

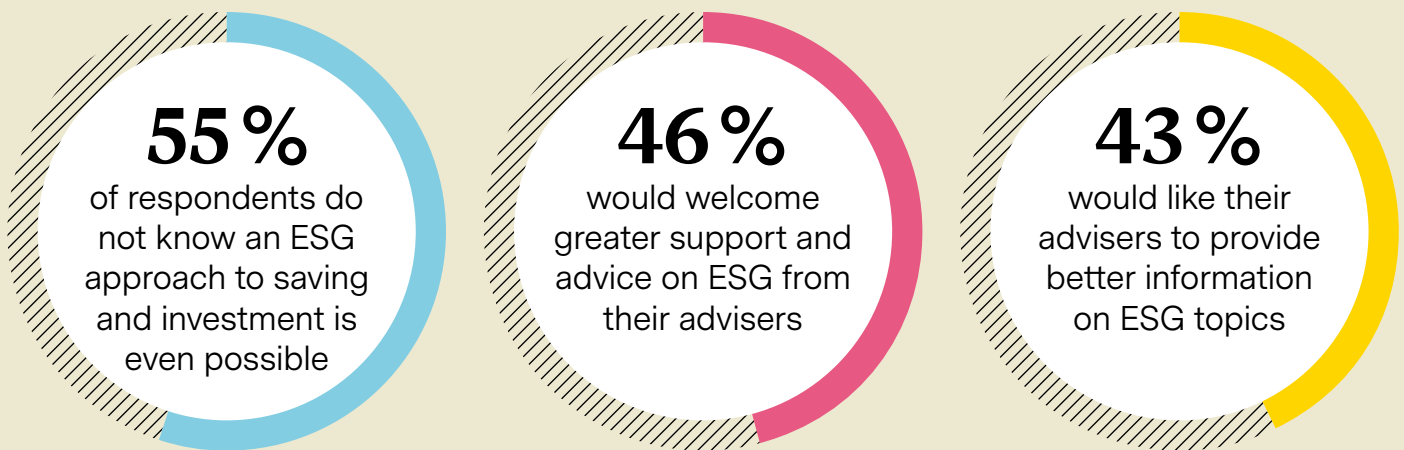
**Act ESG:
Your conviction needs
an investment strategy**



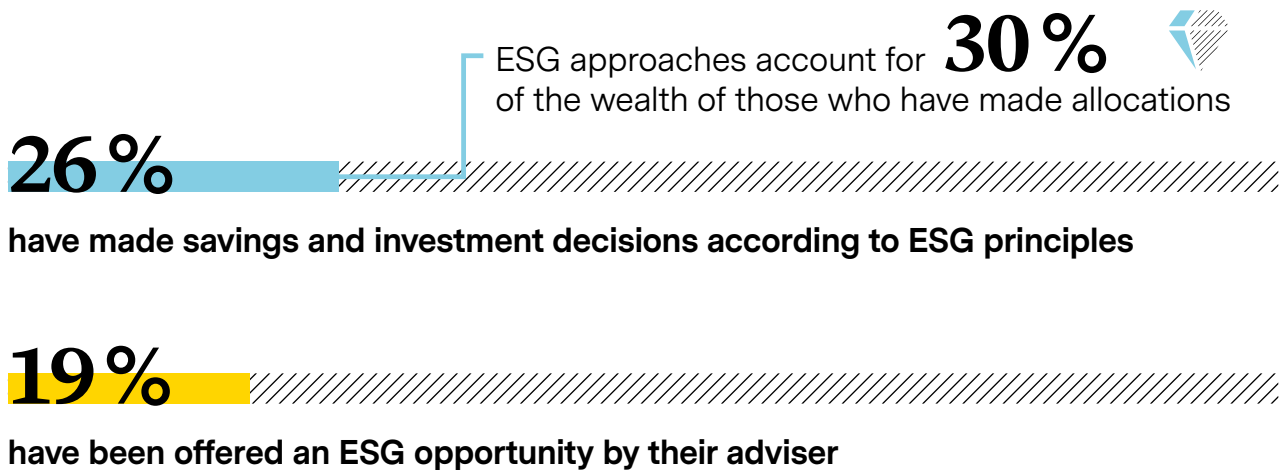
The ESG knowledge barometer 2020

What investors need to know to drive positive change

The ESG knowledge gap today is too wide ...

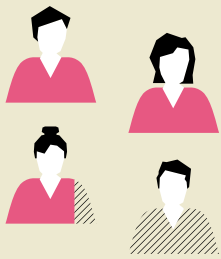


... so for now, ESG remains a minority activity ...





... but more people than ever want an ESG approach ...



69%

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



64%

believe ethical businesses will deliver better investment returns

48%

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



... and they are looking to advisers for ESG support

47%
of respondents

say an adviser's advice on ESG opportunities would be a critical influence on their behavior

41%
of respondents

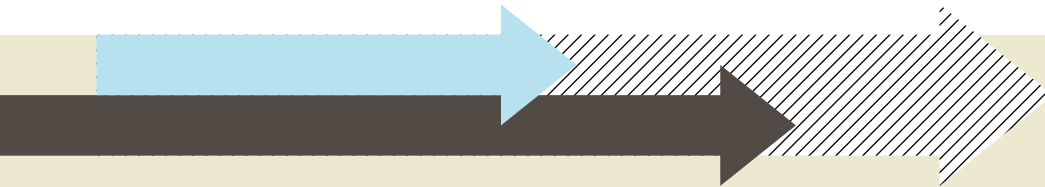
would be more likely to choose an adviser able to support their ESG ambitions

43%
of respondents

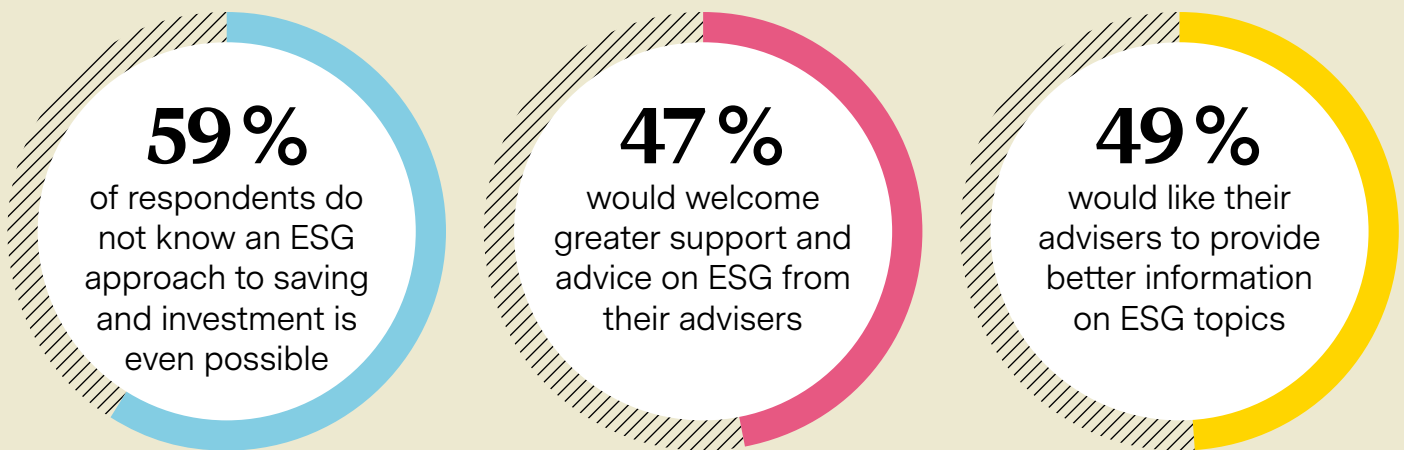
would switch out of savings and investments if their money was allocated to activities they disagree with

The ESG knowledge barometer 2019

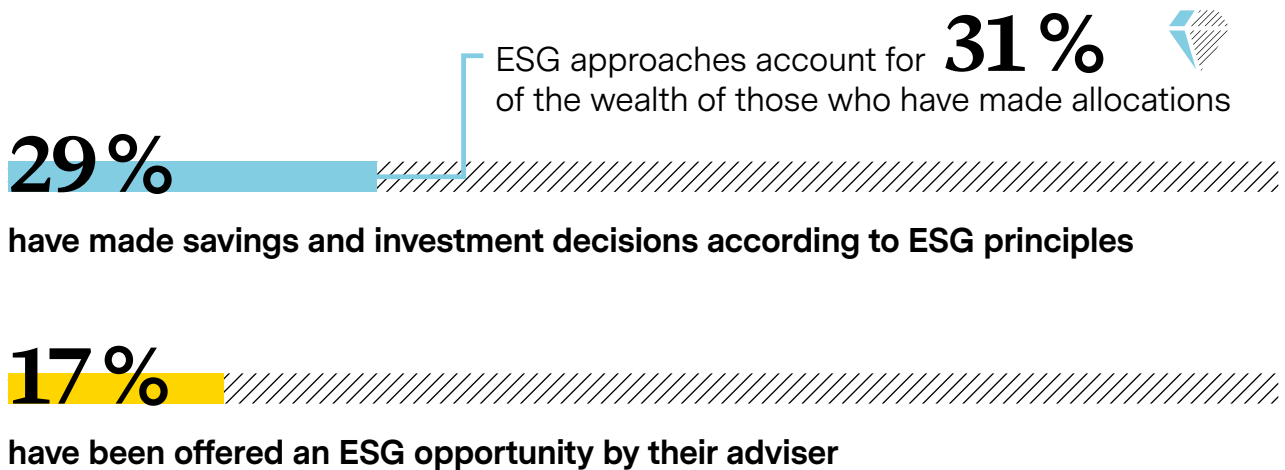
When the knowledge gap was first identified



The ESG knowledge gap today is too wide ...

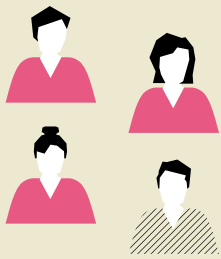


... so for now, ESG remains a minority activity ...





... but more people than ever want an ESG approach ...



73%

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



65%

believe ethical businesses will deliver better investment returns

47%

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



... and they are looking to advisers for ESG support

39%
of respondents

say an adviser's advice on ESG opportunities would be a critical influence on their behavior

46%
of respondents

would be more likely to choose an adviser able to support their ESG ambitions

45%
of respondents

would switch out of savings and investments if their money was allocated to activities they disagree with



What do you believe in?

Act ESG by Vontobel signals a discussion on sustainable investing. As ESG becomes mainstream, the number of options and approaches increases as well. This watermark will guide you on our websites and publications in order to identify ESG relevant content.

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