



PRESS RELEASE

## **A PRACTICAL GUIDE TO SRI TO RAISE THE AWARENESS OF ENTREPRENEURIAL ASSET MANAGEMENT COMPANIES REGARDING INSTITUTIONAL INVESTORS' EXPECTATIONS**

**Paris, 12 January 2021 - Emergence, the Paris financial centre fund dedicated to accelerating entrepreneurial asset management companies, is publishing a practical guide to socially responsible investment (SRI): *Practical SRI Handbook for emerging asset management companies*.**

### **This guide came about as a result of two observations:**

- French and international institutional investors must follow an accelerating number of restrictive recommendations issued by regulators or advocated by international initiatives, such as the UN PRI, or by civil society and policies – particularly as part of the stimulus plan – in order to integrate SRI into their investment strategies.
- At the same time, young asset management entrepreneurs are not always aware of the scale SRI has reached in institutional investors' allocation strategies, which the former often see as a niche segment that is more costly to invest in.

### **The purpose of this guide is to explain the reasons for and benefits of a real SRI approach by:**

- raising the awareness of asset management companies about the SRI requirements that institutional investors must meet;
- offering a method to help entrepreneurial asset management companies implement an SRI policy in their own governance and investment process;
- encouraging entrepreneurial asset management companies – which are often agile and innovative – to realise that SRI also means investment strategies that can distinguish them from competitors.
- It is worth noting that rolling out an SRI approach when an asset management company is created costs less than converting a previously established range of management products.

### **Written in English by a panel of institutional investors, the guide is intended for various asset management company profiles, including:**

- recent companies or those already active in SRI looking to do more to stand out;
- all strategies and asset classes;
- both French and international companies.

### **Specifically, the guide:**

- is an independent initiative led by Emergence investors, who are among the most demanding and committed to SRI, in an environment where France is at the forefront of responsible finance;
- offers a condensed, resolutely practical and pragmatic view.

