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RECOGNISING LEADERS ACROSS THE GLOBAL WEALTH MANAGEMENT INDUSTRY
THROUGH THE **WEALTHBRIEFING** AWARDS PROGRAMME

EXCLUSIVE
WINNERS OF THE
WEALTHBRIEFING
WEALTH FOR GOOD
AWARDS 2022



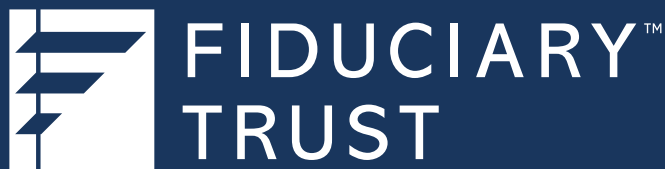
June 2022



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FOREWORD

Tom Burroughes, Group Editor, *WealthBriefing*

WealthBriefing's Wealth For Good Awards are designed to honour and encourage outstanding practitioners in the fields of environmental, social and governance (ESG)-themed investing, and related areas of impact investing and philanthropy. The challenges wrought by wars, conflicts over resources, global warming, political and social strife, addictions and crime are too obvious to spell out. However, the work that wealth advisors and their clients to use economic muscle to effect change is perhaps not appreciated as much as it should be.

These awards attempt to highlight the work that wealth managers and clients do to put a positive “dent in the universe”. The awards span a variety of categories that reflect the range of concerns and complexities of the space. We will continue to review this programme to fine-tune them in the years ahead. Critical to the process is the judging: a panel of experts draws on time and expertise to arrive a list of winners, and the judges’ work is greatly appreciated.

The Wealth For Good Awards also dovetail with the wider awards programme run by this news service in recognising the hard work, commitment and professionalism of the industry. And it is part of an important conversation around the need for a thriving wealth sector in steering the resources of individuals and families to where they can make the world a better place. I have said this before and don’t apologise for repeating how important it is for industry figures to feel proud of what they do. The Wealth For Good Awards are a key element.

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OVERVIEW OF THE GLOBAL WEALTH MANAGEMENT SECTOR

The term environmental, social and governance (ESG) covers a wide field but using money to achieve positive outcomes is now well understood. The area is huge. According to Bloomberg, for example, ESG assets are set to grow to \$50 trillion by 2025 from about \$35 trillion. The sector has already become so large that it is almost bizarre, if not risqué, for a wealth management firm not to have ESG offerings. Impact investing, which aims primarily for specific outcomes and hopes to make money as well, is also rising in scale. One estimate for impact investing showed that \$2.3 trillion was invested for impact in 2020.

As for philanthropy, the figures are impressive. According to a 2021 report by Citi Private Bank, the global value of philanthropy (i.e., donated time and money) is about \$2.3 trillion, or just under 3 per cent of global GDP. A number

of large banks now have specific philanthropy advice offerings and use them to differentiate themselves from rivals.

The drumbeat of noise around global warming/climate change is an obvious ESG investment motivator. Governments’ “Net Zero” targets on carbon emissions, whatever one thinks of their viability, are pushing much activity forward. Developing viable alternatives to fossil fuels does not come cheap, given infrastructure costs (batteries, power cables, etc) in the short run – so that means a lot of capital.

Political and military conflicts, Ukraine being an obvious example, create debates over what’s an acceptable ESG investment and what is not – where do armaments stand, for example? Concerns about child labour, the continued existence of slavery, and maltreatment of women and minorities are ever-pres-

ent concerns. It is important for media organisations such as *WealthBriefing* to keep a sharp eye out to see that practitioners’ promises about ESG investing and other areas match marketing hype. There is concern that some firms might be “greenwashing” conventional investments. It’s vital to monitor progress. Regulators such as the SEC in the US are already acting.

Large financial institutions such as Citi Private Bank, UBS, Credit Suisse, JP Morgan, BNP Paribas and Indosuez Wealth Management are only some of those creating offerings. Institutions know that doing good with wealth appeals to younger generations – an important point when firms want to build a pipeline of future clients. Sustainability and impact are also ways for families to craft strong bonds among members and create a sense of purpose.

JUDGING PANEL

The 2022 *WealthBriefing* Wealth For Good Awards programme was focused around three main category groupings: **experts** (individuals and teams), **products** and **services** for wealth managers and clients, and institutions of all sizes and types in the Global market.

Independence, integrity and **genuine insight** are the watchwords of the judging process with the judging panels made up of some of the industry's top trusted advisors and bankers.


JENNIFER AYER

Principal and Managing Director at Tiedemann Advisors, Co-Lead of Impact Strategy Tiedemann Advisors


WADE BALLIET

Executive Vice President Bank of the West Wealth Management BNP Paribas Group


ROSALYN BREEDY

Partner and Head of Funds and Private Wealth Simons Muirhead Burton


PETER BRUCE-CLARK

Partner Social Impact Capital


JEANNE COLLINS

ESG & Engagement Analyst/Vice President, Responsible Investing KBI Global Investors


DERMOT CORRIGAN

CEO smartKYC


PAUL DAS

CTO ProFundCom


ROOPALEE DAVE

Associate Partner EY


DELPHINE DI PIZIO TIGER

CEO CA Indosuez


SABILA DIN

CEO & Founder Din Consultants


CATH DOVEY

Co-Founder Beacon Collaborative


GARY DUGAN

CEO of The Global CIO Office Purple Asset Management


KAREN ERMEL

Associate Director, Responsible Investing Coutts


PETER FLAVEL

Chief Executive Coutts


LAURENT GAGNEBIN

CEO Rothschild & Co


MARK HUSSEIN

CEO HSBC Life (UK) Head of UK Insurance HSBC Bank


XAVIER ISAAC

CEO Accuro


PAUL JOURDAN

CEO Amati Global Investors

A shortlist was identified from the hundreds of entries received for these awards and a discussion took place with the judges to agree the winner of each category.

The judges were split into three groups, dependent on their industry; a panel of **trusted advisors** were responsible for judging the private banking categories; a panel of **private bankers** judges the trusted advisor categories; and new for this year we had a specialist group of **tech experts** judging the technology categories. This was to ensure that commercially sensitive information was kept confidential and conflicts of interest were avoided.



NIGEL KERSHAW
Chair
The Big Issue Group



JAY LIPMAN
Co-founder and
President
Ethic



PENNY LOVELL
CEO Private
Investment Office
Sanlam



CHRISTINE MAR CIRIANI
CEO of InvestCloud
(EMEA & APAC)
InvestCloud



STEPHEN METCALF
Head of Sustainable
Investing, BI & Asia
RBC Wealth
Management



REBECCA MEYER
Consultant
Relative Solutions



JENNIFER MURTIE
Partner and Head of
High Net Worth Practice
Ballentine Partners



GORDON POWER
Chief Investment Officer
Earth Capital



STEVE PROSTANO
Partner, Head of Family
Advisory Services
PKF O'Connor Davies



JAMES QUARMBY
Partner
Stephenson Harwood
LLP



MATTHEW SPENCER
Head of Business
Development and
Marketing
Close Brothers Asset
Management



DAVID STEAD
Chief Strategy Officer
Maanch



BILL STODDART
Founder and President
45North Partners



RUBEN VARDANYAN
Co-founder, Noôdome,
Phoenix Advisors,
PhilinPhilgoodand
Moscow School of
Management SKOLKOVO



AMER VOHORA
Partner /
Chief Client Officer
VALUEworks



SUSAN WINER
Co-founder and Chief
Operating Officer
Strategic Philanthropy



MELVYN YEO
Co-Founder and Director
TRIREC

RECENT RESEARCH OUTPUT

FAMILY WEALTH REPORT
North American Family Office Intelligence

WealthBriefing
News Insight Intelligence

Why Wealth Managers are the Ultimate Private Market Matchmakers

(in partnership with Hywin Wealth & VP Bank)

This report tackles both the supply and demand for private market opportunities in both the Asia-Pacific region and globally, a topic which will continue to be hugely important for the wealth management industry as H/UHNWs seek enhanced returns and diversification in a challenging investment environment and billions of "dry powder" await deployment.

External Asset Managers in Asia - New Directions for Rapidly-Expanding Sector

(in partnership with UBS)

Our second annual report examining the growth of Asia's EAM sector, covering both the powerhouses of Singapore and Hong Kong, and emerging markets like Thailand and the Philippines. This study looks at the growth prospects for independent advisors in the round as they seek to tap the region's booming wealth and growing client acceptance of the EAM model.

Family Office Focus: Efficiency in Accounting and Investment Analysis

(in partnership with FundCount)

A deep dive into the key technological and operational challenges facing family offices in their accounting and investment analysis activities. Based on surveys and interviews among family offices managing over \$72 billion in assets, this is an invaluable

benchmarking tool for the sector which presents fascinating insights into future developments from a range of industry experts.

Applying Artificial Intelligence in Wealth Management - Compelling Use Cases Across the Client Life Cycle

(in partnership with Finantix & EY)

This comprehensive report identifies elements of the institution and advisor's workloads that are ripe for AI amelioration, and points the way for firms seeking to maximise the competitive advantages offered by new technologies. AI experts and senior industry executives enrich each chapter, answering crucial questions on risk, KYC/AML, compliance, portfolio management and more.

Virtuous Circles: Sustainable Family Governance Models in an Evolving Environment

(in partnership with Jersey Finance)

Essential reading for UHNWs and their advisors, this report unites the findings of a global survey of practitioners and the views of a panel of experts drawn from leading firms, but perhaps most interestingly of all, the paper features a wealth of real-world examples illustrating what forward-thinking families are doing to create lasting legacies.

Winning Women in Asia-Pacific

(in partnership with VP Bank & Hywin Wealth)

Asia-Pacific's wealthy women represent a

highly attractive target client group. Yet, they remain an underserved one in many senses in spite of their growing financial power and pronounced need for professional advice. Our second report examining women's specific needs presents truly actionable insights drawn from interviews with H/UHNWs and their advisors right across the region.

Technology & Operations Trends in Wealth Management 2021

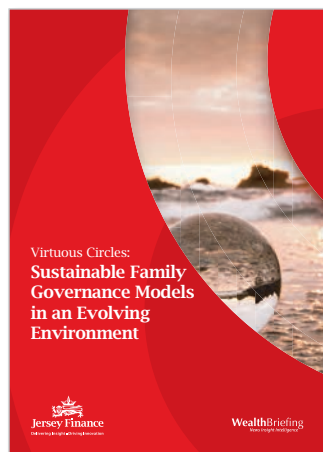
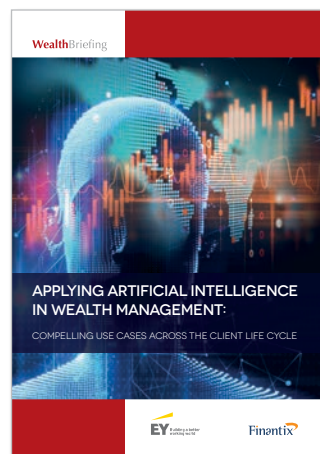
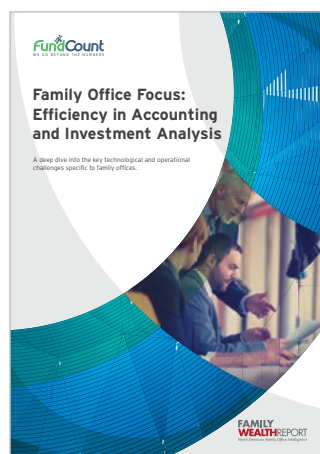
(in partnership with SS&C Advent)

This succinct yet wide-ranging report shines a light on both macro and micro trends, beginning with industry growth sentiment and ending on operating model evolution, taking in every key area of development in between. It brings together datapoints and candid comments senior executives at leading consultancies across the world's major wealth markets to create an invaluable peer benchmarking tool.

Technology Traps Wealth Managers Must Avoid 2022

(in partnership with EY)

With EY providing the overview, this report draws on the front-line experience of many of the technology sector's biggest names, in recognition of the fact that they are the ones going in to solve wealth managers' most pressing problems and have typically seen the ramifications of firms' choices play out numerous times – not to mention in various contexts globally.



THE SCALE, EXPERTISE TO TAKE PHILANTHROPY UP ANOTHER LEVEL

Bank of America Private Bank's Head of Philanthropic Solutions, **Jennifer Chandler**, talks to *WealthBriefing* on how this institution has raised the standard.

You recently took on the role as Head of Philanthropic Solutions at Bank of America. What excites you about the new role?

At a young age, I became passionate about giving back and volunteering in my community. That drive continued into adulthood and into my roles at the private bank helping families and individuals, as well as my dual role as Bank of America's Dallas President where I help to build strong connections with the community. The opportunity to lead the philanthropy group is an ideal melding of my personal and professional passions.

Tell me more about Bank of America's philanthropic business.

The private bank's team of philanthropic specialists work with individuals and families across the private bank and Merrill to achieve their personal philanthropic goals. The largest team of its type in the industry with nearly 200 professionals, the specialists average over a decade of experience. Their primary goal is to maximize clients' impact through skilled listening and facilitation, education and training, grant-making and more.

In addition, the private bank has been a leading investment advisor to endowments and foundations for 160 years. Located in offices across the US, the team provides a suite of services including customized outsourced investment solutions and strategic consulting and advisory services to address mission, governance and education.

What is differentiated/unique about Bank of America's philanthropic group?

Bank of America works with individual donors and non-profit organisations,

offering clients a comprehensive view of the giving landscape. While we take a highly localized and personalised approach, clients also benefit from the scale of Bank of America, which offers broad manager access, competitive pricing, highly-ranked research, and technical expertise. For example, the philanthropic group partnered with the healthcare, education and nonprofit group within our Global Commercial Bank.

Of course, our team is our #1 differentiating factor. Our philanthropic specialists are highly seasoned professionals with backgrounds working on behalf of nonprofit and donors in a wide variety of capacities. For example, our dedicated nonprofit consulting and philanthropic strategy team, includes attorneys, fundraising professionals, foundation specialists and governance experts.

The philanthropy group has experienced rapid growth in recent years, what do you attribute that to?

Bank of America oversees \$65 billion in discretionary assets for endowments and foundations and more than \$63 billion in additional philanthropic assets.

In 2021, we added \$10 billion in new assets from new institutional clients, up by 78 per cent from 2020. That was a result of receiving 300 requests for proposals and a record win rate. The marketplace is clearly responding to what we have to offer. We have gone from the best kept secret with a 160-year heritage, to one of the largest and best-known philanthropic groups in the country.

What are clients seeking today in their charitable giving?

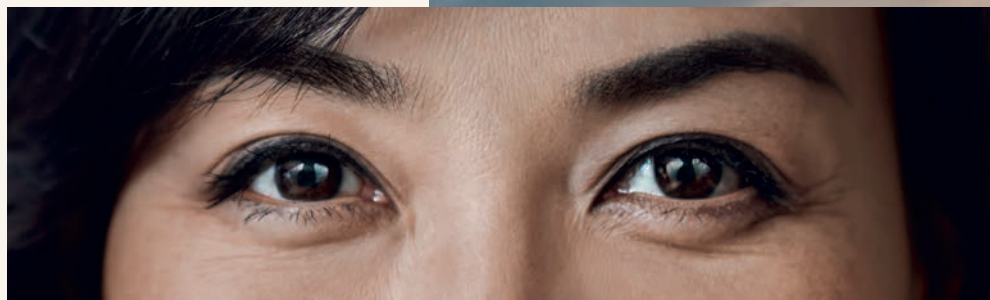
What clients are seeking to achieve can be summed up into two words –



Jennifer Chandler
Head of Philanthropic Solutions,
Bank of America Private Bank

purpose and impact. We do a study each year in partnership with Indiana University Lilly Family School of Philanthropy at IUPUI called the Bank of America Study of Philanthropy that takes an in-depth look at the giving priorities, motivations and strategies of affluent donors. Our most recent study demonstrated affluent Americans remained steadfast in their generosity with nearly 90 per cent giving to charity in 2020 and willingness to step-up giving in times of extreme need. The study noted a 48 per cent increase in average giving amounts versus our last study in 2017. ■





TURN VISION INTO IMPACT

As an investor, you want to make a positive impact with your wealth. We offer innovative sustainable investment solutions across all asset classes so that you may align your wealth with what matters to you.



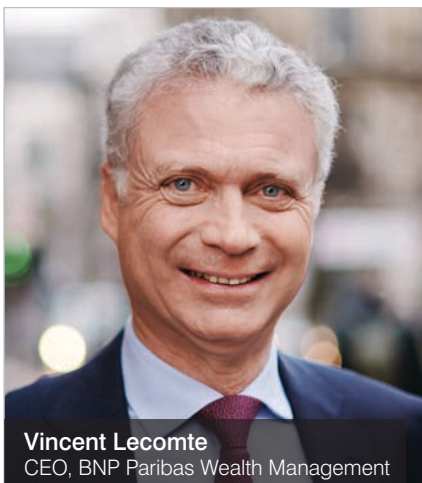
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BUILDING POSITIVE IMPACT INTO CLIENTS' BUSINESS, INVESTMENT LIFE

Vincent Lecomte, CEO, **BNP Paribas Wealth Management**, talks to Tom Burroughes, *WealthBriefing's* Group Editor, about the accomplishments of his firm in reaching a high standard.



Vincent Lecomte
CEO, BNP Paribas Wealth Management

BNP Paribas Wealth Management is a leading global private bank and the largest private bank in the euro-zone. Our aim is to build with our clients a sustainable future by combining our deep expertise, with our clients' influence and their desire for positive impact.

Please tell us how your firm advances causes such as ESG?

We are thrilled to have won these awards recognising our impact and SRI offerings, not only worldwide, but also in key regions such as APAC and in MENA.

Our priority is and always has been our clients, entrepreneurs and multi-generational families, and we focus on their expectations, leveraging on our expertise across the entire BNP Paribas Group to serve their personal and professional financial needs.

Please describe the challenges you needed to surmount to reach your standard.

Our clients want their investment and business decisions to have a positive impact and they expect solutions from their

wealth manager to achieve this impact. Since 2011, our assets under management in responsible funds have grown by 50 per cent per year.

Our myImpact tool takes clients on an interactive journey to define their priorities in terms of sustainability and philanthropy. With this information, we design a strategy and propose solutions that match their priorities in terms of sustainable investments. Today close to 100 per cent of clients who met their relationship manager after myImpact modified their portfolio in favour of sustainable investments.

What steps are you taking to stay ahead of competition?

Facilitating positive impact is key to our purpose at BNP Paribas and at BNP Paribas Wealth Management. And we are proud of our long-standing commitment to sustainability: it started way back in 2006, with our first team!

Since then, we have built out our product range, from ESG integration to Impact investing and have designed a comprehensive sustainable client journey.

How do you hope receiving this award will affect your business?

For the first edition of these international awards focusing on impact and ESG, BNP Paribas Wealth Management has won 7 awards important awards including 'Best Bank Impact Offering' and 'Best Bank SRI Offering', both at global level.

Our main strength is our people, and I am proud of the incredible dedication to our clients that our teams have shown. BNP Paribas Wealth Management is at the forefront of the integration of sustainability and positive impact themes in our investment offering and these recognitions encourage us to go forward. ■



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK FOR ESG PORTFOLIO (PERFORMANCE) - APAC
WINNER
BNP Paribas Wealth Management



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK IMPACT OFFERING - MENA
WINNER
BNP Paribas Wealth Management



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK IMPACT OFFERING - GLOBAL REACH
WINNER
BNP Paribas Wealth Management



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK NEXTGEN ESG INITIATIVE OR OFFERING - APAC
WINNER
BNP Paribas Wealth Management



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK PHILANTHROPY INITIATIVE - APAC
WINNER
BNP Paribas Wealth Management



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK SRI OFFERING - GLOBAL REACH
WINNER
BNP Paribas Wealth Management



Global Awards by **WealthBriefing**
CATEGORY: BEST BANK SRI OFFERING - MENA
WINNER
BNP Paribas Wealth Management



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EY GUIDES CLIENTS ACROSS ESG CHALLENGES

Roopalee Dave, Associate Partner – Wealth and Asset Management, **EY**, discusses the firm's support for clients making ESG investments and strategies.

At EY, our competitive edge continues to come from our amazing people, the determination and passion to build a better working world for the future. EY has an experienced global sustainability network and is the only "Big Four" with a dedicated climate change and sustainability practice and globally coordinated team across North America, Europe and Asia Pacific. Over 25 years, we have grown to over 2000 global climate change and sustainability advisors, including 300+ sustainable finance (SF) consultants – our Wealth and Asset Management (WAM) network is supported by 145 professionals across EMEA in 2021 that continues to grow.

Our global SF team provides support to the wealth industry across the entire value chain, helping them define ESG strategy, assess climate transition-related risks and opportunities, comply with an ever-changing ESG regulatory agenda, navigate the ESG data landscape, create sustainable products, services and enhance non-financial reporting metrics. Throughout our journey, a key challenge has remained ensuring our clients understand the importance of ESG-integration and the sheer investment of time, skill and resources required to authentically and credibly transform their businesses.

EY has evolved into a trusted, well-respected SF transformation partner, providing wealth clients with end-to-end SF transformation solutions, as they look at the potential impacts of the UN's Sustainable Development Goals. As the market rapidly matures, remaining competitive and at the forefront of new developments is key – EY's Global Sustainability Executive contributes to the direction-setting and decision-making for EY's sustainability program globally, reviewing progress and approving programme changes to ensure we continue evolving ahead of the competition.

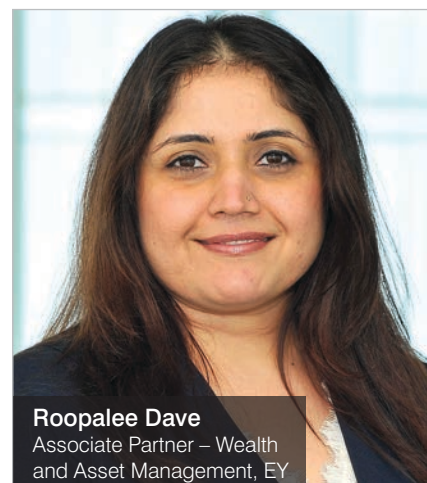
We have worked across over 350 SF projects and 160 plus financial services clients globally. Our aim has always been

to create long-term value for our people, society and clients and drive value through our work.

We harness the power of our service lines, sector knowledge, data technology and relationships to meet clients' needs, the evolving demand and provide a unique cross-skill SF offering. We enable and support collaboration between governments, regulators and investors using their collective capabilities to set objectives, develop opportunities and address economic and social challenges at scale. Our people are motivated by the outcomes they see and change we make for our clients.

As the topic continues to evolve, we expect Sustainability to become further embedded across the wealth business model, with all clients receiving a service aligned to their sustainability preferences and the industry playing a leading role in supporting the transition to a more sustainable world. Regulation will continue to evolve and the ESG data available to support decision making will become more readily available and more consistent as industry frameworks converge. As our recent activity demonstrates, wealth managers adopting an authentic sustainability offering (both internally and externally) will be rewarded commercially over time in recognition for the work required to embed sustainable business practices. Greater interest will continue in understanding all facets of the 'E' in ESG (e.g. embracing Natural Capital in addition to climate) and embedding social aspects throughout organisations both at a corporate and portfolio level.

For EY, this recognition accelerates our journey to continue evolving our sustainability offering in the Wealth industry and meet the ever-changing needs of our clients. It further reinforces the strength of our ESG change framework and real ability to turn theory into practical steps. We hope both existing and new clients are inspired to partner with us to support the wealth industry's transition to a sustainable working world. ■



Roopalee Dave
Associate Partner – Wealth
and Asset Management, EY

"WE HOPE BOTH EXISTING AND NEW CLIENTS ARE **INSPIRED TO PARTNER WITH US TO SUPPORT THE WEALTH INDUSTRY'S TRANSITION TO A SUSTAINABLE WORKING WORLD.**"



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FACTSET INFORMS INVESTORS, ADVISORS OVER ESG DECISIONS

Tom Burroughes, Group Editor of *WealthBriefing*, talks to **Greg King**, Senior Director - Wealth Management and Digital Solutions Strategy and Product Development at **FactSet**.

Please tell us how your firm advances causes such as ESG and sustainability and what sets it apart?

ESG data has transitioned from a fringe dataset to a wholly adopted component of the investment lifecycle faster than any type of data. To truly evaluate a company and eliminate ESG "blind spots" requires a comprehensive approach, and FactSet provides much of the data to support this:

- Company-Reported ESG Metrics: Sustainability Reports, CSR, Fundamental ESG Information
- Firmographics: Precise Industry Classifications based on Operating Footprint, Supply Chain, Board and Management Team Composition, Corporate Governance Data, Corporate Activism Data
- External Stakeholder Information: News, NGOs, Watchdogs, Trade Journals, Independent Reports

FactSet has also consistently partnered with firms like MSCI, ISS, RepRisk, and Sustainalytics to provide our users with additional ESG intelligence. In late 2020, we acquired Truvalue Labs to augment our existing offering.

What steps are you taking to stay ahead of competition?

FactSet integrates and offers ESG data from third parties including MSCI, ISS, RepRisk, and Sustainalytics to provide our users comprehensive intelligence. In late 2020, we acquired Truvalue Labs to augment our existing offering.

Truvalue leverages algorithms to sift through millions of data points, helping users uncover ESG intelligence hidden in unstructured, third-party data from 100,000+ sources. The results provide information on how companies are complying to the SASB and UN SDGs frameworks, and behaving pertaining to issues

like carbon emissions, labor relations, data security, and more. Truvalue data is available via feeds and is integrated throughout our workstation.

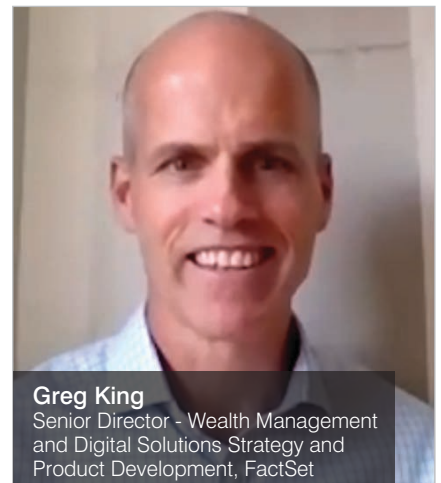
What kind of challenges around ESG topics are you more focused on and why?

Currently, there are huge gaps in ESG data. Where it is reported by companies, it is often delayed, incomplete and biased. Many data providers rely on company-reported data and make subjective, analyst-driven ratings decisions using proprietary methodologies. Investors are noting a distinct lack of transparency on what ESG ratings assess. Ways FactSet is addressing this challenge include:

- Data is updated daily, unlike company-reported sustainability information, which is reported on a quarterly or annual basis, enabling investors to make real-time decisions.
- We capture the outside-in, or external, views of reporters, analysts, advocacy groups, and government regulators offering a non-biased picture that gives a true view of company performance.
- Data is transparent and objectively rated by algorithms, with underlying events revealed to investors for further research.
- With a focus on both positive ESG behavior as well as controversies, we go beyond risk identification by uncovering opportunities hidden in unstructured data. This dual-sided approach offers investors a full view of companies they are monitoring.

Looking ahead, where do you see the trend of such investment ideas going over the next five to 10 years?

FactSet continues to invest in enhancing our existing solutions for wealth managers and leveraging technology



Greg King
Senior Director - Wealth Management and Digital Solutions Strategy and Product Development, FactSet

to support their digital transformation to meet client demands. We provide the tools needed to operate more efficiently, comply with local regulations, and grant a competitive edge.

How do you hope receiving this award will affect your business and the views of prospective clients?

FactSet continues to invest in data quality and the collection and integration of additional alternative datasets to help wealth managers create unique and actionable insights. Our robust data offering benefits the PB/WM industry by providing the tools they need to reduce risk, operate more efficiently, comply with local regulations, and create a competitive edge to win and retain business. ■





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You have a passion to follow.
You have a desire to enjoy all that
life has to offer. And at Fifth Third
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FIFTH THIRD PRIVATE BANK COMMUNICATES STRONG ESG MESSAGE TO CLIENTS

Tom Burroughes, Group Editor at *WealthBriefing*, talks to **Kristine Garrett**, Executive Vice President and Head of Wealth and Asset Management at **Fifth Third Private Bank**.



Kristine Garrett
Executive Vice President,
Fifth Third Private Bank

Fifth Third Private Bank is a trusted financial partner and regional wealth management firm with strong community ties and world-class capabilities. The organisation believes in a unique advisor-led and digitally enabled approach with clients. Local teams of advisors, supported by best-in-class digital capabilities and tools, work together to create a personalised wealth strategy for clients and their families. Fifth Third Private Bank's focus on clients has delivered experiences that are relevant, sophisticated, valued, customized and convenient – all hallmarks of a great private bank. As an exclusive unit of Fifth Third, the Private Bank's values are reflected in the bank's Environmental, Social and Governance (ESG) Report and communication strategy.

Please tell us how your firm advances causes such as ESG and sustainability and what sets it apart?

Fifth Third Bank is focused on generating long-term sustainable value for our stakeholders, employees, communities and regulators. We look at sustainability as part of every business decision, and we're focused on building sustainable, scalable programs, products and services that have a transformative, genera-

tional impact on our communities. Overcoming challenges and setting objectives for ESG performance are an integral part of our larger commitment to do well by doing good. Our commitment to ESG excellence is integrated across our Company and aligned to our strategic priorities. Our annual ESG Report for stakeholders is an opportunity to discuss the progress of our ESG efforts as well as to demonstrate the multiple ways we live our purpose to improve the lives of our clients and the wellbeing of our communities.

What steps are you taking to stay ahead of competition and in this region?

Fifth Third's ESG report and strategy create opportunities to discuss progress of the Bank's ESG efforts. In addition, we demonstrate the multiple ways Fifth Third and Fifth Third Private Bank live our purpose to improve lives and the well-being of the communities we serve. Fifth Third's ESG Report led to significant improvements in ratings for the Bank, including MSCI and Sustainalytics scores. Additionally, Fifth Third received a Climate Leadership score of A- from CDP for efforts and disclosures related to climate change.

The A- score placed Fifth Third in the top quartile of CDP's Financial Services Activity Group. Fifth Third is the only bank in its peer group to have maintained a leadership band score for three consecutive years. Both the ESG Report and communication strategy have received positive feedback from stakeholders, including investors, and led to our issuance of our inaugural Green Bond in October 2021. Altogether, this work headlined our ESG efforts and led to Fifth Third being honored again by Ethisphere as one of the world's most ethical companies, one of only five banks in the world to be recognised. The recognition reflects our strong corporate culture, compliance program and ESG actions.

How do you hope receiving this award will affect your business and the views of prospective clients?

Clients want to know more about the companies they're working with. From employment practices to efforts that counteract climate change, ESG matters. That's why Fifth Third continues to expand voluntary reporting and increase the transparency of our ESG actions and impact by aligning to industry best practices. When we do this, we move closer to our goal of being the One Bank that people most value and trust. We salute the inaugural *WealthBriefing* Wealth For Good Awards. These awards highlighting the crucially important areas of ESG, diversity and inclusion. Through our inclusion, we're able to spotlight these pivotal programmes to prospective clients and the industry. Thank you for this honour. ■

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AWARDS 2022
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 Fifth Third Private Bank

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WealthBriefingAsia launched in 2009, is the only wealth management news site focusing exclusively on the Asia-Pacific region.

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Family Wealth Report - the content as with our other sites comes from both our own dedicated editorial team as well as leading industry professionals, helping subscribers stay on top of all the important developments relating to wealth management, family offices, and the HNW/UHNW sectors in North America.

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WEALTH MANAGEMENT & PRIVATE CLIENT EVENTS & AWARDS SERIES

An unrivalled thought-leadership platform, *WealthBriefing's* events foster intellectual debate on the challenges and opportunities facing the industry and are designed to be an optimal use of wealth managers' precious time; they represent an excellent networking opportunity and attendees also accrue valuable CPD hours. *WealthBriefing* has added to its offering for the global private banking and wealth management communities by running six annual awards programmes for the private investment and private client communities. The awards programmes are focused around three main category groupings: experts (individuals and teams); products and services for wealth managers and clients, and institutions of all sizes and types.

BESPOKE RESEARCH SERVICES

WealthBriefing has unrivalled access to the most senior wealth management professionals across the globe, meaning that our research reports represent guides to future best practice as much as being barometers of current industry trends.

PARTNERING WITH CLIENTS ON A SUSTAINABLE WEALTH JOURNEY

Charles Boulton, CEO of **HSBC Private Bank UK**, talks to Tom Burroughes, Group Editor at *WealthBriefing*, on its achievements.

Please tell us how your business area advances causes such as ESG and sustainability, and what is distinctive about it?

For businesses and investors alike, ESG integration has become core to sustainable growth. At HSBC Global Private Banking & Wealth, we believe that sustainability is opening up a world of opportunity. Global economic growth and stability will increasingly depend upon and benefit from ESG factors.

Through our sustainable investment solutions, we help clients understand the long-term ESG implications of their investments and combine their financial objectives with their sustainability preferences.

Wherever our clients are in their sustainable investing journey, we partner with internal and third party product providers to offer a range of sustainable investing and innovative solutions. This includes: discretionary mandates, funds/ETF, Alternatives, structured products, fixed income and equities – all tools we utilise to help our clients build diversified portfolios.

Please describe the challenges you needed to surmount to reach your standard.

One of the key challenges with ESG frameworks is that they follow different methodologies and standards, which results in a lack of international and industry harmonisation on ESG standards. However, the regulatory and legislative momentum behind ESG has shifted and strengthened significantly in recent years.

Global sustainability policies are evolving rapidly. Companies are pushed by consumers and investors to address ESG issues concretely and transparently. At the same time, there are increasingly regulatory expectations on investment

managers to incorporate ESG in their risk management processes and ensure proper ESG related disclosures.

At HSBC, our approach is to firstly have a clear definition of what sustainable investing is. ESG assessment is also an integral part in our due diligence process. Our teams engage with every product provider, assessing ESG credentials on both a firm and product level.

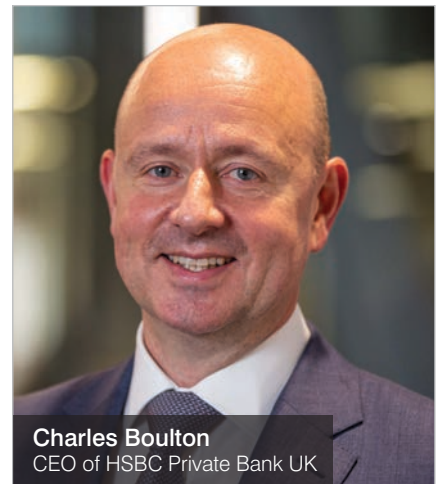
What steps are you taking to stay ahead of competition and in this region?

As a leading Private Bank, we have a responsibility to support the world's transition to a more sustainable future. Building a more sustainable world and growing clients' wealth go hand-in-hand as they are both embedded in a long-term inter-generational horizon. We help clients align their sustainability objectives and achieve financial goals.

While the risks associated with the energy transition are generally understood, investors are now becoming more aware of the risks and opportunities related to biodiversity impacts. We are working with HSBC Asset Management who established a joint venture called HSBC Pollination Climate Asset Management, which seeks to invest in activities that preserve, protect and enhance nature over the long term and address climate change. Another example is from our Private Bank in the UK, which launched a sustainable discretionary portfolio which aims to increase the ESG score and reduce the CO2 intensity of the portfolio by 50 per cent.

What are some of the recent trends you have been seeing across sustainable investing?

The pandemic increased the momentum of many existing sustainable invest-



Charles Boulton
CEO of HSBC Private Bank UK

ment trends. Early in the crisis, many people were concerned that sustainable investment would fall by the wayside, but instead the pandemic served as a proof point, as investors increasingly began to think about the purpose of their wealth.

The pandemic very much highlighted the need for enhanced diversity and inclusion, as well as social responsibility in local communities. We think this will result in a stronger focus on the 'S' in ESG, and so our investment themes include looking at how companies integrate diversity and inclusion in their workforce, and on solutions to broader social issues such as nutrition, quality education, access to clean water and sanitation. ■





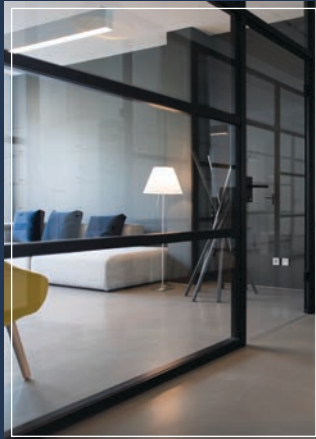
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Office**



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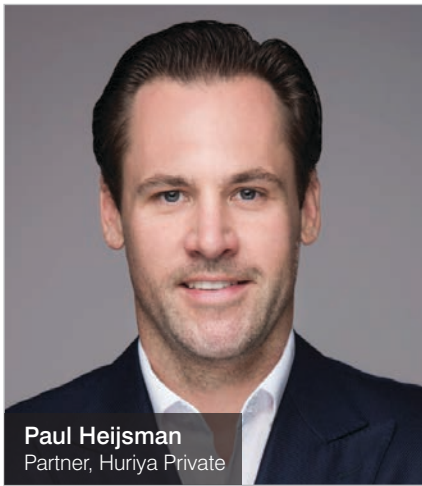
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Huriya Private has offices in UAE, Switzerland, Qatar, Albania & Cyprus. Each office is led by industry experts who have specific local understanding, technical knowledge, and strong professional network in the country.

A FULL UNDERSTANDING OF WHAT IMPACT MEANS

Paul Heijnsman, Partner, **Huriya Private**, talks to **Tom Burroughes**, Group Editor at *WealthBriefing*, on what has given this firm an edge in its field.



Paul Heijnsman
Partner, Huriya Private

Please tell us how your firm advances cause such as ESG and sustainability and what sets it apart?

We believe that the first step to advancing ESG causes is to understand your impact as a business, internally on the company's employees, and externally on other stakeholders, the environment, and society. This includes hiring a diverse range of employees from all around the world and including individuals from all ethnicities, nationalities, and backgrounds in our workforce. We are also a core believer in women empowerment and giving equal chances to more women in leadership positions. 60 percent of our employees are female and heads of departments who represent different cultures and backgrounds.

As for our environmental initiatives, Huriya Private attempts to maintain a moderate level of waste management across all departments and operations through the usage of energy-saving equipment and minimizing stationary waste at the office. On a social level, we have initiated our sister non-profit organisation, Huriya Private Foundation, intending to promote the wellbeing and support of women, children, and

individuals in need through multiple philanthropic initiatives in collaboration with leading humanitarian institutions and charities.

What steps are you taking to stay ahead of the competition in this region?

Alignment of standards across all company departments in support of all ESG causes. This challenge resurfaces especially with new joiners, and so regular training is required to provide the awareness and knowledge required to become an effective member of our organisation.

Describe how you have managed to encourage colleagues to support and drive forward what you do in this space?

We take a number of steps to maintain the overall alignment of all stakeholders in support of our causes through:

- Conducting regular training for employees and managers.
- Celebrating international awareness months.
- Hosting and sponsoring humanitarian events.
- Inviting environmental and social specialist speakers to deliver awareness workshops for staff members.

What kind of challenges around ESG topics are you most focused on and why?

Social causes supporting women and children's welfare. Huriya Private Foundation has collaborated with several NGOs such as Cherie Blair Foundation for Women to support the Foundation's Mentoring Women in Business program that aims to fund 50 scholarships for women entrepreneurs.

Where do you see the trend of such investment ideas going over the next five to 10 years?

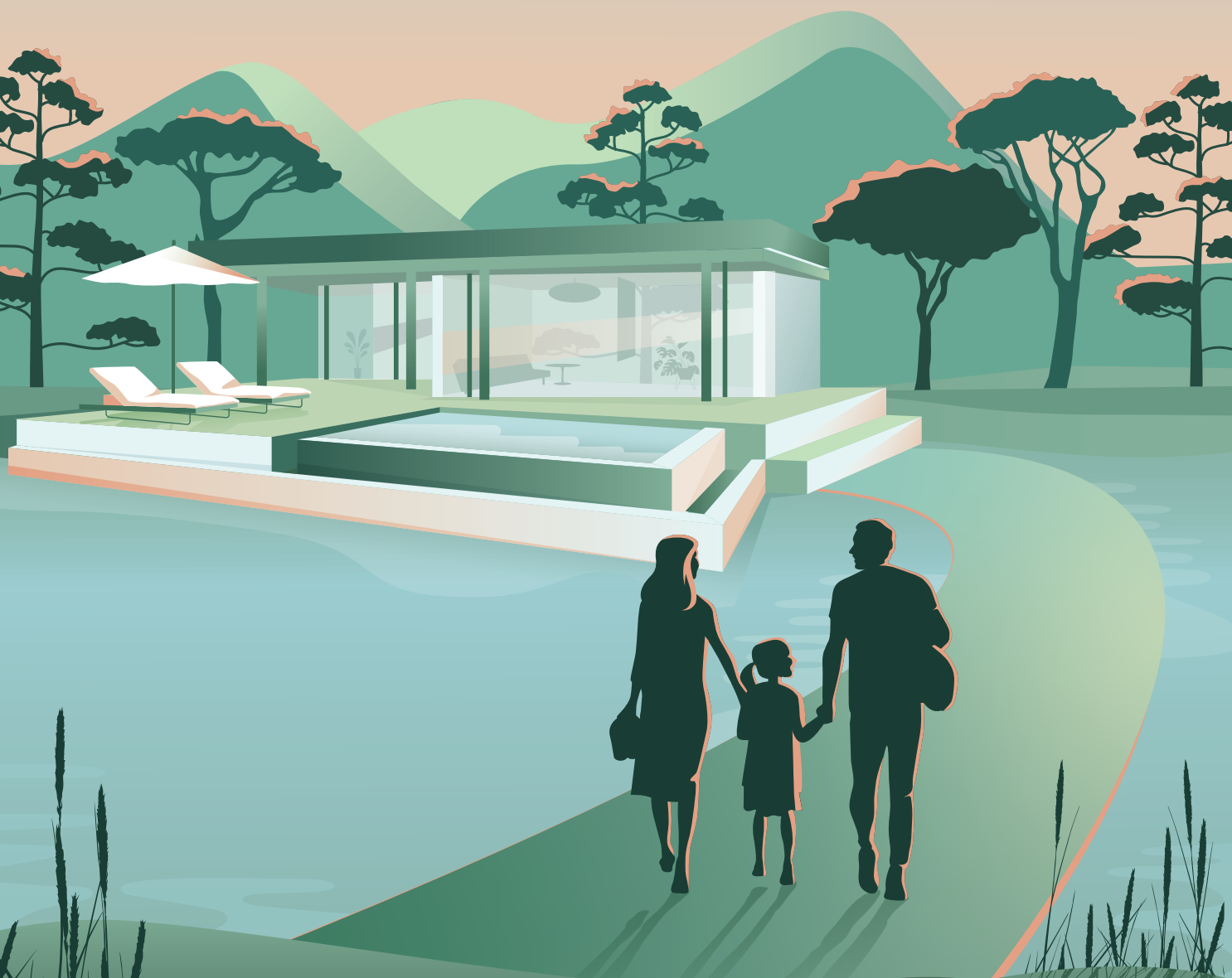
Having an ESG strategy and dedicating investment towards it shows a company is committed to treating others well, including its employees. Businesses committed to improving the world are more likely to attract talent. Moreover, as the business world of today is becoming more competitive, it can be quite difficult for a company to stand out from the crowd. Taking social responsibility seriously can win business consumers as well as build a platform for marketing and earning audience's attention. Similarly, such investments show a sign of accountability to investors. Socially responsible businesses are more attractive to investors.

How do you hope receiving this award will affect your business and the views of prospective clients?

It fuels our motivation to work harder every day and get even more inspired to improve our CSR initiatives through Huriya Private Foundation. Our goal since day one was to lend hand to those in need in a dream of a better world where every individual receives the support they need to thrive, and so this award reassures us that we are moving in the right direction. ■



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 **INDOSUEZ**
WEALTH MANAGEMENT

SUSTAINABLE FINANCE IS INDOSUEZ WEALTH MANAGEMENT'S GROWTH LEVER

Jacques Prost, CEO of **Indosuez Wealth Management**, tells *WealthBriefing* Group Editor **Tom Burroughes** on how this firm has put a real “dent in the universe”.

Indosuez Wealth Management is the global wealth management brand of Crédit Agricole group. Shaped by more than 145 years of experience supporting families and entrepreneurs, Indosuez manages €135 billion in assets and employs nearly 3,000 people in 10 locations in Europe, Asia-Pacific and the Middle East as of end 2021.

Please tell us how your firm advances causes such as ESG and sustainability and what sets it apart?

Indosuez adheres to the policy led by Crédit Agricole group, which makes sustainable finance one of its growth levers, has been a pioneer in many respects and has proven its involvement for over 20 years.

Indosuez's Societal Project is an essential component of our corporate project. Our ambition is that it embodies our *raison d'être* “Working every day in the interest of our customers and society” and irrigates all Indosuez's strategy and culture. To that end, we have created a global CSR business line in 2019 to strengthen our advisory services and our offering.

We also aim to reduce our own footprint. This includes reducing paper and energy consumption, dematerialising a number of tasks, adopting electronic signatures, limiting waste, recycling, soft mobility... the examples are numerous.

What steps are you taking to stay ahead of competition and in this region?

Convinced that their power of influence is not only limited to directing flows in favour of responsible investments, the men and women of Indosuez are dedicated to raising clients' awareness: educational content is made available to clients, who benefit from numerous documentations published frequently by Indosuez experts to help them understand ESG products

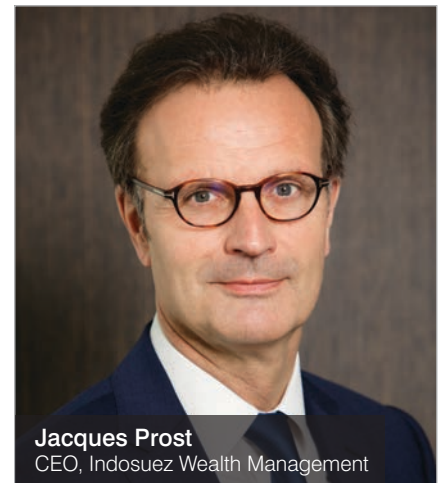
and strategy. A webconference was also organised to respond to preconceived ideas about responsible finance. And since the end of 2021, the portfolio statements sent to our clients include ESG ratings drawn up by Amundi for all the directly-held equities and bonds in its investment universe. They will be gradually extended to other asset classes. By making these ratings available to all clients, we aim to facilitate discussions with our entire clientele, and raise their interest in ESG issues. Eventually, the personalised support of Indosuez advisory teams allows to propose financing solutions adapted to clients' sustainable endeavours such as green real estate.

Furthermore, in order to guide clients' investments towards sustainable development, we launched in 2019 an international equity fund investing in companies contributing to the fight against global warming and the preservation of natural resources, this fund is classified as Article 9 under the framework of the SFDR, and since then, we have continued to roll out responsible products and services in line with our ambitions.

For example, we have enhanced our range of structured products with a number of “green” products, most of which are issued by Crédit Agricole CIB. We also launched an innovative solidarity-based finance offering in summer 2021, which was accompanied by a donation to the Monaco Oceanographic Institute, a key player in ocean protection and a partner of the bank. In addition, we decided last year to allocate part of Indosuez funds' outperformance fees to solidarity initiatives.

Describe how you have managed to encourage colleagues to support and drive forward what you do in this space?

Indosuez employees are key players in the successful implementation of our Societal Project and in the achievement



Jacques Prost
CEO, Indosuez Wealth Management

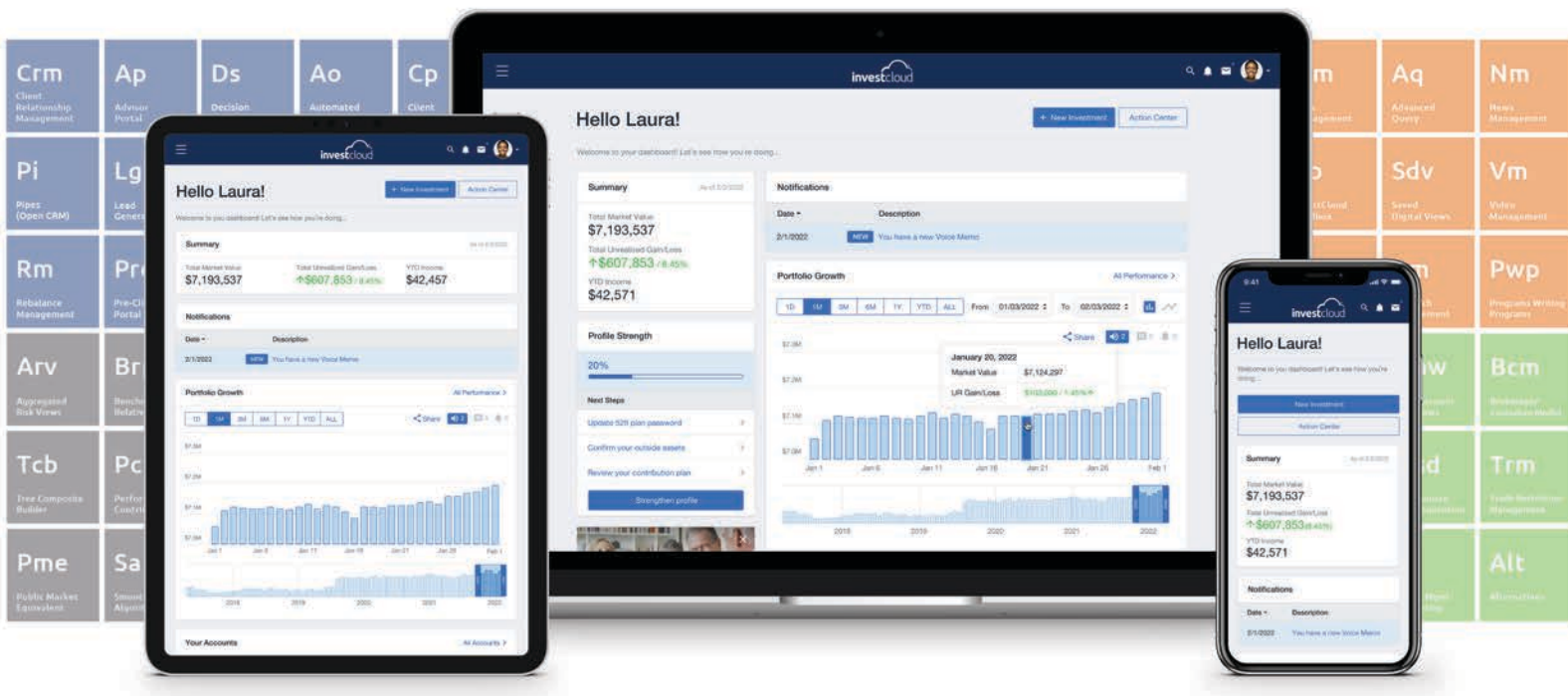
of our ESG ambitions. Their solidarity is expressed through a robust organisation structure, from skill-based sponsorship to the Indosuez Foundations in France and Switzerland.

Behind the involvement of our employees and its Foundations, the usefulness of Indosuez is recognised on the market and by our clients. This gives us real philanthropic legitimacy. We are developing highly complementary know-how to support clients seeking to strengthen their societal impact. We draw on our experience and expertise to help them fulfil their philanthropic projects, from the choice of the investment vehicle through to practical management. ■



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GOING ALL OUT TO HELP CLIENTS' ESG GOALS BECOME A REALITY

InvestCloud talks to *WealthBriefing* Group Editor **Tom Burroughes** on what makes this organisation stand out from the pack.

Please tell us how your firm advances causes such as ESG and sustainability and what sets it apart?

InvestCloud thinks ESG should not just be a tick-box exercise. With our singular, no-code platform, it is helping wealth managers and private banks not only comply with new EU ESG regulations, but also go beyond regulations to deliver unique digital communication and comprehensive digital planning that is highly attuned to clients' individual ESG preferences and passions.

InvestCloud achieves this firstly by enabling wealth managers and banks to meet new MiFID II suitability rules. Beyond the regulations, many wealth managers and banks have already built their own ESG scoring methodology to meet client demand and other requirements, but want a way to incorporate this into investment advice in a scalable way, and want to inject granular ESG client preferences into portfolio construction.

More broadly, ESG is about communicating more clearly with clients about their values and investment impacts, and then enhancing these in the planning and financial product shopping and execution stages. Its ESG solutions advance these causes in a way that also complements the vast array of other modular, holistic digital wealth solutions InvestCloud offers. These offerings include a full digital wealth platform for communication, planning and many other functions as well as a Financial Supermarket for wealth and asset managers to easily buy and sell financial products.

What steps are you taking to stay ahead of competition?

InvestCloud created a Digital Warehouse to ensure a single version of the integrated truth – this is the foundation of our technology. It tackles the data challenge head-on by centralising, managing, and processing it, making data readily available for calculations and insights. This Digital Warehouse also ensures that ESG-related data is all held in one place, overlaid by engines to process the data.

It also created iProgram, which is a technology using AI to generate code and thus enable a single business analyst or designer to do the work of 50 programmers, replacing the outmoded approach of hard-coding.

Using iProgram, InvestCloud has already created more than 7,000 differentiated user journeys, which provide beautifully designed and empathetic digital experiences for advisors and clients alike, including ESG user journeys. The business is design-led not only by creating intuitive and aesthetic experiences but also in drawing upon behavioural science for maximum effectiveness. We use gaming theory for user engagement and decision theory to empower better decision-making.

The firm's Next Best Action recommendations allow advisers to meet clients' ESG needs more efficiently. The solution tracks how clients engage with their investments using machine learning and behavioural science technology.

What kind of challenges around ESG topics are you most focused on and why?

InvestCloud is focused on supporting clients to meet regulatory requirements, for instance the MiFID 2 update on integrating sustainability risk and factors into risk profiling and investment advice, the EU Taxonomy Regulation and the Sustainable Finance Disclosure Regulation (SFDR). In addition, we focus on supporting mass personalisation, including for ESG.

Looking ahead, where do you see the trend of such investment ideas going over the next 5-10 years?

There is likely to be an exponential increase in the amount of ESG data to manage and analyse. Therefore, wealth managers and banks need the right data technology alongside the right ESG engines, as well as digital communication, planning and shopping solutions in order to keep up with developments in ESG. And this must be done at scale. This is exactly how InvestCloud helps our clients stay one step ahead. ■



“INVESTCLOUD **CREATED** A DIGITAL WAREHOUSE TO **ENSURE** A SINGLE VERSION OF THE **INTEGRATED** TRUTH – THIS IS THE **FOUNDATION** OF OUR TECHNOLOGY.”



Kayne Anderson Rudnick
Wealth Advisors

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Do The Right Thing
– John Anderson

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A LONG-STANDING CULTURE OF DIVERSITY AND INCLUSION

Jeannine Vanian, Chief Operating Officer, **Kayne Anderson Rudnick Investment Management**, talks about the firm's excellence as recognised in the awards.

Kayne Anderson Rudnick (KAR) is a Los Angeles-based investment and wealth advisory firm founded in 1984. The firm manages assets for corporations, endowments, foundations, public entities, and high-net worth and ultra-high net worth individuals, and offers financial planning, investment advisory, executive and consulting services.

We have long fostered a culture of diversity and inclusion at KAR. That means we work to ensure women and minorities have a strong presence at our firm, including at the executive level, and that our teams reflect the diversity of the world around us. It means having a culture where team members feel comfortable bringing their whole selves to work, are given a voice, valued for their unique perspectives and experiences, and feel a sense of belonging. It also means we seek to understand the needs of those living in the communities we serve.

With our corporate social responsibility (CSR) strategy, our goal is to strengthen the bond between our advisors and surrounding communities by initiating programmes that respond to their most acute needs. We also seek to cultivate stronger relationships with clients by creating outlets to support causes they care about.

Is there a specific community initiative that you are most focused on and why?

One cause we have repeatedly supported is Casa Pacifica Centers for Children & Families, a California crisis care and residential treatment facility providing services to vulnerable children and families. The KAR team has sponsored the holiday gift wish list of roughly 15 to 20 children for the last five years. While children often ask for basic necessities such as toothpaste and soap, we have also been able to provide gifts such as toys, skateboards and board games given our high employee participation.

The organisation has said the gifts, wrapped and delivered to their homes, are the first "real" presents some of the children have received, and have helped restore their faith in humanity while giving them hope of a better future.

Some KAR employees have even brought their children along to buy the gifts, using the programme to teach about charitable giving and community involvement. Our corporate philanthropy has also focused on health care, education, and disaster relief.

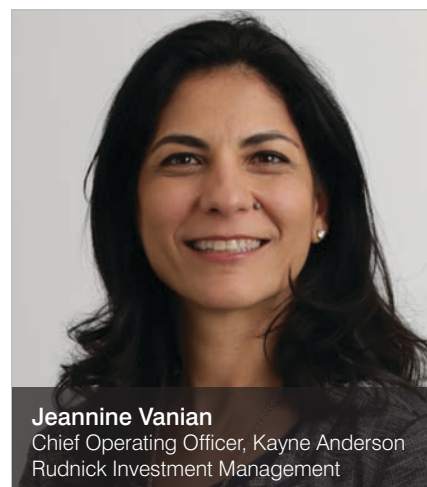
How do you involve clients and employees in your CSR program?

We use the CSR programme as an opportunity to better understand the "hearts and minds" of our clients and communities. For example, in the past clients were asked to vote on the charity recipient of a holiday contribution from KAR.

KAR offers volunteer time off to support activities that enhance and serve our surrounding communities. Through our parent company, Virtus Investment Partners, Inc., we also offer a Matching Gift Program, matching personal contributions to organisations important to our employees.

How do you hope receiving this award will affect your business and the views of prospective clients?

We are known for our investment acumen. But we see this award as a way to showcase our commitment to forging meaningful connections with the people around us, attracting community-oriented advisors and creating an outlet for CSR-minded clients. We have developed a team that exemplifies diversity and embraces the needs of the people who surround us. We want our voices to be heard and we want to help employees take stronger leadership roles - inside and outside the firm. ■



Jeannine Vanian
Chief Operating Officer, Kayne Anderson Rudnick Investment Management

"WE SEE THIS AWARD AS A WAY TO SHOWCASE OUR **COMMITMENT** TO FORGING MEANINGFUL **CONNECTIONS** WITH THE PEOPLE AROUND US, **ATTRACTING** COMMUNITY-ORIENTED ADVISORS AND **CREATING** AN OUTLET FOR CSR-MINDED CLIENTS."



VALUES WORTH SHARING

**"We align investments
with values."**

En Lee, LGT employee since 2013

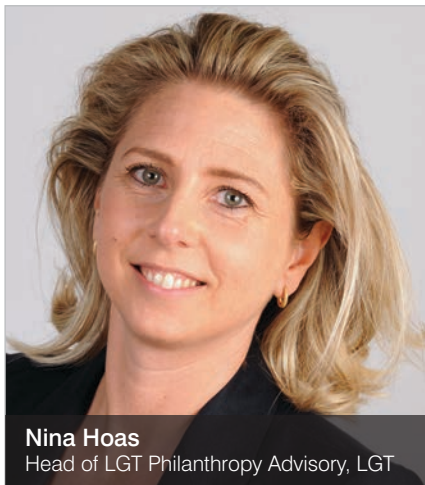
lgt.com/values



Private
Banking

LGT RAISES CLIENTS', EMPLOYEES' AWARENESS ON ESG

Nina Hoas, Head of LGT Philanthropy Advisory at **LGT Private Banking**, talks to **Tom Burroughes**, *WealthBriefing* Group Editor, about the firm's ability to hit the heights in these awards.



Nina Hoas
Head of LGT Philanthropy Advisory, LGT

LGT, the international private banking and asset management group, has been systematically integrating ESG and sustainability into its investments and operational processes for over a decade. Thanks to its owner family for over 90 years, the Princely House of Liechtenstein, sustainable and long-term thinking are part of the company's DNA, as is the focus on philanthropy.

Receiving three awards - one for thought leadership in the APAC region, one for impact offering in Switzerland/Liechtenstein and the global award for philanthropy offering - is a great milestone. As our owner has been committed to philanthropy for generations, this award is a great honor.

Please tell us how your firm advances causes such as ESG and sustainability – what sets it apart?

Supporting the achievement of the SDGs to the best of our ability is a matter of course for us. We do this, on the one hand, through our ongoing efforts to further expand our commitment to ESG and sustainability both in terms of our operations and in our core business, private banking and asset management. On the

other hand, we want to raise our clients', employees' and partners' awareness about possible solutions for a sustainable future.

We have, for example, developed our own ESG Cockpit and Sustainability Rating to classify assets according to their sustainability level. Also, we are signatory of several international initiatives – most importantly, we committed to reducing our emissions to net zero until 2030. Furthermore, our clients have exclusive access to the products of our sister company, impact investor Lightrock. Our extensive product range includes solutions through exclusion and norms-based screening, ESG integration, impact and thematic focus as well as philanthropy advisory - which is my topic.

Which are the challenges you needed to surmount to reach your high standard in philanthropy?

In my experience, challenges to philanthropy advisory services in a bank come at three levels: firstly – the professionals providing advice in philanthropy need to have deep expertise which is not common in banking. My colleagues and I for example have worked for international organisations, non-profit organisations, and foundations. Secondly, philanthropy advisory is often not known as a profession, so clients do not always demand it, even if they would be interested. And thirdly: Oftentimes the relationship managers, no matter how well intentioned they are, do not automatically think of offering it. At LGT, philanthropy is very close to our owner's heart.

What kind of challenges around philanthropy topics do you focus on most, and why?

Our role is to help philanthropists make their philanthropic engagements more effective. This means we are working on collaboration, systemic change and

aligning philanthropy aspirations with the businesses and further investments of our clients. We support clients who are just starting their learning process and help them reach more impact; and for already experienced clients, we are a sparring partner with deep expertise on the latest topics and opportunities in philanthropy and offer possibilities to connect with their peers and other experts. Essentially, our work translates philanthropists' aspirations into real impact.

Looking ahead, where do you see the trend of philanthropy going over in the next five to ten years?

COVID-19 has been a wake-up call. I am hopeful that the next generation of investors is not only going to focus on impact investing but also on philanthropy and systemic change. I am also meeting more and more women philanthropists who are changing the rules of the game. ■



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RESPONSIBLE INVESTING IN THE DNA OF MAITRI ASSET MANAGEMENT

Manish Tibrewal, CEO, **Maitri Asset Management**; **Edris Boey**, Head of ESG Research, Maitri Asset Management, talk about the achievements of their firm.



Manish Tibrewal
CEO, Maitri Asset Management

Maitri Asset Management (Maitri) is a Singapore-headquartered, Asia-focused multi-family office, with a laser-sharp focus on ESG and sustainability that sets us apart. Responsible investing is in the firm's DNA, as Ishk Tolaram Foundation ("the Foundation") is the single largest beneficiary of Maitri. As such, Maitri is mindful to make investments that are in line with the values of the Foundation.

The ESG space is rapidly evolving and growing. For wealth owners in Asia, having experienced the threat caused by the pandemic, responsible investing has emerged as a sustainable way to support their financial goals while shaping a positive future for multiple generations to come. Despite the growing interest, ESG investing in Asia remains a nascent space, with demand far outpacing the proliferation of Asia-rooted multi-family offices with proven ESG capabilities and credentials.

In view of these industry gaps, Maitri is well-placed to meet the growing demand for responsible investing from investors and families with long-term investment horizon, rising expectations about sustainability, and a focus on Asia. For instance, Maitri's move to develop a proprietary two-tier Responsible Investment Approach ("RI Approach"), marks a first



Edris Boey
Head of ESG Research,
Maitri Asset Management

within the multi-family office industry in the region.

Maitri has been front and centre in advancing the responsible investing agenda in Asia, by contributing to industry conversations about the importance and challenges in the ESG and sustainability space to stakeholders, including the investment community, the media, high-net-worth circles, ESG practitioners, and the broader asset and fund management industry.

By articulating and amplifying what we practice, we aim to not only establish ourselves as the preeminent ESG-focused family office, but also help drive forward the ESG and sustainability conversations in Asia.

Describe how you have managed to encourage colleagues to support and drive forward what you do in this space?

Manish: ESG and sustainability cuts across everything we do as an organisation and as a team. An initiative that embodies this, and that we are very proud of, is Maitri's attainment of the B Corporation certification in August 2021, the first multi-family office in APAC to have done so.

This would not be possible were it not for the work and processes implemented by our team, and the values we share as

an organisation when it comes to ESG and sustainability.

What kind of challenges around ESG topics are you most focused on and why?

Edris: We are focused on two challenges currently prevalent in the ESG space in Asia: addressing greenwashing, and advocating for corporate engagement within the ESG investing process.

As ESG investing grows, so are the risks of managers over-representing an investment's impact towards the ESG agenda. Greenwashing is a top-of-mind issue for families and asset owners, who understandably want to ensure their investments meet the stated objectives and create impact.

We also observe that corporate engagement remains a relatively overlooked area of ESG investing. This can be due to a number of reasons, from the resource intensiveness of the process, to the lack of know-how or tools to measure impact.

Looking ahead, where do you see the trend of ESG going over the next five to 10 years?

Edris: The uncertainty and volatility we live in today sheds light on the urgency for us to shape and secure a future where our societies are resilient and able to weather crises. ■



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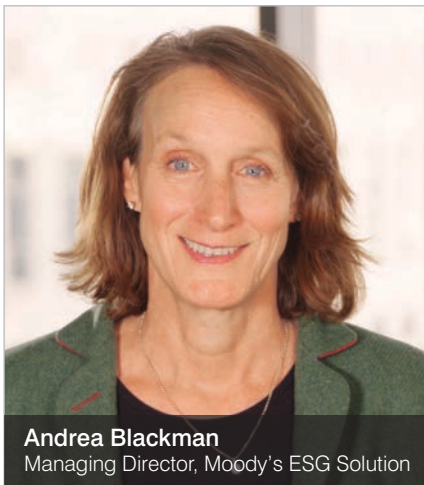
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USING EXPERTISE TO HELP WEALTH MANAGERS DRIVE CHANGE

Tom Burroughes, *WealthBriefing* Group Editor, talks to **Andrea Blackman**, Managing Director at **Moody's ESG Solutions** about the integrated risk assessment firm's work.



Andrea Blackman
Managing Director, Moody's ESG Solution

As a global risk assessment firm with over three decades of ESG expertise, Moody's is committed to helping market participants advance strategic resilience, responsible capitalism, and the greening of the economy.

We are actively engaged in supporting wealth and asset managers worldwide, leveraging our financial sector expertise to process complex datasets into decision-useful, science-based information that clients can use to manage risk and make more sustainable decisions.

How does Moody's advance causes such as ESG and sustainability, and what sets it apart?

What truly sets us apart is our double materiality approach to ESG analysis. By diving into the depths of critical sustainability issues and themes, we champion a domain-defining, rigorous and consistent approach to ESG analysis that goes well beyond financial factors to consider a company's impact on multiple stakeholders.

Describe the challenges you needed to surmount to reach your standard?

Small and medium-sized enterprises are the backbone of every economy.

However, lower levels of SME reporting can create challenges for banks and large companies. Due to increasing regulatory and market pressure, the need for greater coverage of ESG assessments as part of the due diligence process is critical when making investment and supplier decisions.

To address the challenge, we developed the ESG Score Predictor – a first-of-its-kind, cutting-edge risk management tool. This allows us to provide predicted scores for more than 300 million companies worldwide.

What steps are you taking to stay ahead of the competition in this region?

Moody's settles for nothing less than comprehensive coverage of companies, industries, and ESG themes. Built with consistent, domain-defining methodologies, our insights provide a comprehensive perspective on ESG and Climate.

What kind of challenges around ESG topics are you most focused on and why?

A key focus for us is to ensure that ESG data is easily accessible, transparent, and easy to understand and translate into action from. This is what we're seeking to do, with the launch of Moody's ESG360™ – a new platform that delivers decision-relevant ESG data and insights to portfolio managers.

Designed following extensive customer research, the platform, launched in April, enables customers to access the intelligence they need with only a few clicks – presented in ways that are adapted to the ESG factors critical for their decision making.

Looking ahead, where do you see the trend of such investment ideas going over the next 5 to 10 years?

The coronavirus pandemic has elevated the "S" in ESG into the spotlight, but we are proud to say that the

deep-dive consideration of social risk and stakeholder impact has always been at the heart of our offering – which spans over 30 years thanks to our legacy companies.

Our ESG Assessments capture a wider range of factors than those of our peers. This is because our double materiality approach considers the risk ESG factors pose to companies, as well as the impacts – positive and negative – companies' activities have on stakeholders, including customers, employees, local communities, and the environment itself.

How do you hope receiving this award will affect your business and the views of prospective clients?

It's always an honor to be recognized for the work we do. Many prospective clients will already know the Moody's name from our longstanding record in credit and risk assessments but may not be as aware of the extensive (and growing) expertise we have across the ESG domain.

By receiving this recognition, we hope to support more customers in considering the ESG risks and opportunities facing their business and, in turn, empower them to make better, more sustainable decisions. ■



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BUILDING LONG-TERM VALUE BY DOING GOOD AT NYKREDIT

Lotte Månsson, Director of **Nykredit Private Banking Elite**, talks about the firms' achievements in the *WealthBriefing Wealth For Good Awards*.

Nykredit Private Banking is a part of Nykredit Wealth Management. We pursue a strategic ambition to be Denmark's responsible wealth manager. Against this background, we aim to build long-term value for our clients and business partners and be useful to society. In Nykredit Private Banking, we are firmly committed to making the lives of our clients richer.

Nykredit Private Banking (NPB) comprises private bankers, wealth advisors and investment advisors (all certified), assistant private bankers and specialists covering wealth management, tax matters, credit, inheritance, succession planning and cash management, as well as business and home financing in France and Spain.

The team consists of approximately 180 dedicated and passionate people working to make the lives of our clients richer. The Nykredit Group has helped Danish families buy their homes and Danish businesses grow for more than 160 years. As something unique in the Danish banking sector, Nykredit is predominantly owned by an association, *Forenet Kredit*, which represents our clients.

Our ownership is something deeply inherited in our organization and culture. For several years we have worked on forming a culture around the feeling of collectiveness, curiosity, and passion. In our perspective, those values go hand in hand with a firm focus on ESG and sustainability, why those aspects is deeply intertwined in our organisation.

More than just having a broad selection of sustainable products, we

need every employee in our organisation to have a sustainable mindset. We have come a long way, but still has some to go. To this day, our chief executive has been very active and engaged on communicating the importance of this movement to the entire organisation. Moreover, our head of ESG hold veto rights when assessing new investment opportunities. Also, we have constituted a Employee Board and Advisory Board consisting of clients to have an ongoing dialogue on how their wants and needs are changing, and how they perceive the development within ESG and sustainability.

Moreover, we have expanded our sustainability efforts to include a biohacking program for employees available through an app and on-locations happening as ie meditations. In this way, we try to show employees how we also want them to bring the principles of sustainability into their everyday increasing the level of awareness on the agenda.

In Nykredit, we believe that sustainability and ESG will move even higher on the financial agenda and closer to the core of our business in the coming years. Hence, we have expanded FTE in our ESG department to continue to work hard to develop new sustainable offerings that meet future client needs.

We hope that clients will take pride in being doing business with a bank and financial confidante that push the bar on sustainability and ESG. And we hope clients will continue to share their expectations and needs with us in order for us to keep pushing that bar and set higher standards. ■



Lotte Månsson
Director, Nykredit Private Banking Elite

"WE AIM TO BUILD LONG-TERM VALUE FOR OUR CLIENTS AND BUSINESS PARTNERS AND BE USEFUL TO SOCIETY. WE ARE FIRMLY COMMITTED TO MAKING THE LIVES OF OUR CLIENTS RICHER."



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WHERE BEHAVIOURAL FINANCE AND SUSTAINABLE INVESTING MEET

Greg B. Davies, Head of Behavioural Science, **Oxford Risk**, talks to *WealthBriefing* Group Editor **Tom Burroughes** on how his business fits into the ESG space.

Please tell us how your firm advances causes such as ESG and what sets it apart?

Oxford Risk's purpose is to help investors make the best decisions for their long-term financial wellbeing in the face of complexity and potentially unhelpful psychological tendencies.

A good suitability process recognises that humans are more than a mechanical sum of their parts. Helping whole humans increase their financial wellbeing necessarily means accounting for a recipe of preferences that extends beyond simply how much investment risk they're willing to take.

Expanding our behavioural profiling to include attitudes to sustainable investing took an already market-leading innovation and enhanced it to cater for the rapidly growing market of investors keen to align investment goals with social values, and to support the providers of solutions aimed at these investors.

We blend empathetic, value-conscious behavioural psychology with quantitative-finance theory, and harness the number-crunching power of tech, to benefit from the best of both human and algorithmic worlds.

Please describe the challenges you needed to surmount?

Merging suitability with sustainability meets with general challenges of matching investors to suitable investments, and specific ones associated with helping investors understand how to accommodate ESG preferences within this.

Scientifically robust investment advice is not as ubiquitous as you'd like to think. The need to assess an investor's risk tolerance, for example, has been law for a long time, and academically at least, we've known how to do it well for just

as long. However, the application of this knowledge to real-life – moving from ticking boxes to understanding what makes clients tick – is still dragging its feet.

ESG suffers from a similarly short-sighted approach: a one-size-fits-all solution that's largely ignorant of what a varied mix of individual investors is actually trying to achieve.

What steps are you taking to stay ahead of the competition and in this region?

We currently have no competition of note in the sustainable-preferences space, though that doesn't stop us continuing to innovate and improve our assessments, based on their ongoing use by thousands of investors, new research findings, and the evolution of ESG products.

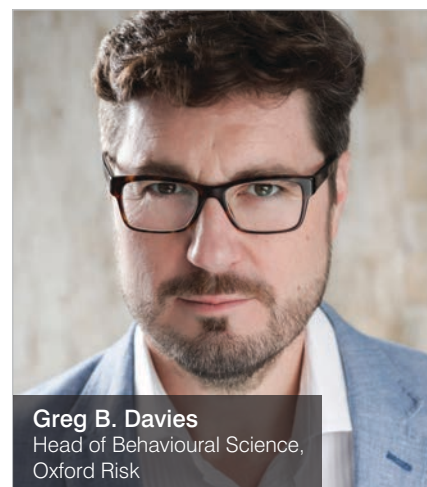
What kind of challenges around ESG topics are you most focused on and why?

There is a danger of being so caught up in the ESG 'green rush' that slick sales is prioritised over sound solutions.

For example, in the promotion of ESG in general: slapping an ESG badge on anything, making it hard for investors to distinguish between available options. Or in the precision of investor preferences: measuring and applying 'preferences' in a cursory way, overlooking the crucial nuances in complex recipes of preferences.

Looking ahead, where do you see the trend of such investment ideas going over the next five to 10 years?

The trend points towards solutions that are increasingly personalised, and therefore better matched to investors' behavioural patterns. The inherent difficulty here is the potential conflict with an industry that is focused much more on



Greg B. Davies
Head of Behavioural Science,
Oxford Risk

naming products as sustainable than it is in matching them to the sustainable practices investors want to see: something we hope to play a part in correcting.

Regulatory pressure to ensure investors' sustainability preferences are properly accounted for will no doubt increase.

How do you hope that receiving this award will affect your business?

We hope that prospective clients will become more aware that it is possible to deliver genuinely personalised ESG solutions at scale, using the appropriate blend of tech and behavioural expertise.

I also hope it could help dispel a few myths, such as the one that claims all ESG-inclined investors are after the same thing – because they're really not. ■



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PATHSTONE'S STRONG LEGACY OF DEEP ESG ANALYSIS WINS PLAUDITS

Erika Karp, Chief Impact Officer and Executive Managing Director, **Pathstone**, talks to Group Editor **Tom Burroughes** about the firm's accomplishments.

Please tell us how your firm advances causes such as ESG and sustainability and what sets it apart?

Pathstone has led and will continue to lead the field of sustainable and impact investing forward in many ways. Our legacy of in-depth ESG analysis is continually expanding. We have built a thought-leading platform of asset managers that systematically integrate ESG factors into investment strategies on behalf of our clients. We have created a unique capacity to produce Thematic Investment Research on key sectoral and issue areas for investors who seek to align their values with their portfolios. And we have built a proprietary and unique impact measurement framework, the Access Impact Framework (featured in the New York Times.) Finally, Pathstone has been involved in the founding, growth, and support of many of the key organisations in the field.

Please describe the challenges you needed to surmount to reach your standard.

Truly achieving thought leadership in such a broad and complex field requires a genuinely interdisciplinary approach to investing for impact. It is no easy feat to bring together a team with expertise in financial advising, capital markets, economics, strategy, impact analysis and measurement, manager due diligence, marketing, and external subject matter experts.

What steps are you taking to stay ahead of competition and in this region?

Through our engagement with the sustainable and impact investment community, we see what issues and challenges are yet to be addressed, then turn our attention to coming up with valuable solutions. For example, achieving the UN Sustainable Development Goals (SDGs)

may be aspirational because they are broad. However, we believe that our "Access Impact Framework" will offer a unique path forward for our clients.

Describe how you managed to encourage colleagues to support and drive forward what you do?

When a culture of learning, creativity, positive energy, and collaboration grows, everyone wants to be involved. Having an environment where people have a "purpose" that is encouraged, facilitated, respected, and compensated makes all the difference in the world! Colleagues who can build solutions together for the good of all our shareholders drive even more innovation. Further, among our employee networks, FuturePath has the mission of educating the rising generation, creating and empowering a community of peers.

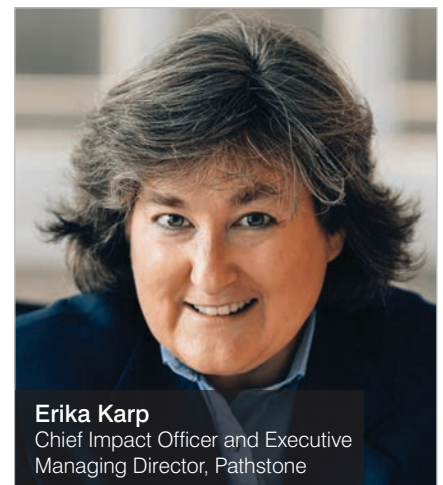
What kind of challenges around ESG topics are you most focused on and why?

ESG topics that remain challenging include:

- The continuation of the myth of under performance.
- The notion that ESG analysis is somehow political, whereas it absolutely is not.
- The progress on the quality of corporate ESG data disclosure.
- The misguided notion that using ESG data is a breach of fiduciary care.

Looking ahead, where do you see the trend of such investment ideas going?

Over the next five to 10 years, we will see a dramatic improvement in the quality of ESG data; we will see those companies, advisors, and managers that are "greenwashing" be called out in a much more rapid and clear fashion; we will move towards a place where all investors



Erika Karp
Chief Impact Officer and Executive Managing Director, Pathstone

will know that ESG analysis is essential for all forms of investments; we will see the mainstream of the capital markets offering more robust investment solutions.

How do you hope receiving this award will affect your business?

An award like this positions Pathstone to scale the work being done in the field of sustainable and impact investing even more quickly. There is so much urgency to achieve the aspirations of the UN Sustainable Development Goals that we must raise our voice. ■



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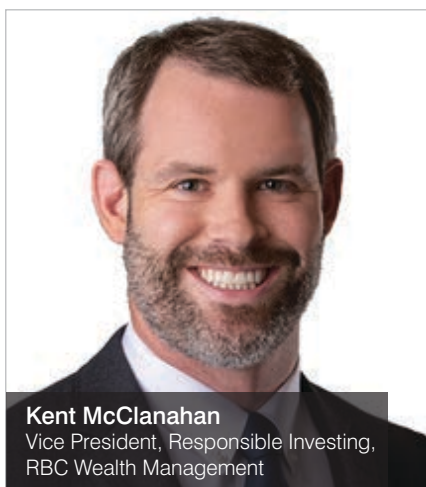
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PUTTING ESG INTO EVERY INVESTMENT DECISION FOR CLIENTS AT RBC

Tom Burroughes, *WealthBriefing* Group Editor, talks to senior **RBC Wealth Management** figures for the US and international sides of the business about its success in the awards.



Kent McClanahan

Vice President, Responsible Investing,
RBC Wealth Management

Please tell us how your firm advances causes such as ESG and sustainability and what sets it apart?

Kent: RBC Wealth Management believes that ESG and sustainability are simply part of the investing conversation. Other firms often try to set it apart as its own niche or believe that it should be considered separately. Our continued insight series around **Sustainability Through Technology** (SusTech) is an example of how we approach this as not only a set of risks, but also a key investable opportunity for the future.

What steps are you taking to stay ahead of competition?

Kent: We believe that ESG investing needs to be part of every investment decision. It may not be the primary decision-maker but it should be considered. RBC Wealth Management in the U.S. is in the process of building out its ESG data capabilities so that we can evaluate the ESG risks of every investment we make.

Stephen: Recognising that sustainability considerations are increasingly important to our clients and regulators, and indeed can affect investment performance, we've begun incorporating a sustainability stance across our entire investment offering, and we ensure that ESG discussions are front and centre of



Stephen Metcalf

Head, Sustainable Investing, RBC Wealth
Management - British Isles & Asia

our new client discovery processes.

This means not just offering an "ESG" and "Non-ESG" investment option, but ensuring all portfolios are ESG integrated.

What kind of challenges around ESG topics are you most focused on and why?

Stephen: What really matters is that the client gets the right solution – as an industry, we spend a lot of time asking clients what their financial objectives and constraints are, but an equal amount of time should be spent on the 'non-financial' – what do they care about and how can we reflect this in their portfolios while meeting their investment constraints? Making sure the client understands what is achievable and how their portfolio has been aligned to sustainable outcomes is key.

Kent: Our biggest focus right now is cutting through the confusion around terminology and making it easier for advisors and clients to have conversations with everyone on the same page..

Looking ahead, where do you see the trend of such investment ideas going over the next five to 10 years?

Stephen: I believe that customisation is the key to creating portfolios that align to any given investor's sustainability views/preferences. Over time, ESG will

be integrated across all portfolios, in a completely objective way.

The main opportunity going forward will be so called 'ESG Momentum', where investors look for companies with improving ESG credentials.

Kent: We believe, eventually, sustainability will be evaluated, reported, and talked about with equal importance as traditional risk and return metrics. Traditional finance has for years focused on profits first, regardless of the environmental or social impacts. These factors need to be considered as we look to invest in the future.

How do you hope receiving these awards will affect RBC Wealth Management and the views of prospective clients?

Kent: We hope winning these awards will continue to demonstrate to our clients and potential clients that we are a leader in this space. With all the talk about sustainability and ESG, it's difficult to know who is actually doing it well. A third party, such as *WealthBriefing* holding our efforts up as a leader, will add further credibility and authenticity to our offerings. ■



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CHOICE AND OPPORTUNITY: HOW REFINITIV DELIVERS FOR CLIENTS

Tom Burroughes, Group Editor at *WealthBriefing*, talks to Sabrina Bailey
Global Head of Wealth Management, **Refinitiv**.

What sets your firm apart from your peers and how are you advancing causes such as ESG and sustainability?

Refinitiv, an LSEG business, is powering participants across the global financial marketplace with a focus on facilitating the sustainable growth and stability of our customers and the communities they operate in. We are one of the largest providers of financial markets data and infrastructure, delivering information, insights, and technology to over 40,000 customers and 400,000 professionals across 190 countries – enabling our customers to execute critical investing, trading, and risk decisions with confidence. By combining a unique open platform with best-in-class data and expertise, we connect people to choice and opportunity – driving performance, innovation, and growth for our customers and partners.

A crucial area where choice and opportunity are growing is in sustainability and ESG investing. Having provided trusted ESG data and tools since the early 2000s, we deliver the richest set of related data in the industry. Our ESG data covers approximately 70% of global market cap and has become a powerful industry tool to help wealth market participants more effectively meet investment mandates by providing insights into sustainable investments. The breadth and depth of our ESG data offering is unsurpassed and we will continue working to ensure we provide the most reliable, transparent and complete data to our customers and the industry.

What are you going to do to stay on the front foot against the competition?

We are focused on achieving the purpose of our wealth business - to enhance the financial well-being of all people by delivering personalised, data-driven insights to our customers that facilitate sound investment and financial decision

making and fuel rich human connection. Optimal decision-making is impossible without reliable, complete data, and the world of ESG investing is no different. For this reason, Refinitiv is working to actively drive the volume of available ESG data in the market. More than this, we are committed to ensuring that data is standardised and normalized.

What challenges around ESG topics are you most focused on and why?

Although much has already been achieved in bringing ESG factors into mainstream investing strategy, more needs to be done. Specifically, there is a fundamental need for wider access to complete data that is transparent, granular and standardised. That's why transparency is one of our key focus areas. We advocate for better corporate disclosure and enhanced transparency, as we believe that these elements are crucial for the efficiency of the industry.

Looking ahead, where do you see the trend of such investment ideas going over the next 5-10 years?

As concerns around business ethics and corporate governance continue to make headlines, individual investors are increasingly requiring that ESG factors are taken into consideration when constructing their portfolios. In the past, the prevailing mindset was that ESG investing was a limiting factor – one that screened out part of the universe of opportunity, or at best ticked the box of corporate altruism. This perception has steadily evolved.

What do you hope will be the result of receiving this accolade for your business?

Winning the 'Best ESG Solution' award is a testament to our commitment and investment in the development of solutions and data to help wealth management



Sabrina Bailey
Global Head of Wealth
Management, Refinitiv

firms serve their investors. It is a highly encouraging win for us as we are motivated to continue innovating and leading the way in delivering new content sets such as ESG and personalized insights for our customers. ■

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HOW SCHRODERS HELPS CLIENTS TO INVEST IN LINE WITH THEIR VALUES

Jason Lai, Chief Executive, Asia of **Schroders Wealth Management**, discusses his firm's achievements.

I am delighted that Schroders Wealth Management's leadership in sustainable investment has been recognised in two categories at the Inaugural *WealthBriefing* Wealth For Good Awards, 2022.

The rise of sustainable investment is one of the most striking developments I have seen in my twenty-year career in wealth management. Like many recent trends, I believe this one was accelerated by the Covid-19 pandemic. Private investors are now much more aware of just how disruptive environmental and social challenges can be - and they have seen that governments and business can come together to find solutions.

I am incredibly proud to work for an organisation that embraced the need for change early on and has been investing for years in the tools that can help bring it about. Schroders is deeply conscious that we have a responsibility to clients, shareholders and employees as well as to society and the environment.

Our industry is uniquely positioned to drive positive outcomes for people and planet and, as a major advocate of sustainable investment, we believe we can drive real change. This is also reflected in our corporate commitment to sustainable business practices.

I am very confident in stating that we have the market-leading sustainable investment offering in Asia. It draws on the resources of one of Europe's largest asset managers while allowing for a high degree of customisation to meet the needs of our wealth management clients in Singapore and Hong Kong.

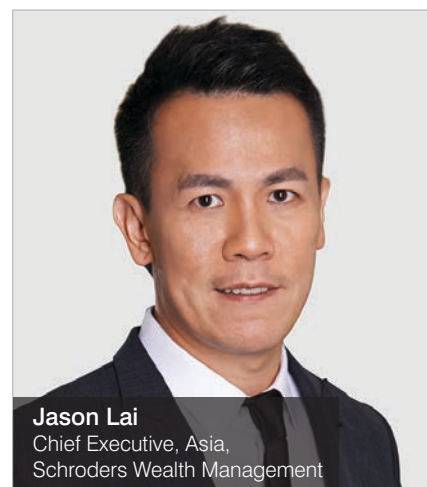
We strongly believe that incorporating sustainability considerations into our

investment processes makes financial sense for all our clients. Governments, regulators and consumers are increasingly focused on the environmental and social impact of investments. We therefore believe that a focus on ESG factors can help reduce risk in portfolios. There is also growing evidence that it can enhance returns. We now incorporate the impact of ESG factors into our investment analysis across asset classes and geographies. We follow this approach for all clients, not just those clients who formally select a sustainable mandate.

Our sustainable offering allows clients to go further and truly align their investments with their values. We provide clients with data on the environmental and social impact of their investments as standard in our quarterly reporting. We can also map portfolios against the UN Sustainable Development Goals, allowing clients to target the positive impact of their portfolios on areas of particular interest to them.

When investing in funds, we apply a high level of scrutiny to the sustainability practices of third-party managers. We evaluate funds on two levels. Firstly, we examine the fund at the asset manager level in order to understand whether sustainability is a central part of the firm's culture. We also assess the individual strategy to understand how fund managers incorporate ESG considerations when analysing investments.

We now manage close to \$9.5 billion in investment mandates with a formal sustainability objective at the end of 2021. This figure has doubled in the last 3.5 years - a result of both strong demand for our sustainable investment offering and impressive investment performance. ■



Jason Lai
Chief Executive, Asia,
Schroders Wealth Management





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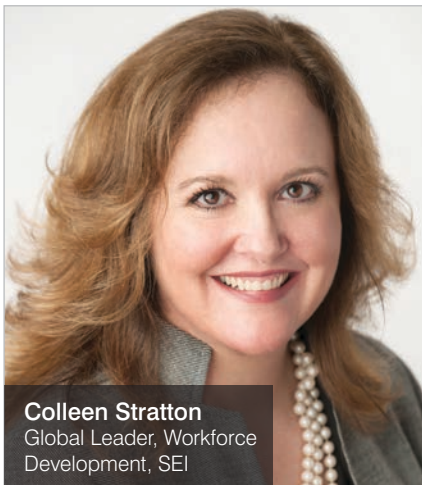
Breaking down barriers can turn doubt into fearlessness. When we're unified by a common mission, our impact is a catalyst for creating equitable and meaningful futures for the next generation.

seic.com



CULTURE OF INNOVATION REAPS REWARDS FOR SEI

Colleen Stratton, Global Leader, Workforce Development at **SEI**, talks to **Tom Burroughes**, *WealthBriefing* Group Editor, on the company's leadership in its space.



Colleen Stratton
Global Leader, Workforce
Development, SEI

Please tell us how your firm advances causes such as neurodiversity, leadership, and what sets it apart?

SEI's foundation has always been about a culture of promoting new ideas and nurturing innovation. We believe the best way to continue building upon our culture is to bring together people with diverse perspectives, backgrounds, and experiences to challenge the way we think about everything.

Within SEI, we created several programmes that tap into non-traditional hires, find fresh perspectives and ideas, and discover new skills. These include our Neurodiversity@Work Program, a nationally recognised effort to provide internship and employment opportunities to neurodiverse individuals; our "Get, Grow, Keep" global initiative, which focuses on developing clear paths for women to advance within our company; and our Female Advisor Community, which supports the advancement of women in the advisor profession. All of these programmes foster opportunities for us to pause and reflect on our communication processes and how we position people for success.

Please describe the challenges you needed to surmount to develop and grow your initiatives?

When first implementing our Neurodiversity@Work programme, it was crucial to gain buy-in from our current employees, particularly the managers who would be working with the neurodiverse individuals. While we received overwhelming support and excitement for the programme, there was some anxiety regarding the unknowns of what it might look like to support and manage a neurodiverse individual.

Like every neurotypical employee, neurodiverse employees have their own sets of strengths, along with their own challenges. In the neurodiverse community, these challenges may include sound or light sensitivity, thus the need to wear headphones or sunglasses at work. While this behaviour might not be considered "normal" in the conventional workplace, it was our job to get managers comfortable with not only accepting, but also encouraging, accommodations like this to make their interns comfortable at work. This actually turned into a real positive for our company, encouraging all leaders to evaluate the needs of their employees, regardless of their disclosure as neurodiverse or not.

Describe how you have managed to encourage colleagues to support and drive forward what initiatives you've created in this space.

Our programs have massive support globally from colleagues. Each initiative has an executive sponsor that is part of the programme, enabling us to quickly progress these programmes. We regularly provide opportunities for other employees who want to be part of these initiatives. We hold in-person sessions to discuss our programmes' goals and success, as well as areas in which we can evolve.

Looking ahead, where do you see the trend of such advancement for women in the workplace ideas going over the next five to 10 years?

Prior to the pandemic, female colleagues in our U.K. office were spending upwards of eight to 12 hours commuting each week. One reason we saw that women weren't applying for higher-level positions was due to the additional time commitment. With today's hybrid work model, those in global offices with longer commutes have the flexibility to apply for more senior roles. The pandemic has re-defined the future of work since people now demand and expect more flexibility - and that will likely continue for the next decade.

We also have a responsibility to develop the next generation of the workforce. One of our programmes supports sixth-to eighth-grade girls in exploring their interests in technology for potential careers. As an organisation, we want to influence and make an impact on the younger generation and deliver on our promise of building brave futuresSM.

How do you hope receiving this award will affect your business and the views of prospective clients?

This award reinforces our commitment to making an impact through our programmes and initiatives. We hope that more individuals are encouraged to be part of these programmes as we carry out our mission to build brave futures through the power of connection. ■



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BUILDING BRIDGES BETWEEN PHILANTHROPY AND INVESTMENT AT SOCIETE GENERALE

The French banking group talks to *WealthBriefing* about its accomplishments in this year's awards.

Because Societe Generale's "raison d'être" is to *build a better and sustainable future together with our clients through responsible and innovative financial solutions*, Societe Generale Private Banking plays a leading role in this ambition. Through our Corporate Social Responsibility (CSR), philanthropy and Socially Responsible Investment offer, we are committed to play a leading role in the positive transformation of tomorrow's world.

We faced two main challenges for these offers:

For structured products, to demonstrate we can integrate sustainability in a derivatives product:

- SGPB launched in April 2018, the 1st charitable structured product. This product demonstrates our will to fill the gap between investment and philanthropy
- End of 2020 we implemented a partnership with MyTree to associate tree plantations to client investments in structured Products
- In term of underlying, SGPB designed an in-house index with MSCI to meet client's high standard in term of ESG filters.

For Portfolio management solutions, in a very competitive environment for Sustainability, we've been able to differentiate our offer:

- In launching successfully a Sub-delegation fund platform in open architecture, the "Nouvelle Generation d'Epargne", including exclusively SRI and environmental strategies managed by renowned European and Worldwide asset managers for their capacity and knowledge in managing sustainable portfolios.

- Through our Asset Management firms, we engage a continuous dialogue with companies held in our portfolios to encourage them to be more transparent in terms of ESG practices, with a strong focus on company's Climate Ambitions.
- In 2021, SGPB has launched the 1st Discretionary Portfolio Mandate with a SRI Label (**29 Haussmann Signature ISR**).

Half of structured products distributed by SGPB have a sustainable component and 75 per cent of internal funds hold a ESG Label. This global offer results from both a strong proximity with our clients and a strong agility between front office and ESG experts across our entities.

These Awards are a recognition from the private banking industry both regarding the commitment of our customers and our employees.

Our clients are looking for more impact, which will guide us:

1. Towards a stronger regionalisation (having local projects)
2. Towards specific themes: preservation of biodiversity, agroforestry, new green energies...
3. And a permanent reinforcement of our requirements.

Eventually, SGPB has launched a long-term training plan, with 100% of its employees already trained on E&S risks, and nearly 10% of its employees trained on the Climate Fresco.

Societe Generale Private Banking & Philanthropy

At SGPB, we are convinced that we need to act as a bridge between our clients and the most vulnerable people in

our society. Philanthropists' way of giving has changed: nowadays, they want to engage into a meaningful grantmaking strategy and nourish expectations regarding the measurement of the impact of their gift.

The mission of our Philanthropy Services team is to inspire our clients and to help them build a meaningful and impactful philanthropy strategy for them and their family.

In 2009, SGPB established the Fondation 29 Haussmann, a grantmaking foundation funded by private donors, which mission is to provide the most disadvantaged children and teenagers with the best chances to grow, thrive and build their future. Fondation 29 Haussmann addresses our clients who share our concern and our passion for helping the youth and would like to test their philanthropy with us, before eventually engaging into their own.

SGPB is also the major patron of Philanthro-Lab, the first incubator dedicated to philanthropy, which was inaugurated in September 2021. ■





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A PROVEN TRACK RECORD BACKING THE DECARBONISATION DRIVE

Tom Burroughes, Group Editor of *WealthBriefing*, talks to Melvyn Yeo, Founder and Managing Partner at **TRIREC**, on how decarbonisation is at the heart of his business focus.

Climate change is no longer a far-off threat – it's an ongoing catastrophe that is endangering lives and harming natural environments. At our core, we set out to create a carbon-conscious world where businesses and the planet flourish in harmony.

There has never been more awareness, anticipation, or support to drive a cleaner future. Naturally, the breadth and depth of innovation happening in climate tech started evolving at a rapid pace. As we began polishing our thesis and cementing our position as a firm, "decarbonisation" stood out as a clear mission and investment opportunity.

TRIREC has backed 18 portfolio companies that sit on the frontier of decarbonisation, developing breakthrough technologies that prevents, sequesters, or reduces carbon emissions. With three portfolio companies having obtained unicorn status, we are confident more will follow. Our track record and portfolio companies are the best illustrations of what we envision a green future to be for the generations that follow and our concurrent objective of being a global leading investment management firm.

As a founder-led, founder-focused fund, we share a sharp sense of purpose not only in solving the world's environmental challenges but also guide these innovators who took the risk and went to work to manifest their vision. In recent years, the surge in climate tech was keenly felt across much of the investment community. Much of the growth was driven by the significant international push towards achieving a clean global economy. It will be increasingly hard to distinguish the eventual winners from the losers.

The practice of choosing which companies to invest in is both an art and a science. As such, while there is no

definitive playbook, picking the right steward for your capital is perhaps one of the most crucial checkboxes when investing. Having been through the hard-edged journey of entrepreneurship, we empathize deeply with these battle-hardened founders. It is our privilege to take calculated risks and adopt a skin-in-the-game partnership alongside our portfolio companies, as they set out to power the big ideas of today for a better, more sustainable tomorrow.

While reversing the impact of climate change is vital for us, we recognise the need for having a dedicated practice to serve in the best interest of our stakeholders as trusted custodians of their assets. Now, more than ever, the industry's maturity has reached an inflection point and funds flowing into this sector are expected to surpass \$1 trillion within the next 5 years. Through our extensive experience as one of the pioneers and thought leaders, we remain cognizant of the lessons learned, sharpening the sophistication edge that is required to succeed in delivering top-tier investment performance continually.

We always look to provide shared values from a blend of knowledge transfer as well as facilitating introductions to network contacts in the most impactful way. Over the years, we have built a strong network that has not only become a pacesetter but also provides a point of differentiation for our stakeholders. Through this ecosystem, we become the bridge to access global partnerships and opportunities in regions they may not have had the access to before.

Being recognised for this award just consolidates how deeply committed we are to nurturing close cooperation between us, our shareholders, and partners to build towards this change for the long term, fundamentally shifting the world's axis towards a new green era. ■



Melvyn Yeo
Founder & Managing Partner, TRIREC

"BEING RECOGNISED FOR THIS AWARD JUST **CONSOLIDATES** HOW DEEPLY **COMMITTED** WE ARE TO **NURTURING** CLOSE COOPERATION BETWEEN US, OUR SHAREHOLDERS, AND PARTNERS TO **BUILD** TOWARDS THIS **CHANGE** FOR THE **LONG** TERM, FUNDAMENTALLY **SHIFTING** THE WORLD'S AXIS TOWARDS A **NEW** GREEN ERA."

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Kayne Anderson Rudnick
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BEST NEXTGEN ESG INITIATIVE OR OFFERING - AMERICAS



BEST ESG COMMUNICATION STRATEGY - APAC



BEST PHILANTHROPY INITIATIVE - MENA



HURIYA PRIVATE



BEST ESG PORTFOLIO (METHODOLOGY AND PERFORMANCE) - AMERICAS



BEST SUSTAINABILITY & ESG THOUGHT LEADERSHIP - APAC



BEST ESG RESEARCH - USA



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WINNERS: TRUST COMPANIES

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BEST PHILANTHROPIC OFFERING - USA



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WINNERS: PRIVATE BANKS

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- GLOBAL REACH****BEST BANK ESG COMMUNICATION STRATEGY
- AMERICAS****BEST BANK ESG COMMUNICATION STRATEGY
- GLOBAL REACH****BEST BANK FOR ESG PORTFOLIO (METHODOLOGY)
- EUROPE****BEST BANK FOR ESG PORTFOLIO (METHODOLOGY)
- SWITZERLAND AND LIECHTENSTEIN****BEST BANK FOR ESG PORTFOLIO (PERFORMANCE)
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LEADERSHIP - GLOBAL REACH****BEST BANK IMPACT OFFERING - MENA****BEST BANK IMPACT OFFERING - GLOBAL REACH****BEST BANK IMPACT OFFERING - SWITZERLAND AND
LIECHTENSTEIN****BEST BANK PHILANTHROPY INITIATIVE - APAC**

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- APAC**BNP PARIBAS**
WEALTH MANAGEMENT

BEST BANK PHILANTHROPY OFFERING - USA

BANK OF AMERICA

BEST BANK PHILANTHROPY OFFERING - EUROPE

**SOCIETE GENERALE**
Private BankingBEST BANK PHILANTHROPY OFFERING
- GLOBAL REACH**Private
Banking**

BEST BANK SRI OFFERING - MENA

**BNP PARIBAS**
WEALTH MANAGEMENT

BEST BANK SRI OFFERING - GLOBAL REACH

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(INVESTMENTS) - UKBEST BANK SUSTAINABILITY OFFERING
(INVESTMENTS) - GLOBAL REACH**HSBC**
Global Private BankingBEST BANK SUSTAINABILITY OFFERING
(INVESTMENTS) - NORDIC**Nykredit**
private banking eliteBEST BANK SUSTAINABILITY OFFERING
(INVESTMENTS) - EUROPE**SOCIETE GENERALE**
Private Banking

WINNERS: LAW/ACCOUNTING FIRMS

BEST ESG COMMUNICATION STRATEGY - APAC

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BEST IMPACT OFFERING - APAC

**STEPHENSON
HARWOOD**

BEST PHILANTHROPY OFFERING - APAC

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HARWOOD**BEST SUSTAINABILITY & ESG THOUGHT LEADERSHIP
- APAC**withersworldwide**

WINNERS: FUND MANAGERS

BEST ESG EQUITIES FUND - APAC



BEST ESG FUND METHODOLOGY - GLOBAL REACH



BEST ESG FUND PERFORMANCE - UK



BEST ESG FUND PERFORMANCE - GLOBAL REACH



BEST ESG HEDGE FUND - UK



BEST ESG PRIVATE EQUITY INVESTMENT FUND - GLOBAL REACH



BEST ESG THEMATIC FUND - GLOBAL REACH



BEST IMPACT FUND PERFORMANCE - APAC



BEST SUSTAINABILITY & ESG THOUGHT LEADERSHIP - EUROPE



BEST SUSTAINABILITY & ESG THOUGHT LEADERSHIP - GLOBAL REACH



WINNERS: WEALTH MANAGEMENT CONSULTANTS

BEST PHILANTHROPY INITIATIVE AND OFFERING - USA



BEST SUSTAINABILITY & ESG THOUGHT LEADERSHIP - USA



BEST SUSTAINABILITY OFFERING - GLOBAL REACH



WINNERS: PRIVATE ASSET MANAGERS & EXTERNAL ASSET MANAGERS

BEST ESG PORTFOLIO (PERFORMANCE) - UK

Tribe | **IMPACT
CAPITAL**

BEST IMPACT OFFERING - UK

Tribe | **IMPACT
CAPITAL**BEST SUSTAINABILITY & ESG THOUGHT
LEADERSHIP - UK**EQ**
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- APAC**Schroders**
Wealth Management

BEST SUSTAINABILITY OFFERING - APAC

Schroders
Wealth Management

WINNERS: TECHNOLOGY FIRMS

BEST DIVERSITY AND INCLUSION PROGRAMME
- GLOBAL REACH

BEST ESG DATA SOLUTION - USA



BEST ESG DATA SOLUTION - GLOBAL REACH



BEST ESG REPORTING SOLUTION - EUROPE



BEST ESG REPORTING SOLUTION - GLOBAL REACH



BEST ESG SCREENING SOLUTION - GLOBAL REACH

BEST SUSTAINABILITY & ESG THOUGHT LEADERSHIP
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OCTOBER 2023

WealthBriefingAsia EAM Awards

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