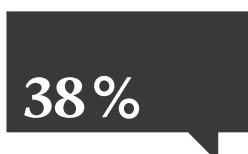
... but want to invest in ESG



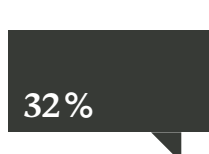
USD 48,000

of a notional USD 100,000 portfolio is the amount respondents say they would invest according to ESG principles

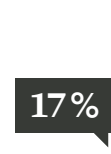
And they're open to a discussion about ESG investing



38%
have been approached by their bank to discuss ESG-related investments



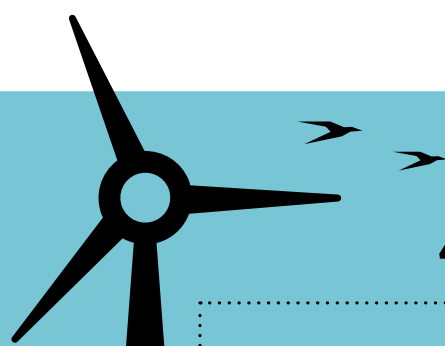
32%
have been in touch with their family and/or friends to discuss ESG-related investments



17%
have been in touch with their financial advisor to talk about ESG



Covid-19 has transformed ESG attitudes ...



48%
buy more environmentally friendly foods and products



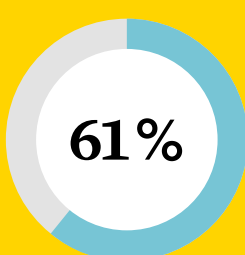
44%
take action to address climate change by improving home insulation



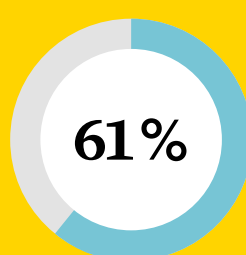
44%
are more conscious in their brand choices

... making investors want even more

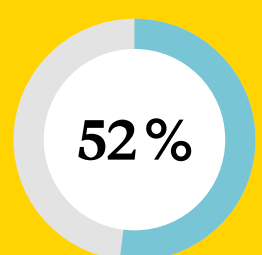
65% see that the impacts of climate change can no longer be ignored by governments



61%
agree that action is needed to steer investments away from heavily polluting sectors



61%
see that richer developed countries need to help poorer countries to tackle the effects of climate change



52%
realize the importance of the COP26 summit

Act ESG How ESG empowers investors to drive positive change.



Source: Vontobel original research carried out in August 2021, based on a survey of 5,125 in 16 markets in Europe, North America, South America, as well as in Singapore and Hong Kong.

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