

Invest for good

Seek returns and drive change through **impact investing**

In celebration of Earth Day this month, we're excited to showcase sustainable investing (SI), otherwise known as **impact investing**.

In a recent research piece titled *UBS Investor Watch, Return on values*, UBS surveyed more than 5,300 investors in 10 markets on sustainable investing. While some understand the basic concept, confusion about its various approaches and impact is widespread. Seventy-two percent of respondents noted that it's difficult to gauge the impact of sustainable investing, but there are ways to measure the difference SI makes. These include investing in instruments whose proceeds are earmarked for specific sustainable causes with transparent reporting. Investing sustainably makes a measurable difference, and evidence suggests investors don't need to sacrifice returns while doing so.

Sustainable investors are focused on areas such as environmental impact, products companies produce, treatment of employees and company ethics. The percentage of investors surveyed top priorities include:

73% 

Pollution and waste
(e.g., limit toxic emissions)

71% 

Climate change
(e.g., manage carbon footprint)

70% 

Water
(e.g., manage water consumption)

70% 

Products and services
(e.g., source responsibly)

67% 

Ethics
(e.g., avoid anti-competitive practices)

66% 

People
(e.g., develop their employees)

61% 

Governance
(e.g., transparency across executive pay)

Visit our website to download your copy of *UBS Investor Watch, Return on values* at ubs.com/team/burishgroup.



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The Burish Group was founded by Andrew Burish, Wisconsin's #1 Wealth Advisor by *Forbes*, and has over \$4.4 billion assets under management (as of 4/1/2019).

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