DO YOU AGREE?

PEOPLE WANT MORE INFORMATION ABOUT HOW SUSTAINABLE INVESTING CAN MAKE A DIFFERENCE

- 54% cite lack of information as a barrier
- 63% want evidence that they can get similar returns
- Nearly 40% of people with over £25k saved up said they would accept a lower return if it made a difference to something they really cared about

DFID’s Investing in a Better World initiative is demonstrating the UK public’s demand for savings and investment opportunities that consider impact on people and the planet as well as financial performance. Over the past ten months, it has reached:

- Over 6,000 people through a detailed online survey on their views on investing in line with their values
- Nearly 2,000 people completed an online feedback form
- 14 events and over 40 interviews with experts around the country
- 12 million reached by email to raise awareness

HOW CAN INVESTING MAKE A DIFFERENCE?

When deciding to invest in a company, financial institutions consider factors like the company’s financial performance. They can also consider the company’s impact on people and on the planet, like if they pay fair wages or cause toxic pollution.

OUR NATIONALLY REPRESENTATIVE SURVEY OF PEOPLE IN THE UNITED KINGDOM FOUND THAT AROUND 2 IN 3 PEOPLE AGREE:

“I have a responsibility to make the world better, and I want my investment choices to make a difference”

“I want people around the world to have better working conditions and make fair wages”

“Financial institutions should avoid investing in companies that harm people or the planet”

“I am concerned about climate change and pollution”
WANT TO FIND OUT MORE OR GET INVOLVED?
To learn more about the UK’s progress on achieving the Goals, read the June 2019 report Voluntary National Review of Progress towards the Sustainable Development Goals.
Learn more about the global goals online at: globalgoals.org
Contact us at: InvestingInSDGs@dfid.gov.uk
Or tweet us: @DFID_UK #InvestinaBetterWorld

MORE MONEY IS NEEDED TO DELIVER THE GLOBAL GOALS
To achieve the Global Goals in developing countries by 2030, an extra $2.5 trillion is needed each year. While $2.5 trillion is a lot of money, globally, we have much more than this. To put this in context, investors around the world are expected to manage more than $145 trillion by 2025.

Let’s do our part to #InvestinaBetterWorld

MORE THAN TWO THIRDS OF PEOPLE BELIEVE WE ALL HAVE A ROLE TO PLAY TO ACHIEVE THE GOALS

IF WE DON’T ACT NOW, CLIMATE CHANGE COULD PUSH 120 MILLION MORE PEOPLE INTO POVERTY²

ABOUT THIS INITIATIVE
The Department for International Development (DFID) leads the UK’s work to end extreme poverty. DFID’s Investing in a Better World initiative is finding out more about the UK public’s interest in investing that helps achieve the Global Goals. Working with PwC, DFID ran an online survey of over 6,000 people, which included a large nationally representative sample. The final report for this initiative will be published in Autumn 2019.