



Press release

Interest in sustainable investing in Hong Kong is at an all-time high

About 10% respondents allocated over one-fourth of total funds into sustainable solutions

26 October 2021, Hong Kong – Standard Chartered’s latest survey into the sustainable investing trends among the emerging affluent, affluent and high net worth investors revealed that Hong Kong investors’ awareness and interest in sustainable investing have reached an all-time high. However, investor apprehensions – lack of measurement and transparency topping the list – are preventing sustainable investing from becoming more mainstream.

The Sustainable Investing Review 2021 revealed an upward trend in sustainable investing among more than 2,000 investors, representing USD11 billion in AUM, surveyed in Mainland China, Hong Kong, Taiwan, Singapore, India, the UAE and UK. Overall, the allocation of sustainable investments in investor portfolios is on the rise: 13 per cent of investors already have more than 25 per cent of total investments channelled into sustainable solutions, compared to just 2 per cent of investors in 2020. In Hong Kong, while the number is at a relatively low level of 9 per cent, the concept is more receptive among affluent investors with 11 per cent of them allocating over one-fourth of their funds into sustainable investment.

In Hong Kong, the research identified trends across a four-stage adoption cycle:

1. **Awareness** – 79 per cent know what suitable investing is
2. **Interest** – 73 per cent show interest in sustainable investing, reaching an all-time high since the survey was first conducted in 2018
3. **Intention** – 41 per cent of those who have not yet invested in sustainable solutions plan to in the future
4. **Adoption** – 51 per cent have placed funds in a sustainable investment solution, lower than the global average of 61 per cent

Our research shows investors are potentially being held up by differences in views of legacy and understanding of sustainable investing. With 54 per cent of Hong Kong investors feeling that they don’t know enough about sustainable investing, compared to 46 per cent across all the markets

included in our research, providing investors with more advice and transparency around sustainable investing is therefore crucial to driving up adoption.

Investors in Hong Kong shared a number of apprehensions that are holding them back from taking action i.e. crossing over from the stages of awareness, interest and intention to actual adoption:

- **Transparency of the impact of sustainable investing:** 69 per cent of investors in Hong Kong need quantitative evidence to be convinced an investment had a social impact
- **Financial performance:** 38 per cent of Hong Kong's investors have concerns about the financial performance of sustainable investments, lower than the global average of 47 per cent
- **Misunderstanding on sustainable investing:** 48 per cent of investors in Hong Kong sees sustainable investing too complex, while 34 per cent believes that it is too risky

Vicky Kong, Head of Wealth Management, Greater China & North Asia and Hong Kong, Standard Chartered, said: "While investor interest is at an all-time high, lack of understanding in sustainable investing is holding back investment appetite. With 66 per cent Hong Kong investors saying that they would be more comfortable to make investment decision if professional guidance is available, financial institutions would play a key role in driving the adoption of sustainable investing. With our team of professional investment strategists and relationship managers and the use of cutting-edge technology, Standard Chartered is in a good position to provide investors with personalised advice."

"The survey also revealed that sustainable fund is the most preferable among all sustainable investing solutions. We understand our customers' needs and have been actively sourcing suitable funds that can help them achieve their sustainable goals along with financial returns."

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About the Sustainable Investing Review 2021

Standard Chartered commissioned behavioural finance experts, Oxford Risk, to conduct this research between 20 May and 6 June 2021. Respondents in 2021 included 2,040 investors from a range of wealth profiles located in UK, UAE, Singapore, Hong Kong, mainland China, Taiwan and India. The survey used robust behavioural and attitudinal techniques and was the same for each respondent, save for the order of statements, which were randomised to ensure academically reliable results. Throughout the survey we asked respondents to consider the following definition of 'sustainable investments'. Sustainable investing is investing capital in businesses, funds or other financial vehicles that actively seek to generate not only financial returns but also social and/or environmental benefits. Respondents in 2020 included 1,085 investors from UK, UAE, Singapore, and Hong Kong.

Find out more [here](#).

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