

## Sustainability Trends 2009

The first SAM Forum took place near Zurich on January 26-27, 2009. More than 100 invited leaders from the world of asset management, business and non-governmental organizations, took part in the event, which SAM plans to run on an annual basis from now on. The participants in the SAM Forum analyzed the key sustainability trends for investors. The following sustainability trends with a high degree of relevance for the current year formed the focus of the discussions.

---

### **Institutional investors set standards**

Institutional investors such as pension funds and foundations will play a key role in the drafting and implementation of stricter corporate governance and risk management regulations.

### **Sustainability investments to become mainstream**

The success of the sustainability approach in equity investments will lead to a situation where investments based on sustainability criteria will become the mainstream approach in the asset management industry. Sustainability criteria will play an increasingly important role in bond investments, too.

### **Economic stimulus programs an opportunity for a "green economy"**

With regard to sustainability trends, state-sponsored economic stimulus packages in the USA and Europe provide an historic opportunity for a "green-tech revolution" to make a breakthrough. Energy-efficient buildings, intelligent power grids and renewable and clean energies are examples of investment themes which are vitally important for long-term oriented investors.

### **Success of the Climate Conference in Copenhagen depends on the USA and China**

Success at the Climate Conference in Copenhagen, taking place in December 2009, will be of central importance in the battle against global warming. Without the approval of the two largest CO<sub>2</sub> emitters, the USA and China, for binding reduction targets, progress in global climate policy will be difficult.

---

**Important legal information:** The details given on this page do not constitute an offer. They are given for information purposes only. No liability is assumed for the correctness and accuracy of the details given. Copyright © 2009 SAM – all rights reserved.