

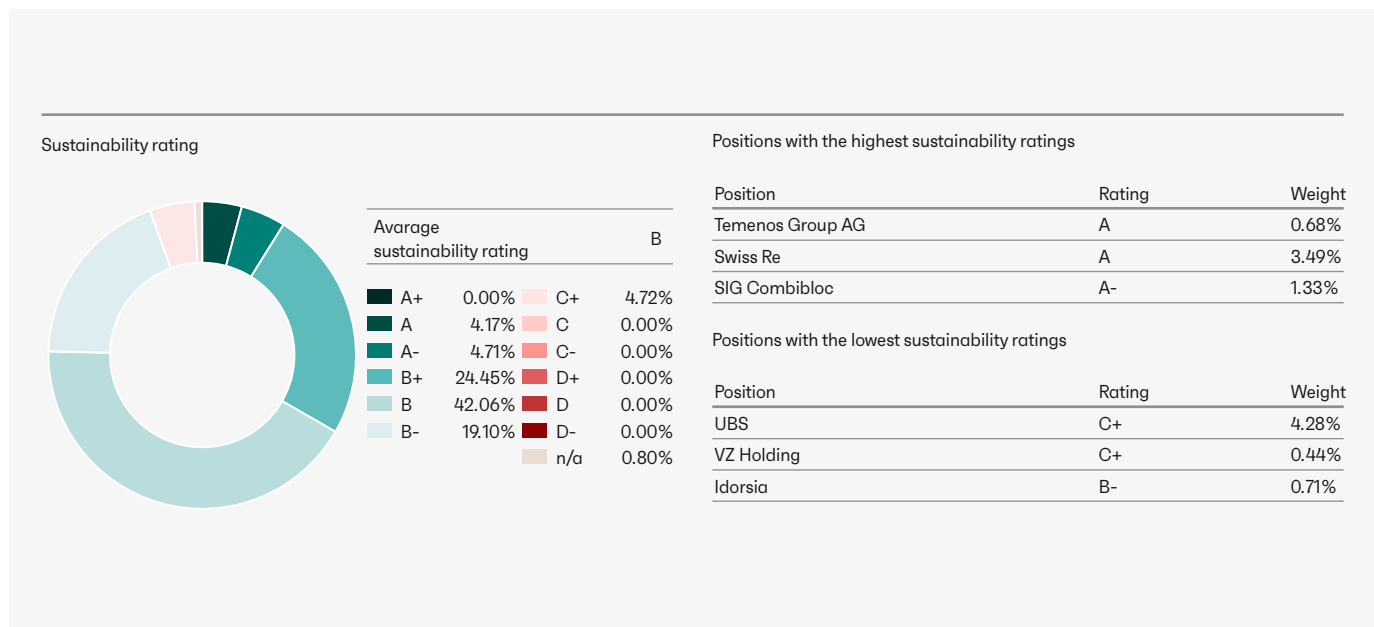
Transparency – the key to countering greenwashing

Erol Bilecen, Head of the Sustainability Competence Centre Pension & Investments, Raiffeisen Switzerland

Following the EU, Switzerland has recently also set out the characteristics that sustainable investments must have. This principle-oriented approach will provide a framework, but the content will be defined by the providers of these products. In that respect, one sustainable investment is not always the same as the next sustainable investment. And that’s fine, because even if a large majority of the Swiss are interested in strict compliance with environmental, social and governance criteria, there is of course a wide range of individual perceptions and goals. That can probably be seen most clearly in the Sustainable Development Goals (SDG) of the United Nations. Even if SDG no. 13 (Climate Action) is the omnipresent “star”, some investors are also interested in SDG no. 1 (No Poverty), for example, while others put specific emphasis on Life Below Water (SDG no. 14).

First and foremost, investors want to achieve a reasonable return. But those who invest sustainably also have the opportunity to define additional points of emphasis. For that

to succeed, investors need information about the consequences of their investment decisions. At the end of 2022, Raiffeisen met this client requirement by adding a sustainability reporting to the investment account statements and fact sheets of the Futura funds. Because sustainability is a multi-layered concept, a variety of perspectives were included: firstly, a portfolio view based on the indicators sustainability ratings, greenhouse gas emissions, controversies and the contributions of the portfolio companies to the 17 SDGs. Secondly, a supplementing, more granular view with a list of “top and flop” investments, so that investors can better assess the respective contributions and identify courses of action. We are convinced that this type of transparent, differentiated sustainability reporting is the right way to enable our clients to make conscious investment decisions.



Source: Extract from the sustainability reporting of a Raiffeisen Futura investment fund
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