



# Investor trust in sustainability data

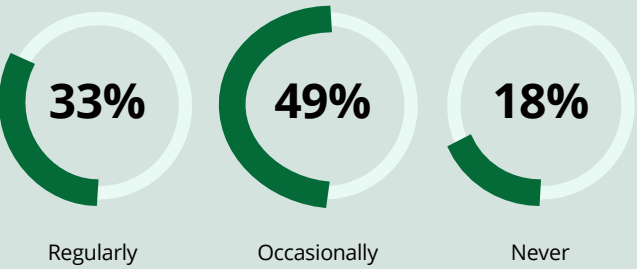
## Europe, the Middle East, Africa (EMEA) perspectives

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

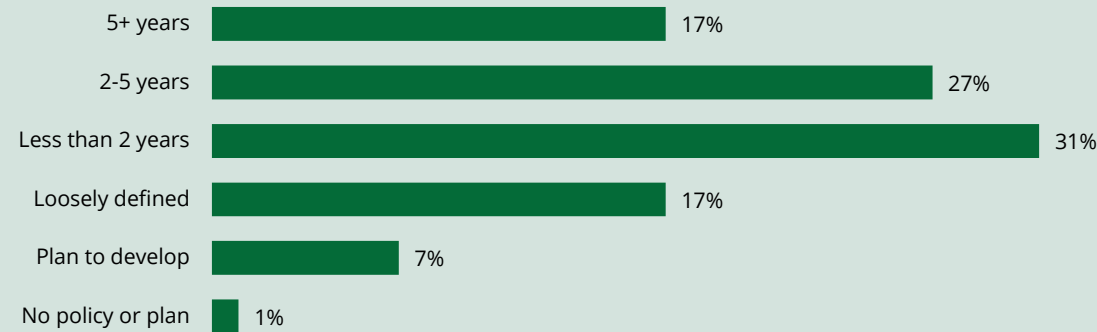


### Sustainability investing matters to EMEA institutional investors. 75% of those surveyed have sustainability policies in place.

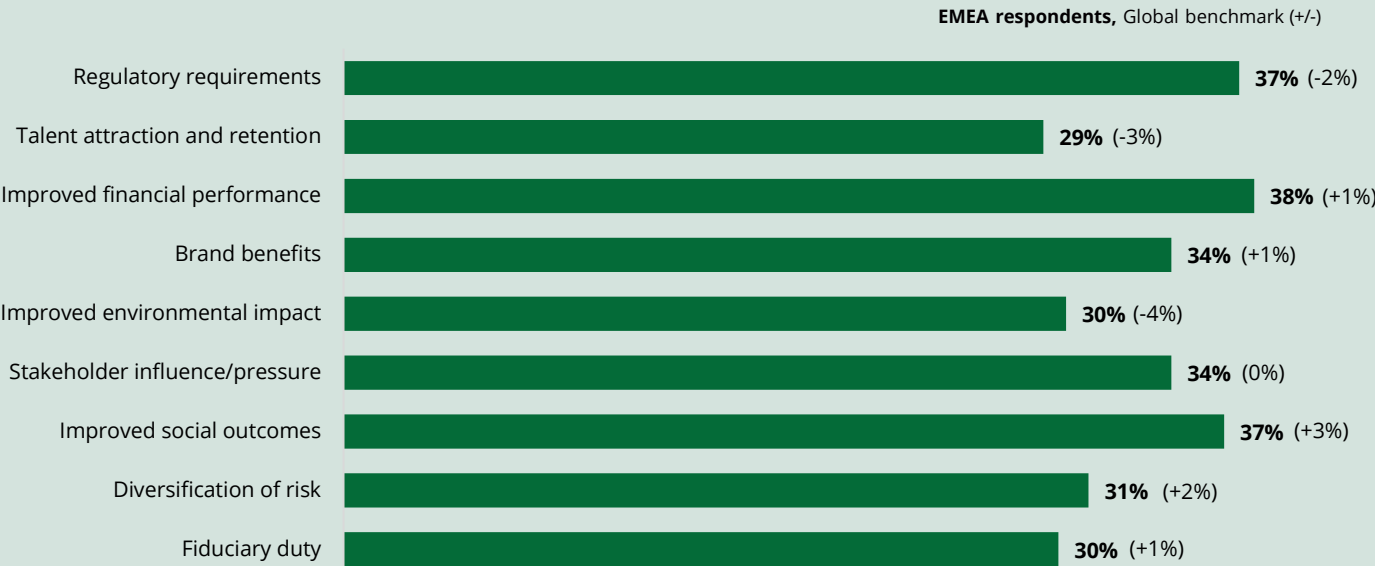
More than **80%** of EMEA investors are seeking sustainability information as part of their due diligence processes



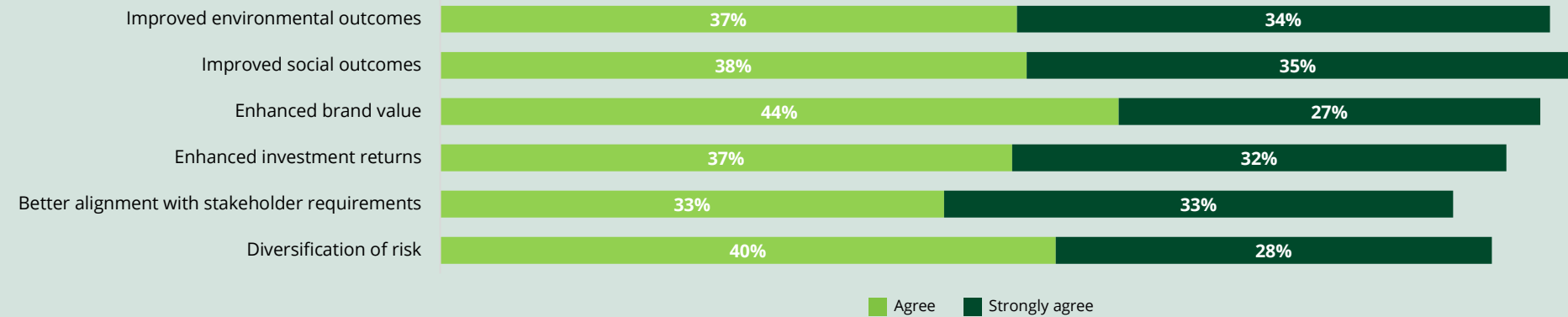
**17%** of EMEA investors have had a sustainability policy in place for more than 5 years; and **44%** have had a policy for over 2 years



**38%** of EMEA investors cite improved financial performance as a key motivator for integrating sustainability into investment decisions



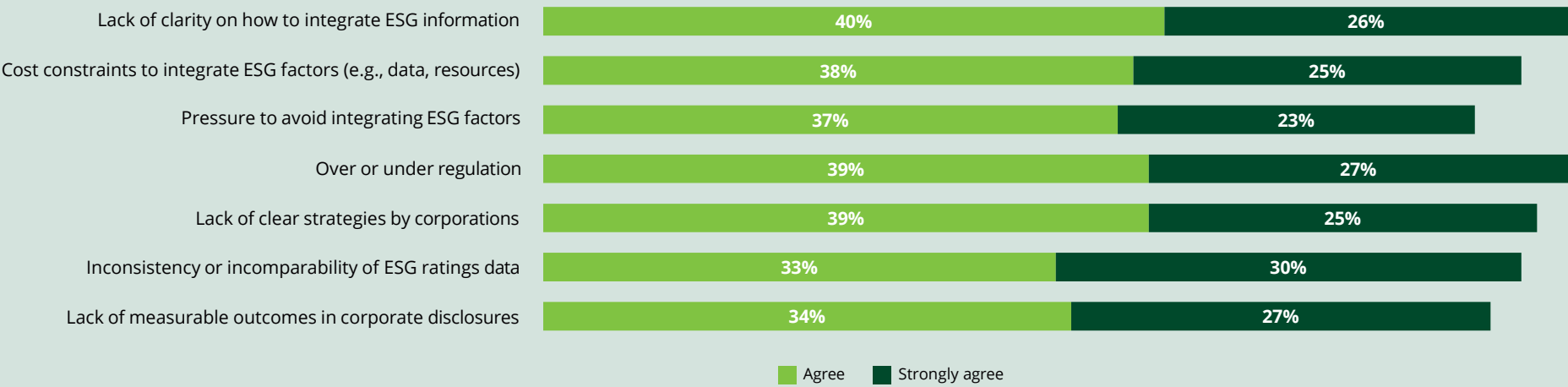
Improved social and environmental outcomes are among the benefits EMEA investors expect when incorporating sustainability factors into investment decisions



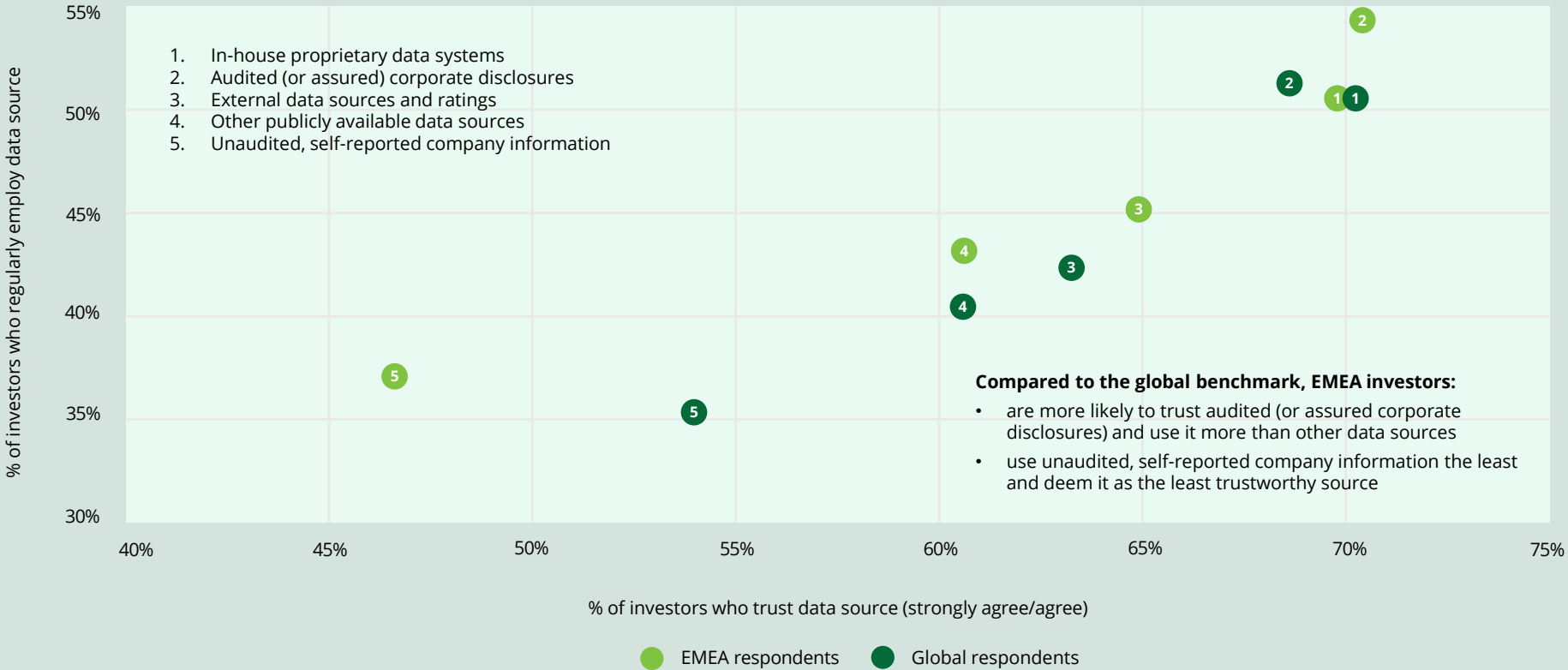
**ABOUT THE RESEARCH** | Deloitte Transactions and Business Analytics LLP and The Fletcher School at Tufts University conducted a survey of 1,000+ investors, including asset owners, asset managers, and investment advisers in North America, Europe, and Asia from January to December 2023. The quantitative data is supplemented by 10 interviews with sustainability investors. The EMEA portion of the sample size included 320 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 EMEA investors face multiple challenges with accessing trustworthy data.

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



EMEA investors trust 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 data<sup>1</sup>
- 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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Reach out to our  
**Enterprise Trust Program!**

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1. Deloitte, [Investor trust in sustainability data](#), February 2024