

ESG SURVEY: SAMPLE SUMMARY 2020





Paul Stanfield,
FECIF Secretary General
and FEIFA Chief Executive

Leading the way in ESG advice

I am very pleased to introduce our unique research in the area of Environmental, Social and Governance matters. This is, to the best of my knowledge, the most wide-ranging and exhaustive data so far collected from across the European advisory community, in this key area. Information was collected from well over 2,000 advisers and intermediaries across Europe!

Comparisons at national, association and adviser level

The results have enabled us to compare individual countries as well as provide conclusions and clarification across Europe as a whole.

In addition, our members (particularly the national associations and organisations) can now specifically see where their advisers stand against other European markets and advisers - assisting them in shaping their services to assist their members as effectively as possible.

The collated data also helps advisers and intermediaries see if there are any gaps in their work or processes in these areas. This is particularly important and relevant, as assessment of a client's ESG needs and wishes will become a regulatory requirement across Europe only next year.

Multi-lingual but streamlined

The research was conducted online and was multi-lingual, with survey questionnaires in Czech, English, French, Dutch, German, Italian, and Spanish; helping advisers across Europe to easily complete it, irrespective of nationality.

The questionnaire was very carefully constructed, to enable quick and easy completion whilst still producing research data that is highly impressive and relevant.

ESG

The research looks into the present activities of advisers with regards to ESG, how often they consider such matters with clients, why, and when. It also assesses their views of investment companies and regulators, concerning "Sustainability" – and ascertains where they themselves need assistance to perform their role better.

Finally, but certainly not least, we collected their opinions with regards to clients' interest, thoughts and approaches to this area.

Research window and results

The research was undertaken during the summer of 2020 and the data for this report was collated in early September.

Ultimately, our market-leading research provides incredibly important data and information about a key area, as it relates to the financial advice sector; ESG is increasingly important for the investment and financial planning industry, the regulators, and consumers.

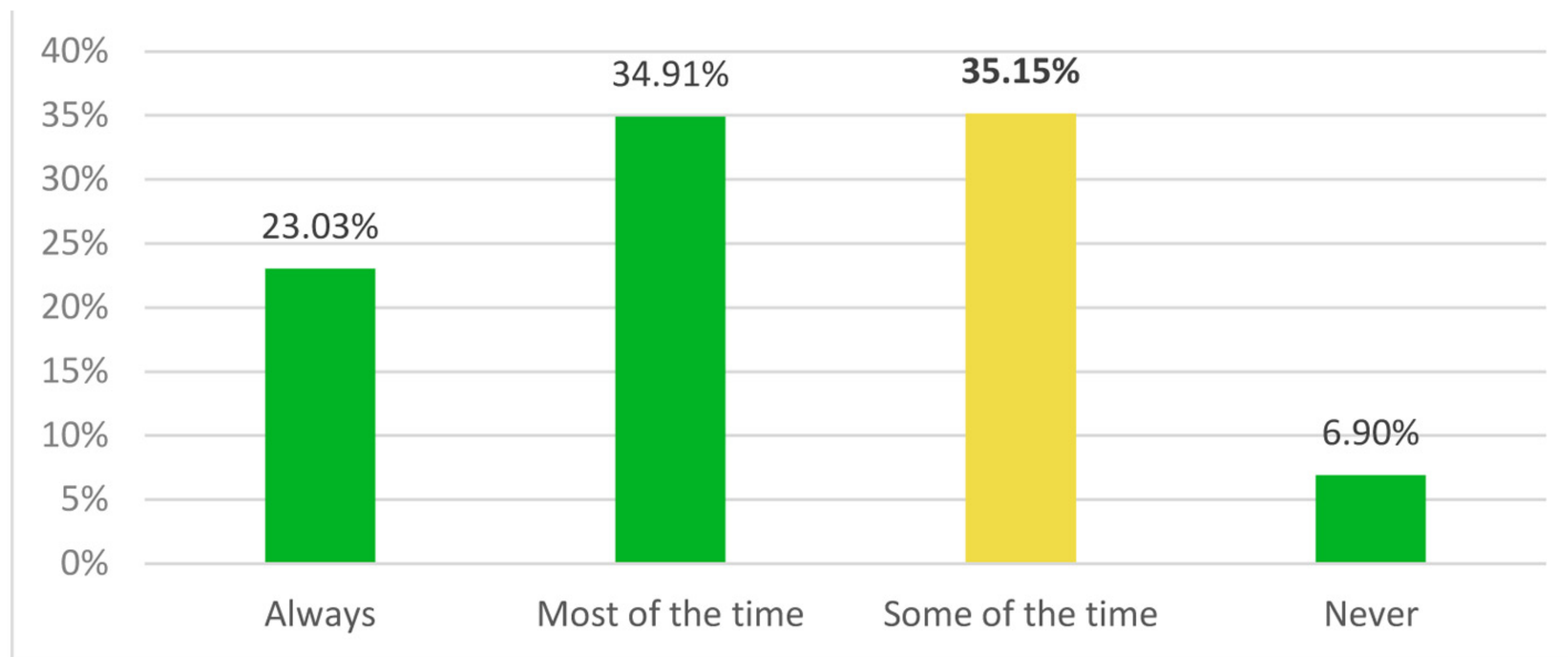
This document highlights some of the key data obtained. The full report, which is available exclusively for FECIF members, also covers areas such as the view of the advisory sector towards: asset managers and their ESG activities; regulators and their approaches to such matters and their assessment of ESG “products”; CO2 impacts; the importance they apply to ESG aspects when talking to clients; sustainability indexes; clients' desires and receptiveness, with regards to ESG investing.

In addition, whilst conducting this research, we also collected very useful feedback and data with regards to financial education.

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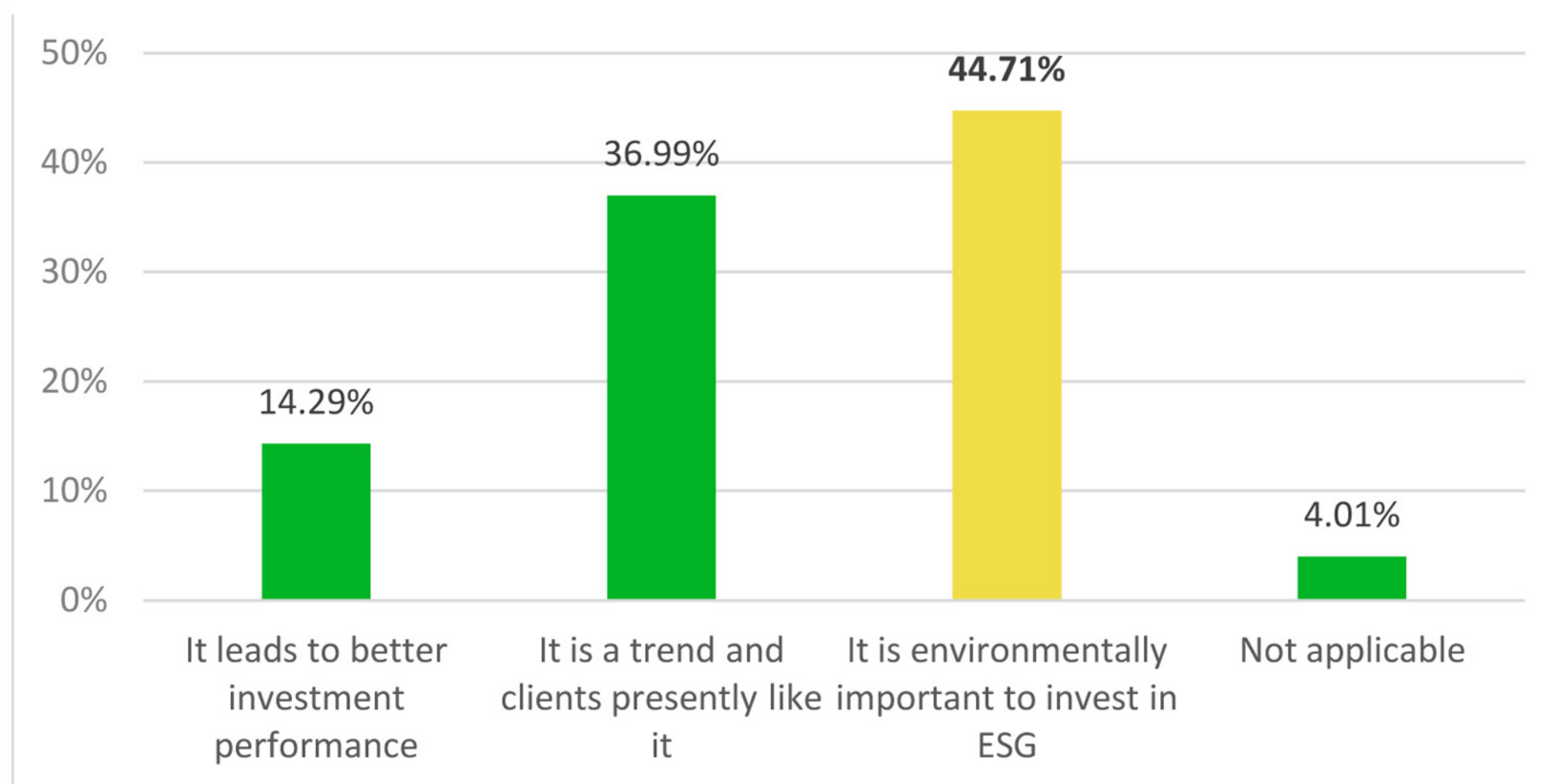
Q

Do you consider ESG investments when advising your clients/customers?



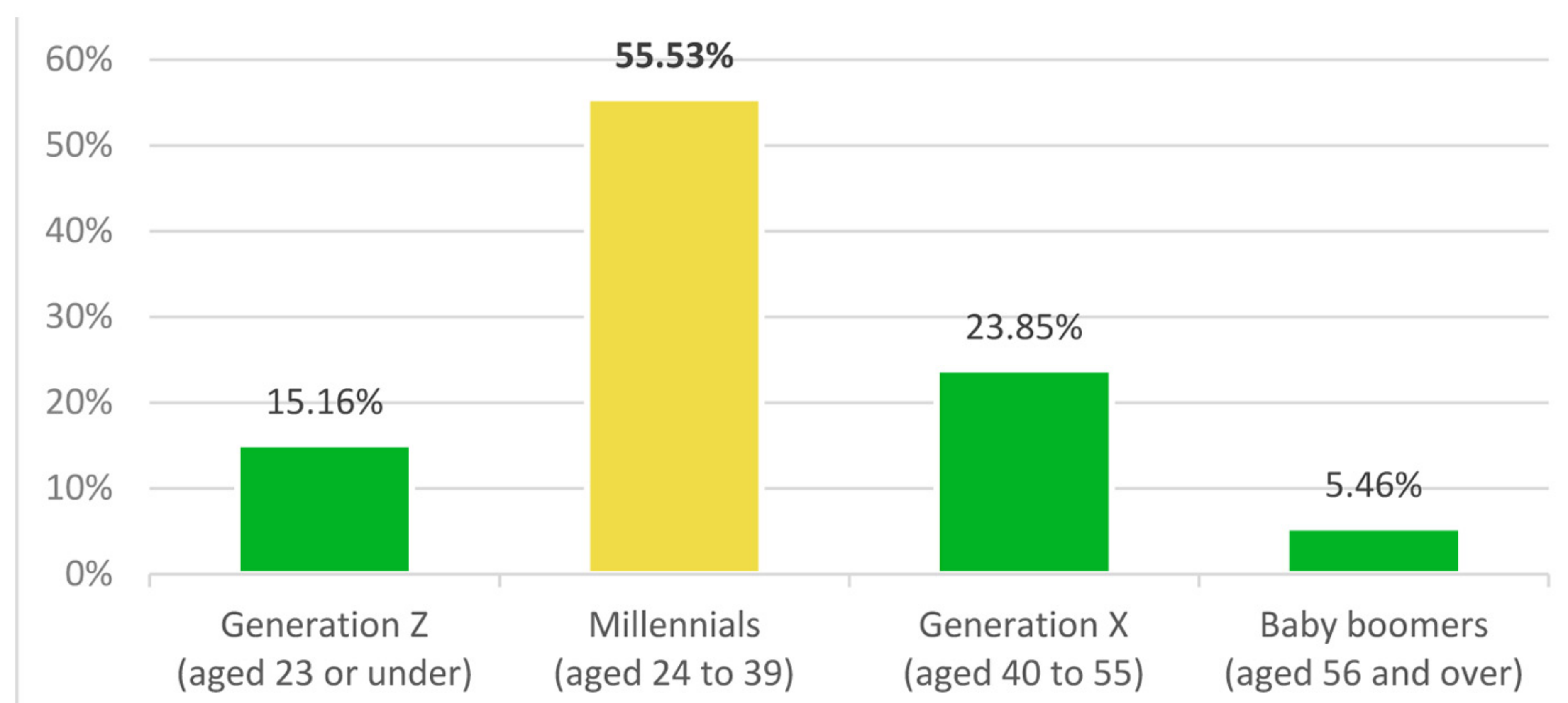
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What is the main reason that you recommend ESG investments to your clients/customers?



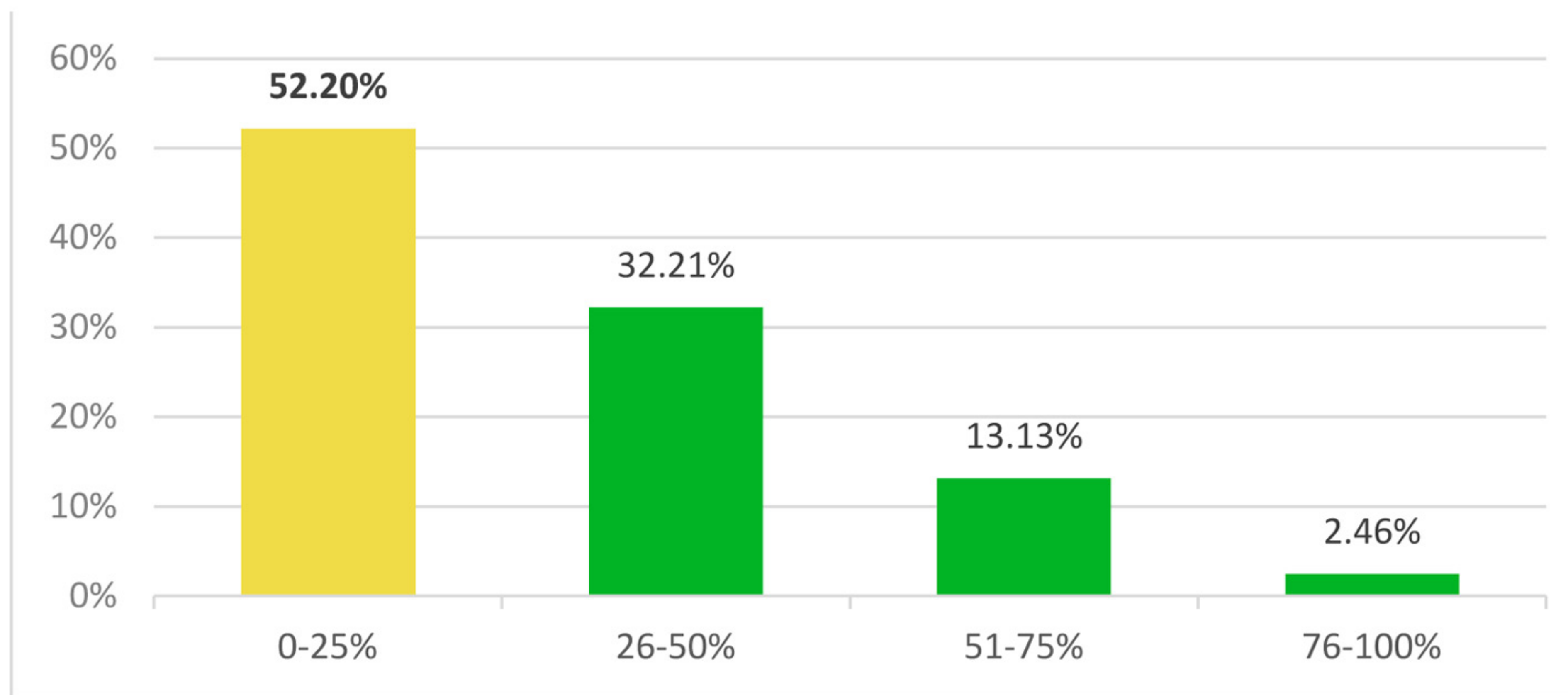
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From your point of view, what is the generation that is most interested in ESG investing?



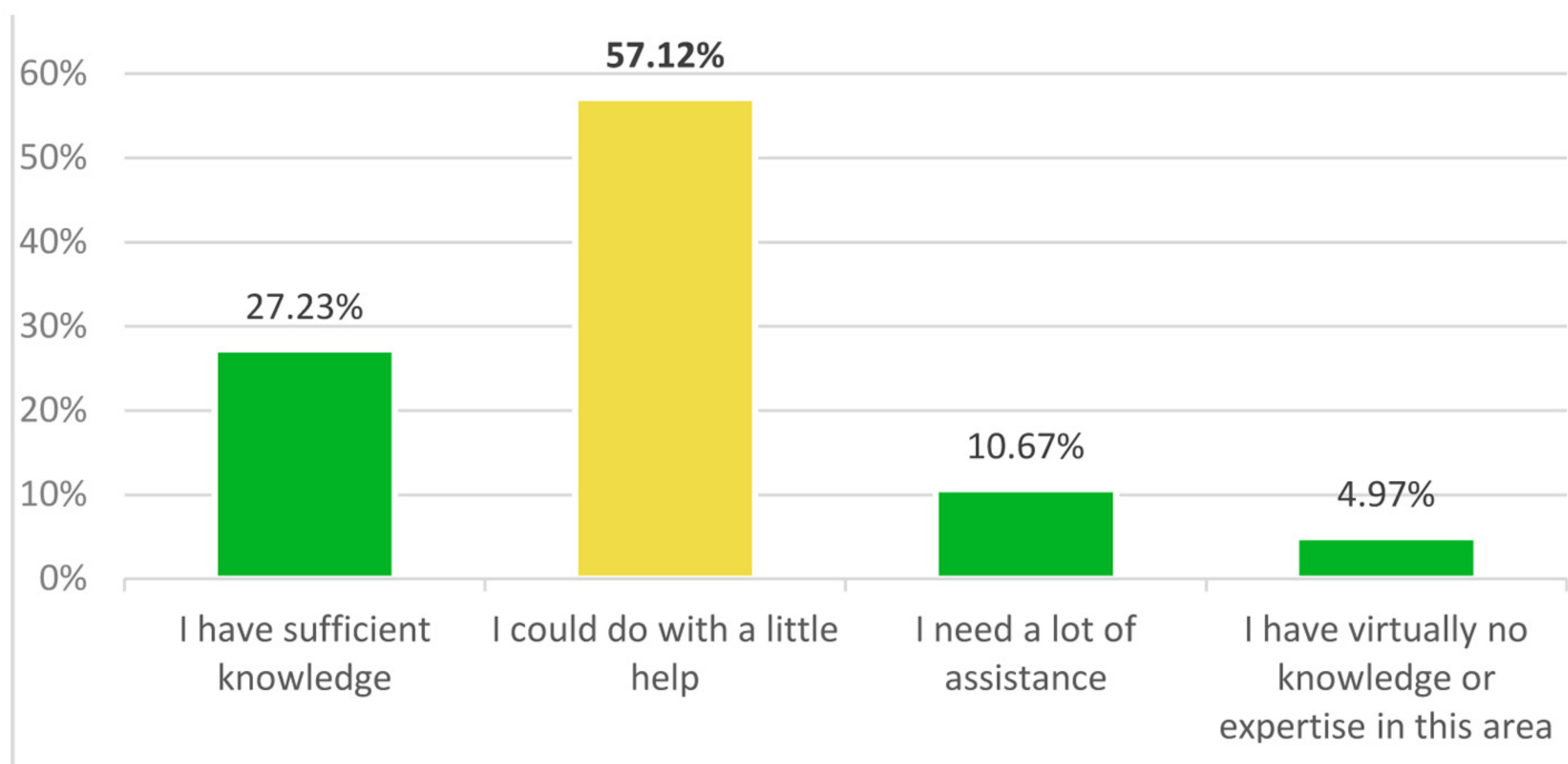
Q

What percentage of your clients/customers are interested in ESG matters?



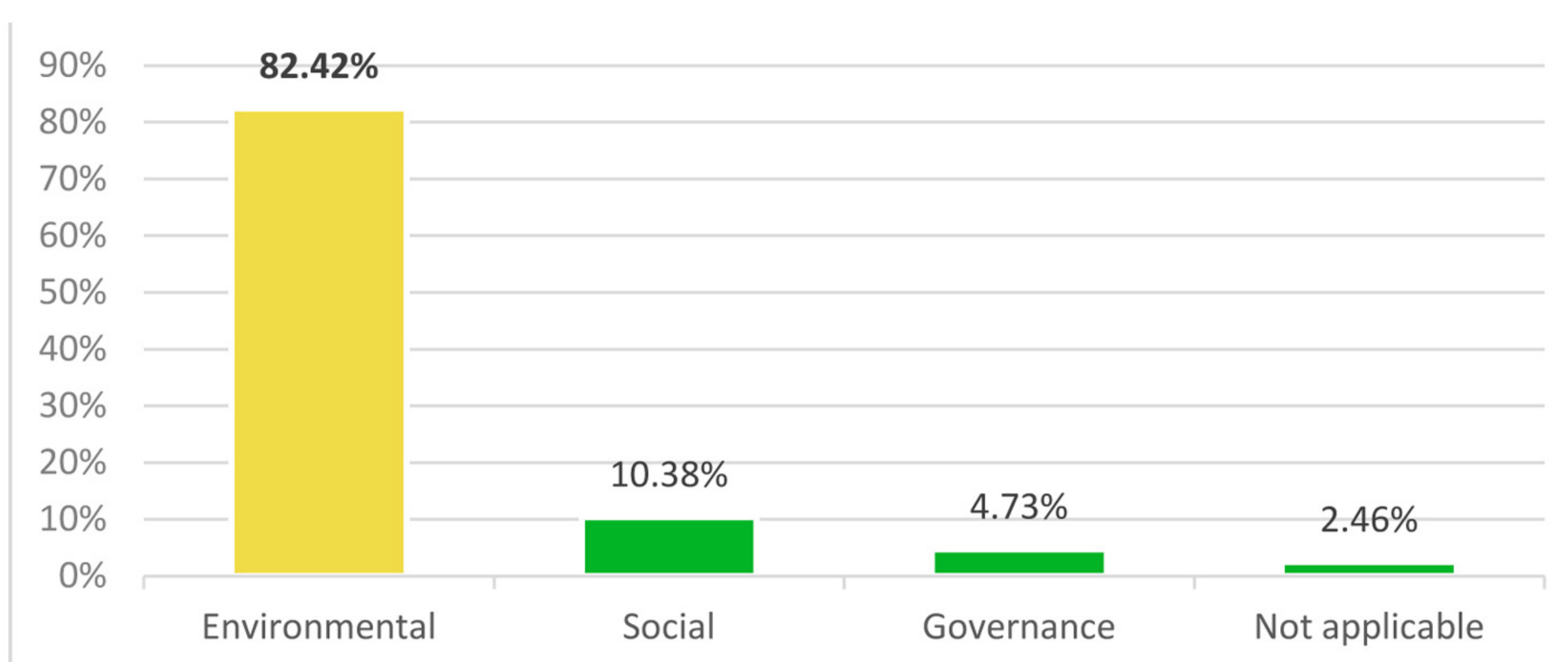
Q

Do you feel that you have sufficient knowledge when discussing ESG matters with clients/customers or do you need more training and/or information?



Q

Which ESG element do clients/customers seem to think is most important?



We would like to thank the below associations and organisations. Without their help this survey would not have been possible.

AfW - Bundesverband Finanzdienstleistung

ALPP - L'Association Luxembourgeoise des Professionnels du Patrimoine

ANACOFI - Association Nationale des Conseils Financiers

ANASF - Associazione Nazionale consulenti finanziari

BZB-Fedafin

ČASF - Česká asociace společností finančního poradenství a zprostředkování

EFPA Austria

EFPA ČR

EFPA France

EFPA Spain - Asociación Española de Asesores y Planificadores Financiero-Patrimoniales

FEIFA - The Federation of European Independent Financial Advisers

GSCGI - Groupement Suisse des Conseils en Gestion Indépendants

OCTO

PIMFA - Personal Investment Management & Financial Advice Association

VOTUM - Verband Unabhängiger Finanzdienstleistungs-Unternehmen in Europa