



Investor trust in sustainability data

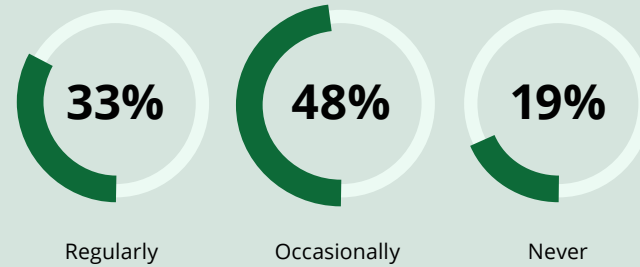
US perspectives

Joint research conducted by Deloitte and The Fletcher School at Tufts University

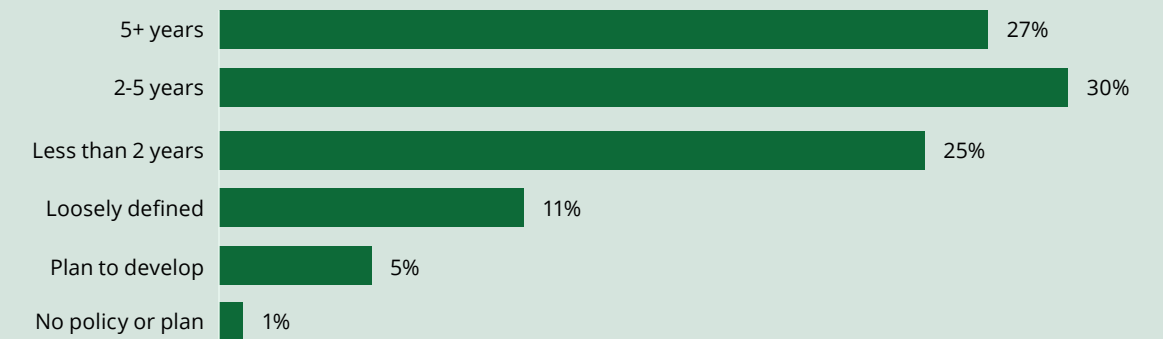


Sustainability investing matters to US institutional investors. 83% have sustainability policies in place.

More than **80%** of US investors are seeking sustainability information as part of their due diligence processes



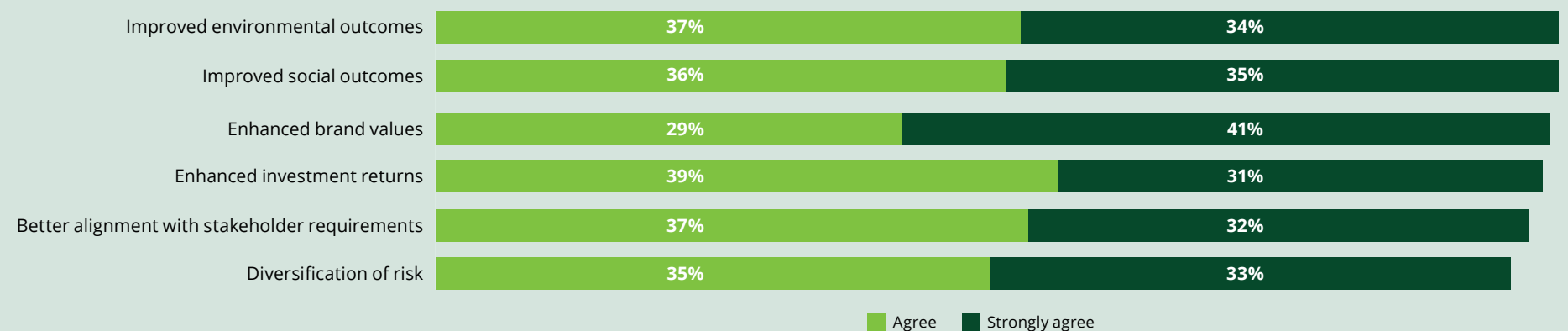
Nearly **30%** of US investors have had a sustainability policy in place for more than 5 years; and 57% have had a policy for over 2 years



Nearly **40%** of US investors cite talent attraction and retention as a key motivator for integrating sustainability into investment decisions, more than those in the rest of the world



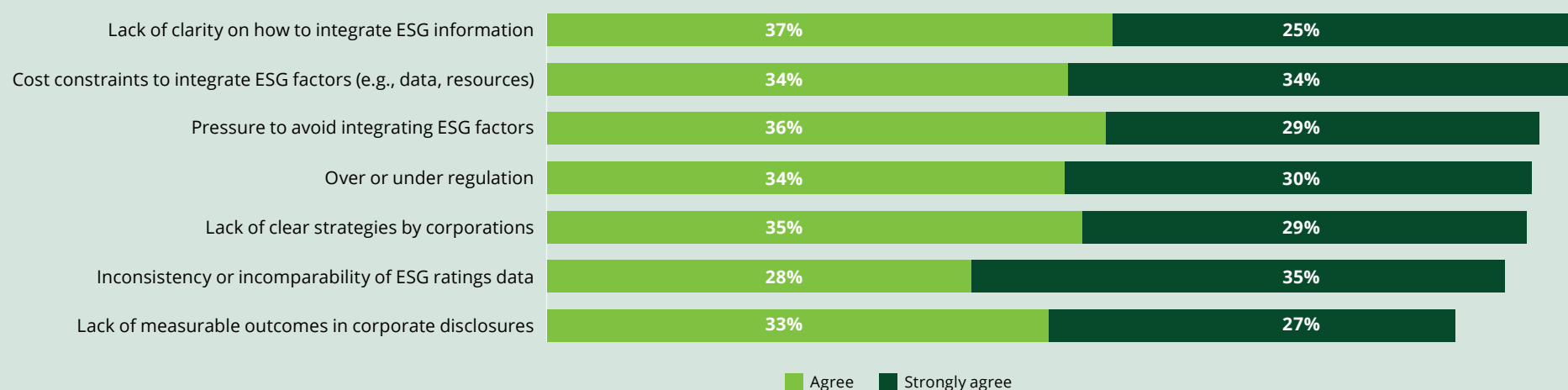
Improved outcomes and brand elevation are among the benefits US investors expect when incorporating sustainability factors into investment decisions



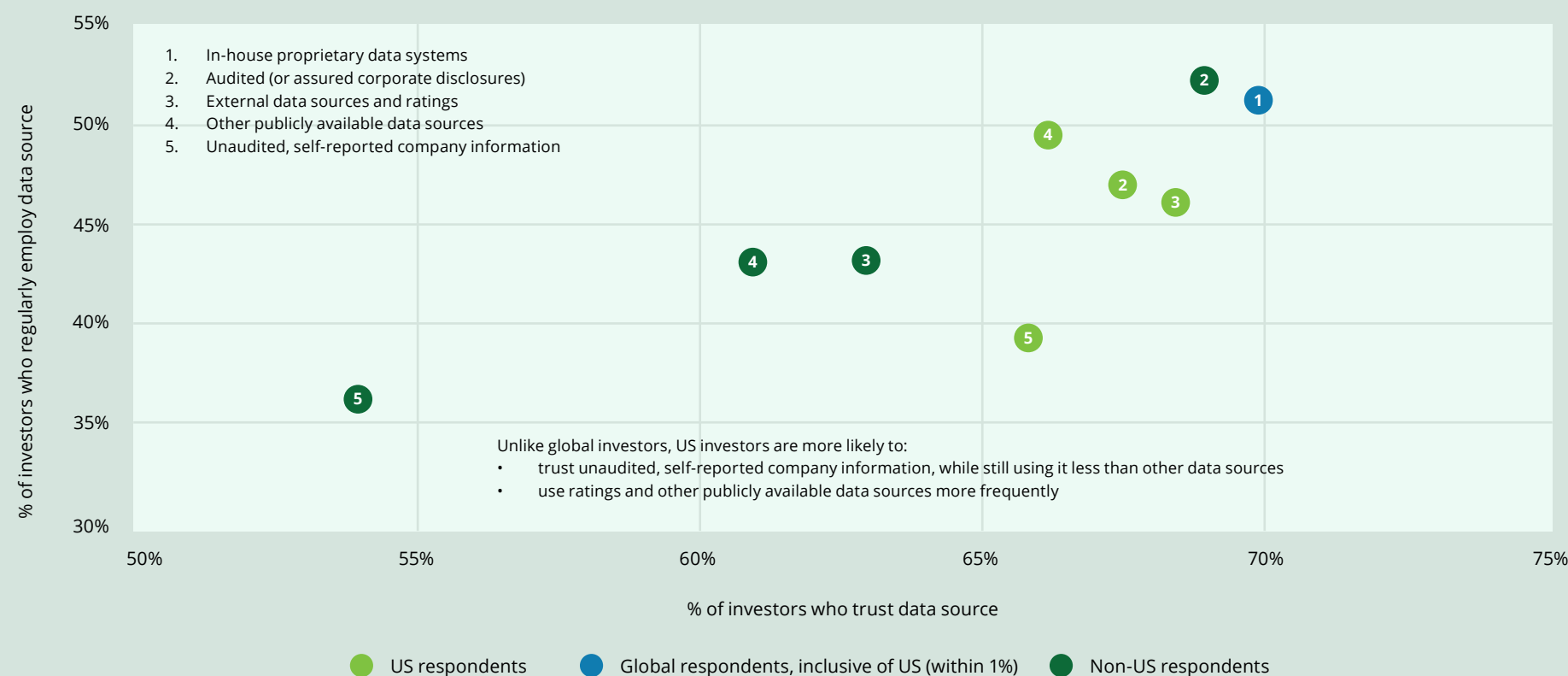
ABOUT THE RESEARCH | Deloitte and The Fletcher School at Tufts University conducted a survey of 1,000+ investors, including asset owners, asset managers, and investment advisers in North America, Europe, and Asia from January to December 2023. The quantitative data is supplemented by 10 interviews with sustainability investors. The US portion of the sample size included 302 respondents across investor categories. As defined in our study, sustainability investing means including ESG factors in investment analysis and decisions to better manage risks and improve returns. Learn more about sustainable investing and our research in the [global report](#)

Despite a growing focus on incorporating sustainability factors into investment decisions, surveyed US investors face multiple challenges with accessing trustworthy data.

Investors face a variety of barriers when integrating sustainability factors in investment decisions



Like global investors, US investors trust in-house proprietary data systems most when it comes to sustainability analysis.



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Emerging US regulations¹ aim to provide greater access to standardized sustainability data, but they will take time to go into effect

Organizations can take proactive steps to earn investors' trust in their sustainability commitments and progress

- 1 Strengthen sustainable governance capabilities** through greater coordination across the C-suite
- 2 Invest in sustainability measurement, reporting systems,** and compliance solutions to enable more robust, higher-quality disclosures.
- 3 Corroborate sustainability disclosures with third-party assurance.** Investors trust assured disclosures almost as much as their own proprietary data²
- 4 Lead with investor engagement to tell your sustainability story.** Engagement provides opportunity to address the issues and foster transparency and accountability.

Let's get started

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1. SEC Climate Disclosure Rule, California Climate Accountability Package, etc.
2. Deloitte, [Investor trust in sustainability data](#), February 2024