



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"

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

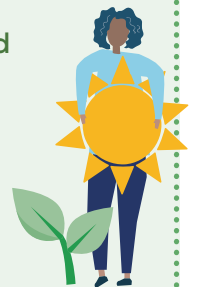
Nearly 40%

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.



# INVESTING IN A BETTER WORLD, DELIVERING THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)



## WHAT ARE THE SDGs?

In 2015, world leaders agreed to 17 Goals for a better world by 2030. The Global Goals have the power to end poverty, fight inequality, and stop climate change.



**PEOPLE WHO ARE LIKELY TO INVEST FOR IMPACT ARE MORE AWARE OF THE GOALS**

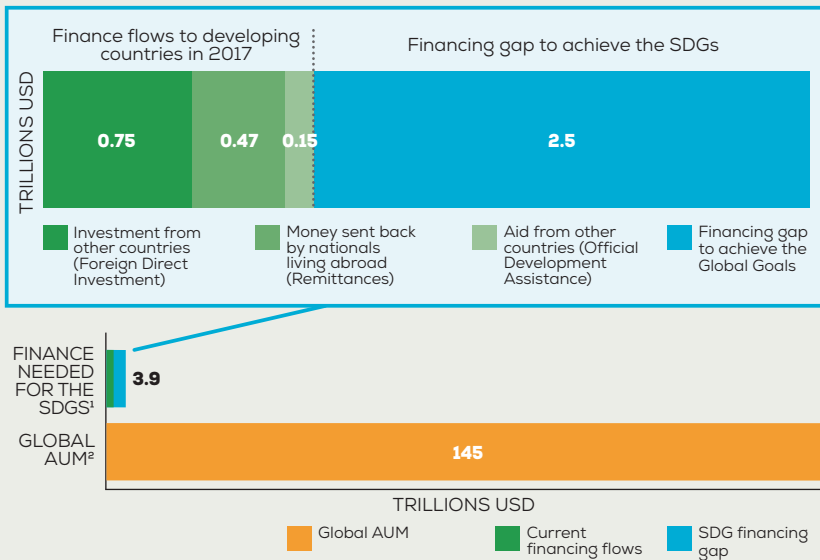
**80%** of people who want to invest for impact *now*, are aware of the Goals

**BUT MORE CAN BE DONE TO RAISE AWARENESS**

**42%** of people in the UK are aware of the Goals

## 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**.



**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 POVERTY<sup>3</sup>**

### 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.

1 UNCTAD, 2014, *World Investment Report 2014: Investing in the SDGs: An Action Plan*; OECD, 2018, *Global outlook on financing for sustainable development 2019*  
 2 PwC, 2017, *Asset & Wealth Management Revolution: Embracing Exponential Change*  
 3 World Bank, 2016, *Shock Waves: Managing the Impacts of Climate Change on Poverty*

Let's do our part to **#InvestinaBetterWorld**

## 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](http://globalgoals.org)

Contact us at: [InvestingInSDGs@dfid.gov.uk](mailto:InvestingInSDGs@dfid.gov.uk)

Or tweet us: [@DFID\\_UK](https://twitter.com/DFID_UK) #InvestinaBetterWorld



HM Government