



Investor trust in sustainability data

UNITED KINGDOM PERSPECTIVES

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

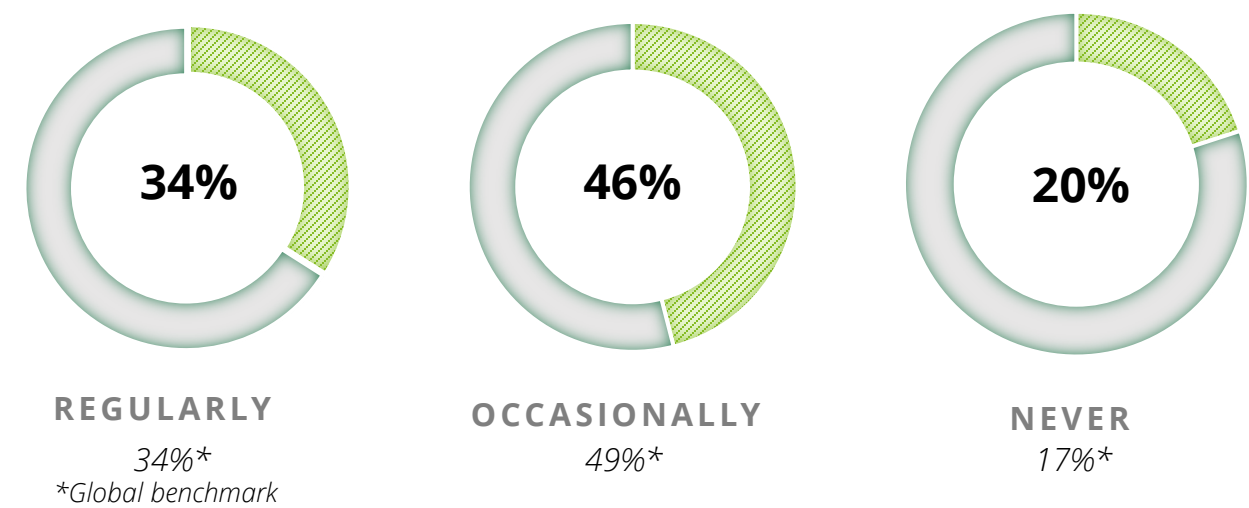


ABOUT THE RESEARCH | Deloitte and The Fletcher School at Tufts University conducted a survey of 1,000+ investors, including asset owners, asset managers, and investment advisers in North America, Europe, and Asia from January to December 2023. The UK portion of the sample size included 104 respondents across investor categories.



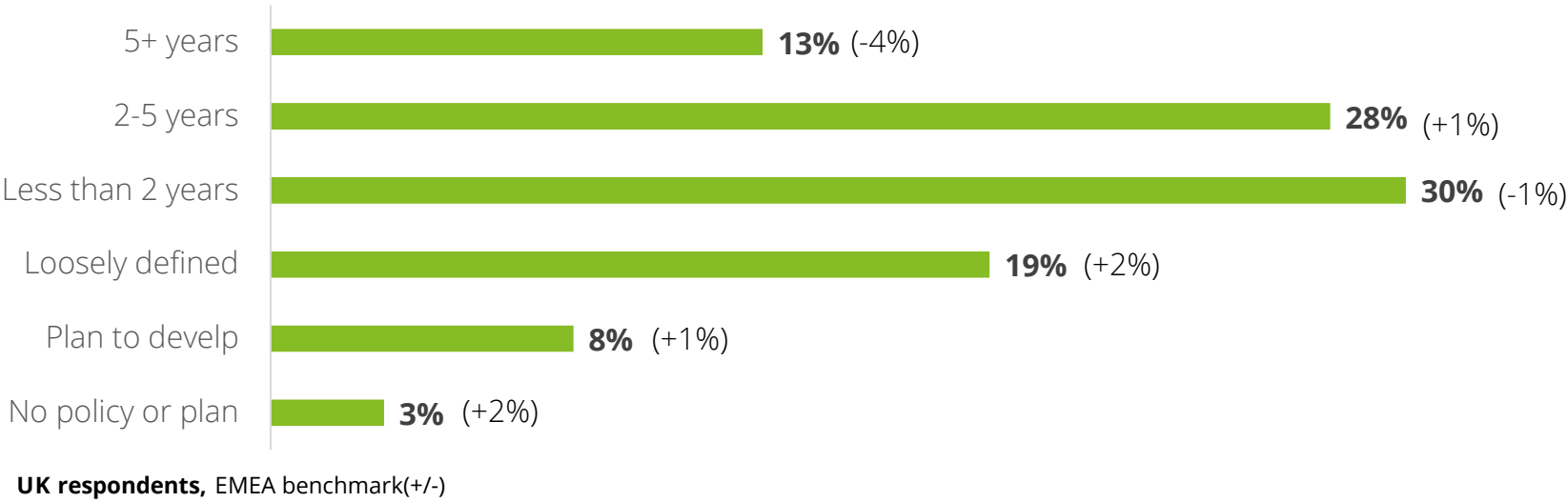
Sustainability investing matters to UK institutional investors
89% have sustainability policies in place and 80% of UK investors are **seeking sustainability information** as a part of their due diligence process—on par with EMEA overall

Frequency of seeking sustainability information

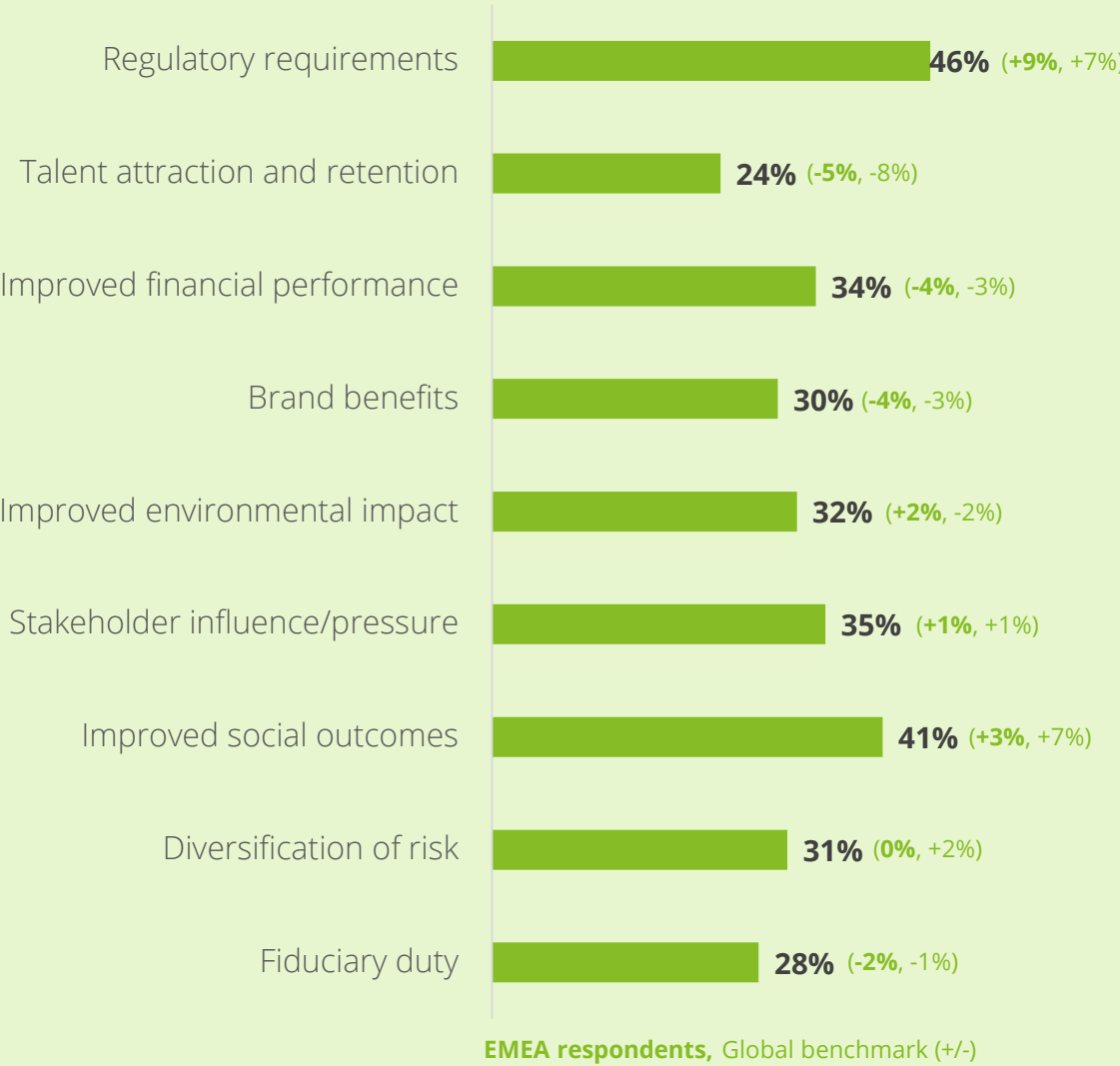


Duration of Environmental Social Governance (ESG) policy in place

13% of investors in the UK have had a sustainability policy in place for more than 5 years, and **41%** have had a policy for over 2 years. UK investors showcase a more recently established sustainability policy in comparison to global counterparts.



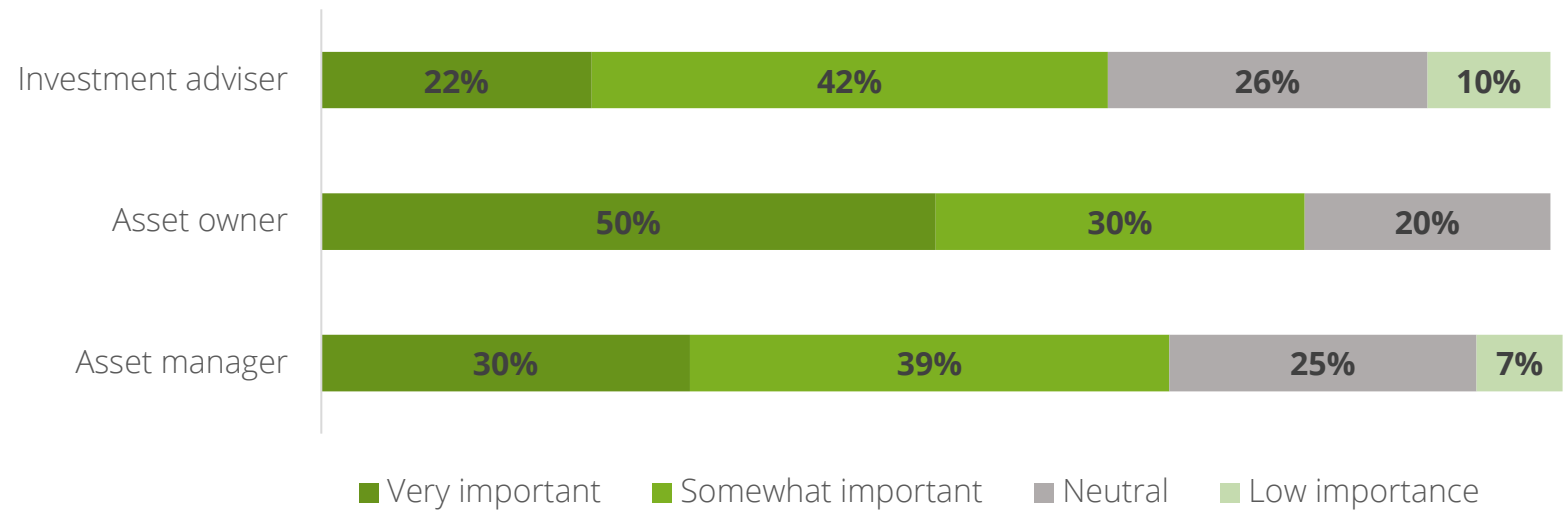
Of the top three motivating factors—and second to regulatory requirements—**41% of UK investors cite improved social outcomes** as a primary motivator for integrating sustainability into investment decisions



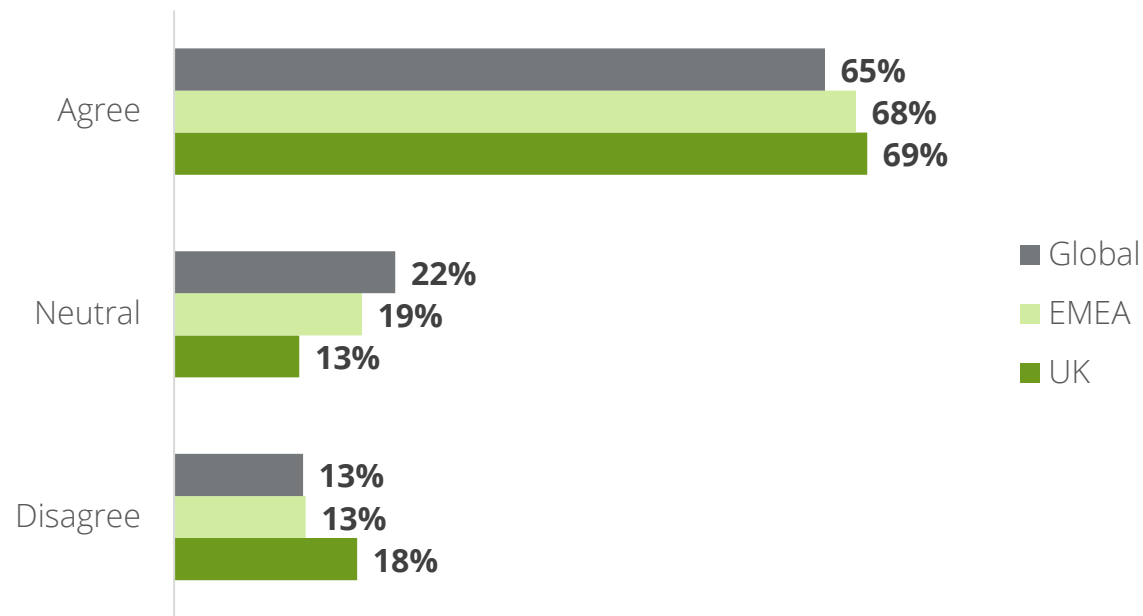
As defined in our study, sustainability investing means including ESG factors in investment analysis and decisions to better manage risks and improve returns. Learn more about sustainable investing and our research in the [global report](#)

UK asset owners (50%)—more so than investment advisers and asset managers—place significant importance in **published ESG reports**.

When deciding to invest in a company, how important is it that the company publishes an ESG report outlining clear ESG strategy and goals (i.e., carbon reduction goals, % diverse suppliers, % renewables, etc.)?



Yet, institutional investors agree that the risk of being accused of greenwashing when integrating ESG into their organization’s investment strategies is substantial.



BY THE NUMBERS

75% of UK asset managers
70% of European asset owners
64% of UK investment advisers

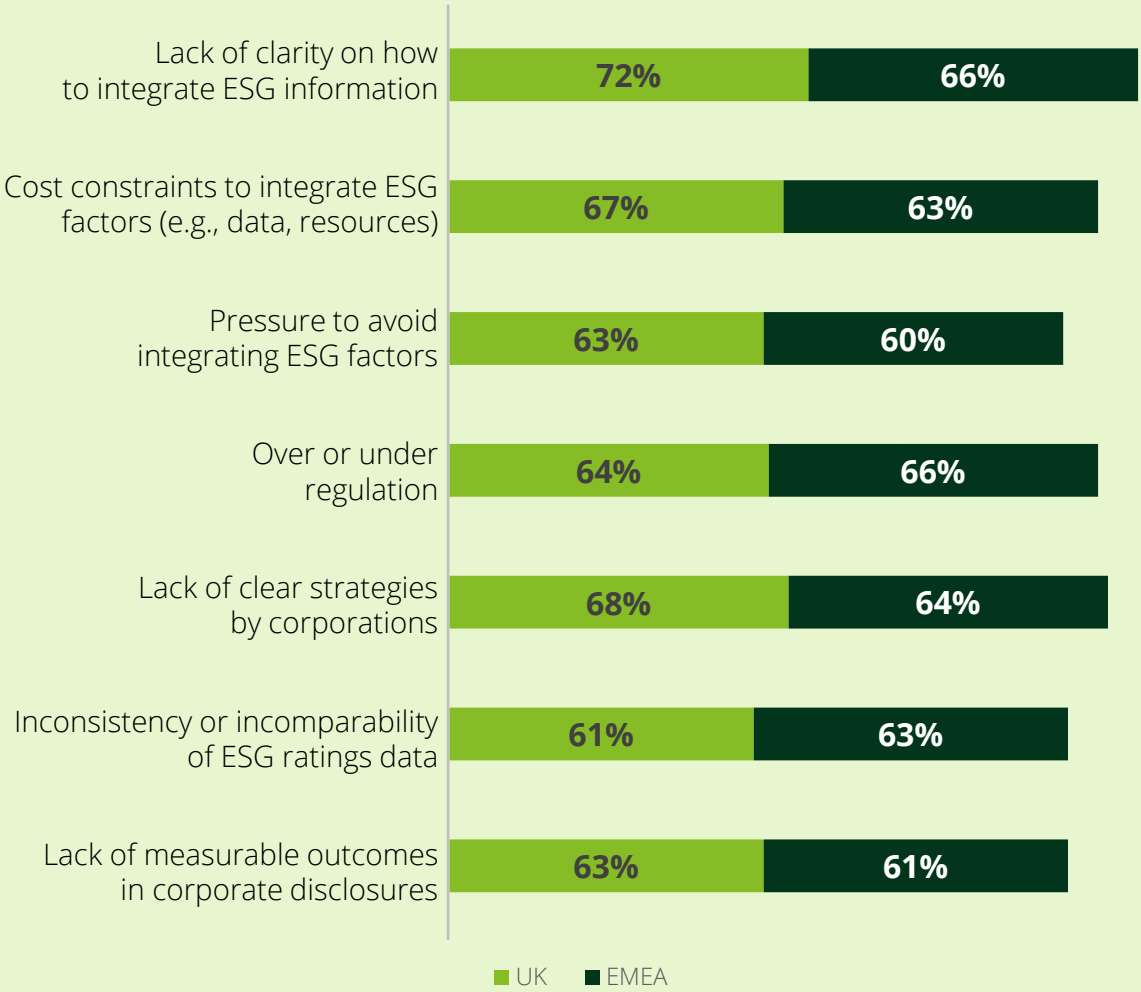
agree that greenwashing is a substantial risk

TOP 3 DRIVERS

Influencing UK institutional investors’ approach to ESG investing:

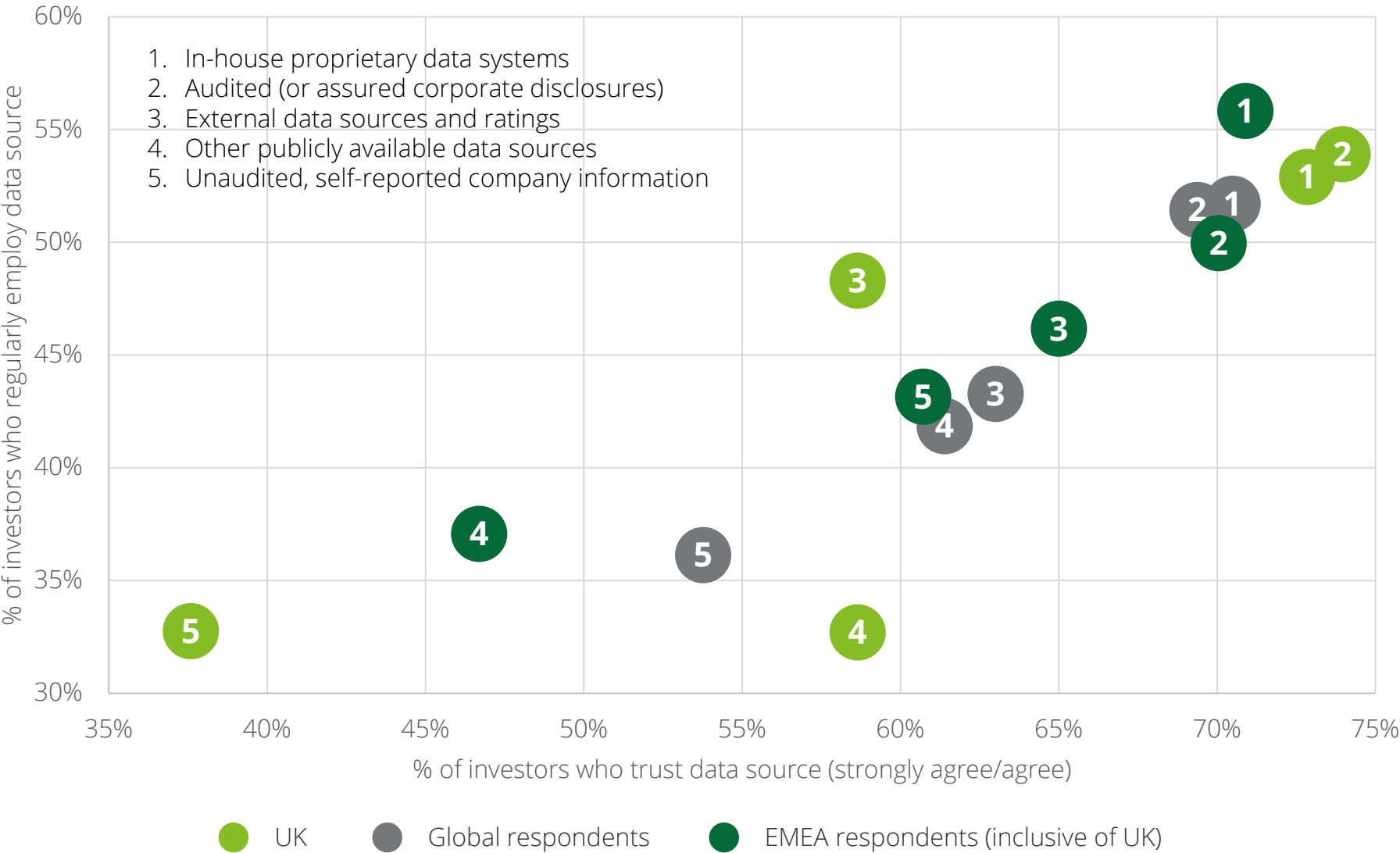
- Regulatory requirements (46%)
- Improved social outcomes (41%)
- Stakeholder influence/pressure (35%)

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



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Consistent with global and EMEA findings, **UK institutional investors trust in-house proprietary data systems** and **audited (or assured) corporate disclosures** most when it comes to sustainability analysis



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The sustainability regulatory environment is rapidly evolving across the globe, but an implementation lag period exists

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 data¹

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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