

PRAISE FOR *SUSTAINABLE INVESTING*:

‘This splendid book provides up to date analyses of virtually the entire spectrum of socially related investment possibilities. The field is in a rapid state of change – Steve Viederman’s lovely piece on the Fiduciary remains a constant guide – I recommend to everyone that you buy and read this book. Without it, you are playing yesterday’s game.’

Robert A.G. Monks, shareholder activist and leading founder of the practice of Corporate Governance

‘*Sustainable Investing* does two things brilliantly: it lays bare a financial system that is currently not fit for purpose, and then it draws a blueprint, with added operating instructions, for a transformational redesign.’

Andrew Simms, Policy Director, New Economics Foundation

‘If you want to understand how finance can offer practical solutions for sustainable development – rather than being criticized for being an obstacle – read this very clear, comprehensive and persuasive book.’

Antoine de Salins, Fonds de Réserve pour les Retraites

‘Krosinsky and Robins have assembled authors expert in their disciplines who collectively describe a dynamic force which is both effecting change and being affected by it. A generation of investors will look first to Robins and Krosinsky for answers about sustainable investing.’

Peter D. Kinder, President and Founder, KLD Research & Analytics, Inc.

‘This book is packed with valuable insights into an area of growing importance.’ Akitsugu Era, Corporate Governance Manager, Equity Fund Management Dept, leading Japanese financial institution

‘SRI is morphing into sustainable investing. Is this just “brand refreshment” or is it, as this rich collection of essays from the leading experts in the field argues, something more fundamental? So, whether you didn’t like SRI first time round or whether you are worried about the SRI baby being lost with the bathwater, buy this book and read it!’

Raj Thamootheram, Director, Responsible Investment, Axa Investment Management

‘This timely and thought-provoking collection of essays, written by some of the industry’s leading experts, is essential reading for all those who want to understand how sustainability has influenced investment practice. It clearly demonstrates the potential for sustainable investment to become the new “mainstream”.’

Emma Howard Boyd, Head of SRI, Jupiter Asset Management

‘The thought leaders in this global framework on sustainable investment provide readers with a high-quality, topical mosaic of how to find capital appreciation in a sustainable manner.’

Mary Jane McQuillen, Director, Socially Aware Investment, ClearBridge Advisors, a unit of Legg Mason

‘An excellent volume that puts sustainable investing front and centre in the debates about building a more equitable global economy and providing retirement security for working people.’

Michael Musuraca, Designated Trustee, NY City Employees Retirement System

‘Krosinsky and Robins have captured an inflection point in the history of investment. We have truly moved from the socially responsible investment movement of the ‘60s to issues of sustainability. This is good for both society and the investor. Krosinsky and Robins have assembled a tremendous cast of authors to discuss the forefront of this movement. The result is a great book on the current and future state of sustainable investing.’

Donald H. Schepers, Associate Director, Robert Zicklin Center for Corporate Integrity, Baruch College, Zicklin School of Business

‘*Sustainable Investing* succeeds in its goal of portraying the current generational shift in what has been a long-term effort to recast global capital markets and to achieve reliable risk-adjusted financial returns in the 21st century through the incorporation of environmental, social and corporate governance factors. The sweep of its view is comprehensive, from the effort of critical self-knowledge in Part I, through the well-reasoned advocacy and predictions in Part IV and the editors’ concluding thoughts.

This is the book I now will recommend to quench the increasing thirst of my mainstream colleagues for an understanding of this important phenomenon. I will recommend it as well to the younger generation as a source providing both historical context and the emerging requirements for the practice of the subtle art and science of securities and investment analysis.’

Anthony Ginsberg, Ginsberg Consulting and Chair of Socially Responsible Investing Committee, NY Society of Security Analysts

‘An extremely useful collection ... on various aspects of this important subject. A collective thanks should go to all the contributors, many of whom are practitioners from the investment community. This volume goes a long way to sorting out the confusion among terms such as socially responsible investing (SRI), ethical investing, responsible investing and sustainable investing. Contributions run the gamut from background and contextual information regarding sustainable investing, to arguments as to why sustainable investing has to date performed better than the market as a whole, as well as better than SRI investing.

The interested reader would be well advised to read this collection, which provides an excellent summary of the state of the art thinking on these topics.’
James P. Hawley, Professor and Co-director, Elfenworks Center for the Study of Fiduciary Capitalism, Saint Mary’s College of California

‘From sin stocks to cleantech, ESG to GHGs, portfolio tilt to the prudent man rule, Krosinsky and Robins guide the reader through a rapidly shifting landscape of risk and opportunity. Essential reading, whether you are an investor, a CEO or simply someone wanting to enjoy both a pension and a world fit for future life.’

John Elkington, co-founder of ENDS, SustainAbility and Volans, and co-author of *The Power of Unreasonable People*.

‘A significant contribution to a rapidly growing field; the editors have brought to the public important themes and thought-provoking arguments on topics that will dominate the 21st century. This is a must-read book for practitioners and investment analysts alike.’

Gordon L. Clark, Oxford University

‘As the roles of business and the capital markets shift to directly address global challenges, practitioners can no longer ignore the growing momentum in sustainable investing. This book fills an important gap, pulling together the best thinking from contemporary experts. An excellent overview of past notions, current best practice and future trends.’

Cheryl Hicks, World Business Council for Sustainable Development

‘Krosinsky and Robins have managed to assemble a unified publication that brings to light the financial innovation occurring on a massive scale. This book puts forth an image of the world where capital markets have the potential to provide solutions to our most pressing environmental problems.’

Bryan Garcia, Yale University

‘Sustainable investing is vital for the future of our planet. This book richly deserves to be read by everyone in the investment community – and many beyond.’

Rob Lake, APG Investments, The Netherlands

Sustainable Investing

The Art of Long-Term Performance

Edited by Cary Krosinsky and Nick Robins



publishing for a sustainable future

London • Sterling, VA

First published by Earthscan in the UK and USA in 2008

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ISBN: 978-1-84407-548-5

Typeset by MapSet Ltd, Gateshead, UK
Printed and bound in the UK by MPG Books, Bodmin
Cover design by Matt Hadfield

For a full list of publications please contact:

Earthscan

Dunstan House
14a St Cross St
London, EC1N 8XA, UK
Tel: +44 (0)20 7841 1930
Fax: +44 (0)20 7242 1474
Email: earthinfo@earthscan.co.uk
Web: www.earthscan.co.uk

22883 Quicksilver Drive, Sterling, VA 20166-2012, USA

Earthscan publishes in association with the International Institute for Environment and Development

A catalogue record for this book is available from the British Library

Library of Congress Cataloging-in-Publication Data has been applied for

The paper used for this book is FSC-certified. FSC (the Forest Stewardship Council) is an international network to promote responsible management of the world's forests.



Contents

<i>List of Figures, Tables and Boxes</i>	<i>ix</i>
<i>List of Contributors</i>	<i>xi</i>
<i>Foreword</i> by Steve Lydenberg	<i>xix</i>
<i>Introduction</i>	<i>xxi</i>
<i>Acknowledgements</i>	<i>xxvi</i>

PART I — THE RISE OF SUSTAINABLE INVESTING

1	The Emergence of Sustainable Investing	3
	<i>Nick Robins</i>	
2	Sustainable Equity Investing: The Market-Beating Strategy	19
	<i>Cary Krosinsky</i>	
3	Investors: A Force for Sustainability	31
	<i>Julie Fox Gorte</i>	
4	Sustainability Analysis	41
	<i>Valery Lucas-Leclin and Sarbjit Nihal</i>	

PART II — CONFRONTING NEW RISKS AND OPPORTUNITIES

5	Observations from the Carbon Emission Markets: Implications for Carbon Finance	59
	<i>Abyd Karmali</i>	
6	Carbon Exposure	75
	<i>Matthias Kopp and Björn Tore Urdal</i>	
7	Clean Energy Opportunities	85
	<i>Emma Hunt and Rachel Whittaker</i>	
8	Water	97
	<i>Katherine Miles Hill and Sean Gilbert</i>	

PART III — SUSTAINABILITY ACROSS THE OTHER ASSET CLASSES

9	Fixed Income and Microfinance <i>Ivo Knoepfel and Gordon Hagart</i>	107
10	Sustainable and Responsible Property Investing <i>Gary Pivo and Paul McNamara</i>	117
11	Private Equity: Unlocking the Sustainability Potential <i>Ritu Kumar</i>	129
12	Social Businesses <i>Rod Schwartz</i>	137

PART IV — FUTURE DIRECTIONS AND TRENDS

13	China <i>Ray Cheung</i>	149
14	India <i>Dan Siddy</i>	165
15	Civil Society and Capital Markets <i>Steve Waygood</i>	177
16	Fiduciary Duty <i>Stephen Viederman</i>	189
17	The Global Agenda <i>Tessa Tennant</i>	201
18	Conclusion: Sustainable Investing – The Art of Long-Term Performance <i>Nick Robins and Cary Krosinsky</i>	205
	<i>Glossary</i>	211
	<i>Appendix A: Sustainable and Responsible Initiatives and Resources</i>	221
	<i>Appendix B: Equity Returns Study Methodology –Determination of Annualized Five-Year Return for the Period 31 December 2002 to 31 December 2007</i>	229
	<i>Index</i>	233

List of Figures, Tables and Boxes

FIGURES

1.1	The dynamics of sustainable investment	7
1.2	Key markets	11
1.3	The constituents of 21st century investment	14
2.1	Average five-year return of studied funds by turnover range	26
2.2	Winslow versus Warren Buffett	27
4.1	Three distinct approaches to analysing the financial materiality of extra-financials	50
5.1	Carbon credit projects have different risk–reward profiles	66
5.2	Evolution of investment capital by vehicle strategy	69
5.3	Development, demonstration and deployment cycle	70
5.4	Return expectations for different investors in clean technology	72
6.1	RWE's expiring lifetime curve	78
6.2	RWE's CO ₂ emission trajectories (2006 to 2050)	79
6.3	Carbon impact upon RWE's net equity value at different carbon prices	80
9.1	Growth of SRI fixed income in Europe	108
9.2	Correlation between ESG performance and country credit ratings	110
9.3	The growth of microfinance	113
13.1	Deutsche Bank forecast of China's environmental investments	154
13.2	Cleantech deals by segment 2006 to 2007	155
14.1	Foreign investment in India	166

TABLES

2.1	The 11 styles of SRI	21
2.2	Relative returns by SRI subcategory versus mainstream indices	23
2.3	The companies most owned by sustainable investing practitioners	25
4.1	Different ways of addressing the financial materiality of extra-financial issues	48
4.2	Sustainability effect on historical beta (2004 to 2006)	53

