



**The Association for Sustainable and  
Responsible Investment in Asia**  
**[www.asria.org](http://www.asria.org)**

- **Australia USD4 billion inc. church assets exc. shareholder activism**
- **Japan USD 1.4bn in funds**
- **USA USD 2.16 Trillion in funds and portfolios**
- **Canada USD32 billion**
- **UK USD2.5 billion in funds plus USD250Bn institutional portfolios**
- **Rest of Europe USD 2 - 3 billion (guesstimate) in funds**

# SRI: a growing force globally

- Fundamental rationale
- Performance of SRI funds
- Quality of SRI research improving
- Legislation
- Growth of SRI funds under management

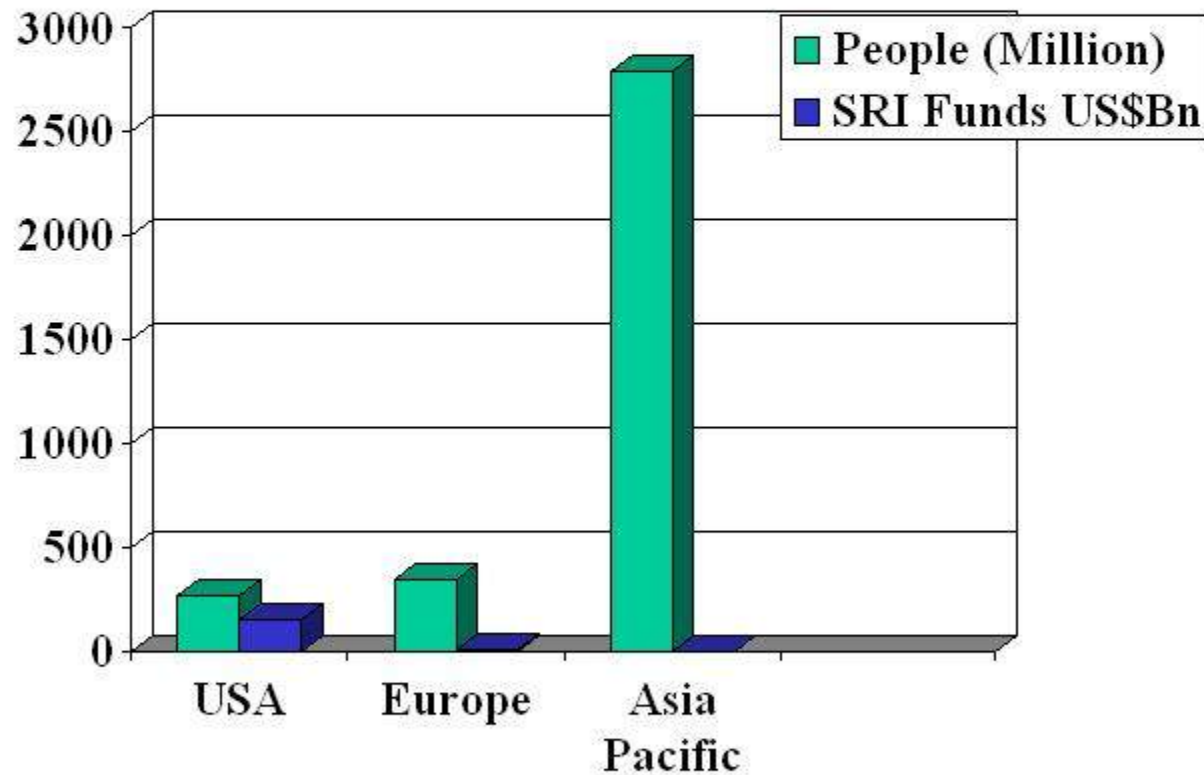
# Fundamental Rationale



- If everyone in the world was to have the same standard of living as people in the OECD, then with current production and consumption patterns, we require 3 planets.

• Source WWF 2000

# SRI in Perspective



# DSI 400 vs. S&P 500™



# Global Market for SRI

Investors	Awareness	Products	Scope
<i>N America</i>	✓ ✓	✓ ✓	✓ ✓
<i>Europe</i>	✓ ✓	✓ ✓	✓ ✓
<i>Oceania</i>	✓	✓	✓ ✓
<i>Japan</i>	✓	✓	✓ ✓
<i>S America</i>	✓	✗	✓ ✓
<i>E Europe</i>	✓	✗	✓ ✓
<i>Mid East</i>	✓	✗	✓ ✓
<i>Asia Pac.</i>	✓	✗	✓ ✓
<i>Africa</i>	✓	✗	?

# SRI Investment Strategy

## **“Industries of the future”**

- Renewable energy
- Information Technology
- Telecommunication
- Mass transport
- Education
- Healthcare
- Multimedia
- Water Management

## **“Best in class”**

- Environment
- Community
- Workplace

## **“Constructive dialogue”**



## SRI and Forestry

Consumer Goods	Sustainable Sourcing Recycling	✓ ✓
Pulp and Paper	Old Growth harvesting Sustainable management Clean production	✗ ✓ ✓
Water Companies	Catchment Management	✓
Energy Consumers	Carbon Sinks	?