
COLLOQUE: Quelles classes d'actifs
choisir en 2010?

*L'Investissement responsable:
classe d'actif non-traditionnelle ou
pas?!*

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SOME FACTS

■ WHAT IS *RESPONSIBLE / SUSTAINABLE* INVESTING IN TODAY'S WORLD?

.... Well, let's begin by WHAT IT IS NOT!

WHAT IT IS NOT:

- Simply using Exclusionary Screens, Sectors & Criteria
- Shareholder Activism
- Based on Ethical Values

WHAT IT IS:

- A method by which we can evaluate/measure corporate securities (e.g. stocks) and align them with competitiveness in 3 main categories: Environmental, Social and Economic Governance areas.
- Basing our investment decisions on Traditional Financial Analysis *AND* on Sustainability Factors ...thus integrating the two.
-the Result: today's Responsible/Sustainable Investing = *performance-oriented & quality-driven investing!*

The benefits of *RESPONSIBLE / SUSTAINABLE* INVESTING

■ POSSIBLE BENEFITS

- Enables to integrate non-financial (or extra-financial) factors in investment decision-making ...thus improving overall risk management.
- Improves the overall quality of the portfolio by assessing corporate responses toward the Environment, Social and Economic Governance practices, which impact company operations and profitability.
- Allows for participation in newer areas of investing – i.e. so-called “green” technologies, themes, and companies.

How to apply *RESPONSIBLE / SUSTAINABLE* INVESTING

- Can be applied to all Asset Classes where corporate securities are prevalent ...today mostly available for:
 - Public Equities – All Market Cap.
 - Private Equities – increasing their presence
 - Specialty Themes involving Environmental, Social & Economic Governance factors:
 - Security of the Food Supply
 - Security of Water Supply
 - Real Estate
 - Infrastructure investing
 - Climate Change
 - Clean Energy
 - Etc.

RESPONSIBLE / SUSTAINABLE INVESTING – becoming involved

- Responsible / Sustainable Investing is not a fad ...it is real; firmly established in Europe, the U.K. and in Australia
- European signatories of UN-PRI = 40% of Global Assets
- Canada ...is unfortunately behind the trend; so is the U.S. ...however, will catch up to the rest!
- Some of the most prominent global consulting firms are convinced that Sustainable/Responsible Investing will become *mainstream* in 5 – 10 years.

HOW TO GET INVOLVED:

- Become a UN-PRI signatory (www.unpri.org) or part of the Carbon Disclosure Project (www.cdpproject.net)
- Benchmark Responsible/Sustainable Investing through Dow Jones Sustainability Indexes or FTSE4Good, etc.
- Talk to your Investment Managers on how they plan to integrate Sustainability.
- Set-up your own Responsible / Sustainable Investing capability in-house, or a specialist Oversight team ...or at the very least ...Hire a qualified consultant!

Biography – Andrew J. Kavouras

Andrew J. Kavouras is Managing Director for Zurich based SAM Sustainable Asset Management (scheduled to leave the Firm in Nov. 2009). Andrew's responsibilities include: establishing SAM in Canada, key contributor to the global Institutional business project, and project owner for SAM relations with the UN-PRI. He works out of Zurich and Toronto.

Andrew has extensive asset management experience from a Canadian and international perspective. He joined the industry in 1985 and has held responsibilities in portfolio management, business building/management, product development, and consultancy. He has worked on assignments with institutional investors in North America, Europe, and Asia. Andrew's diverse experience includes executive roles with Fidelity Investments and the Caisse de Depot et Placement du Quebec. He has a deep understanding of the asset management business and has deep beliefs on the role of sustainability in asset management.

Andrew is a native of Montreal, Canada and speaks English, French and Spanish. He holds a B.A. from McGill University and an MSc. from the University of London - SOAS, both in Economics (financial/applied). He has also participated in executive education programs which include the Wharton School at the University of Pennsylvania.

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