

UNDERSTANDING AND ALIGNING
WITH BENEFICIARIES'
SUSTAINABILITY PREFERENCES

SURVEY TEMPLATE



This survey template seeks to obtain the following information:

- beneficiaries' understanding of their pension/other savings and responsible investment, to identify educational needs and contextualise their responses;
- the weight to which beneficiaries wish to give sustainability issues;
- the ESG issues and stewardship approach most aligned with beneficiary preferences;
- the best methods for communicating with beneficiaries;
- demographic information, to evaluate how representative respondents are.

This survey can be adjusted according to asset owners' priorities.

INTRODUCTION

We would like to know your views on how your money should be invested and whether you believe it should support sustainable outcomes. We will take the survey results into account when deciding our approach to investment.

This survey takes around [x] minutes to complete. We will make the results of the survey available in [provide timeline].

Thank you for your participation.

Consider including a breakout box or link to another page that sets out the basics of your activities as an asset owner. For example, pension funds may want to provide background information on pension savings being invested in the real economy.

YOUR SAVINGS AND RESPONSIBLE INVESTMENT

First identify the current knowledge levels of the respondent and how they assess their relationship with you/their savings. This information can be used to interpret the rest of the survey results and identify educational needs.

1. For each statement below, please indicate whether you agree or disagree.

STATEMENT	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
I understand how [pensions] work					
I trust [asset owner]					
I feel informed about how my money is invested					
I believe my money is invested in my best interests					

2. Are you familiar with responsible investment (also known as environmental, social and governance investing)?

- Yes
- No

It's best to provide the beneficiary with a brief introduction detailing what responsible investment means to your organisation.

Example: Responsible investment means taking an even closer look at each company we invest in. We consider a company's environmental impact, the role the company plays in society, how it is governed and the effect that all of this may have on its financial performance. This means taking a long-term view of environmental, social and governance risks to provide better retirement outcomes for our members.

For example, if a company you invested in was involved in an oil spill or a human rights abuse, or found to not be paying its taxes, it could damage that company's reputation and its ability to be profitable. If that happened, this could reduce your financial returns. Avoiding harm is one side of the coin - there may be opportunities from responsible investment too. For instance, a company with a positive environmental impact may see increased demand for its products. Considering the impact that a company has on the environment, on society, and how the company is managed over the long term, could enable the company, and you, to make more money.

3. Do you believe that responsible investment can affect your financial returns?

- Yes
- No

YOUR SUSTAINABILITY PREFERENCES

The following questions help us better understand your opinions related to investing for sustainability – investing in line with certain outcomes in the real world, such as net zero carbon emissions by 2050.

This is to understand the weight beneficiaries would give to financial and non-financial outcomes. Asset owners may wish to explain to beneficiaries that prioritising sustainable and/or responsible investment does not necessarily lead to a loss of financial return.

4. For each statement below, please indicate whether you agree or disagree.

STATEMENT	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
I want to achieve the highest financial returns possible, even if it means my money is not invested sustainably					
I want my money to contribute to positive outcomes for society					
I do not want my money to contribute to negative outcomes for society					
I want my money to be invested sustainably, even if it reduces my financial returns					

5. Instead of divesting from companies that may be unsustainable or have poor business practices, investing or staying invested can allow an investor to influence that company's behaviour and make it more sustainable. Would you support this approach?

- Yes, I would support being invested in and influencing these companies
- No, I wouldn't want to be invested in these companies
- I don't care about the sustainability of companies
- I don't know

YOUR PRIORITIES

Include a description here of what you currently do that is related to ESG and sustainability. Do you have a responsible investment policy and how do you implement it? Do you consider ESG risks in making investment decisions? Do you already implement beneficiary sustainability preferences? If so, explain how. Include specific examples where possible.

Example: Following the collapse of a dam which led to the deaths of over 200 people, we engaged with companies to ensure they were making repairs and investing in dam safety, to ensure such a disaster would never happen again.

6. When it comes to sustainability, what is your top area of concern? (Select one)

- Impact on the environment, including climate change
- Human rights, including labour rights and modern slavery
- Corporate governance, including corruption, tax avoidance and executive pay
- Unhealthy or dangerous products, such as tobacco or weaponry
- Other (please specify) _____

7. Which of the following Sustainable Development Goals would you most like your investments to support? (Select up to three)

<input type="checkbox"/>	No poverty	<input type="checkbox"/>	Industry, innovation and infrastructure	<input type="checkbox"/>	Gender equality	<input type="checkbox"/>	Climate action
<input type="checkbox"/>	Zero hunger	<input type="checkbox"/>	Reduced inequalities	<input type="checkbox"/>	Clean water and sanitation	<input type="checkbox"/>	Life below water
<input type="checkbox"/>	Good health and well-being	<input type="checkbox"/>	Sustainable cities and communities	<input type="checkbox"/>	Affordable and clean energy	<input type="checkbox"/>	Life on land
<input type="checkbox"/>	Quality education	<input type="checkbox"/>	Responsible consumption and production	<input type="checkbox"/>	Decent work and economic growth	<input type="checkbox"/>	Peace, justice and strong institutions

8. Which outcomes would you like your investments to avoid? (Select all that apply)

- High carbon emissions
- Environmental degradation and biodiversity loss
- Human rights abuses
- Poor working conditions
- Corruption
- Tax avoidance
- Tobacco
- Gambling
- Pornography
- Weapons

STAYING INFORMED

Where you are seeking to subscribe respondents to specific mailing lists rather than understand their general preferences, ensure this is expressly stated and that local privacy laws are complied with.

9. Would you like to stay informed about how your money is invested?

- Yes
- No

10. What information about your investments would you be most interested in? (Select up to three)

- The financial returns I have earned
- The specific companies that I am invested in
- The influence [asset owner] has had on companies
- The issues that [asset owner] is prioritising
- The impacts that companies I am invested in are having
- Other (please specify) _____

11. How would you prefer to keep informed about how your money is invested? (Select all that apply)

- Via information on asset owner's website
- Email
- Post
- Newsletter / magazine / pension publication
- Social media (please specify) _____
- I don't want [asset owner] to communicate with me about how my money is invested

ABOUT YOU (OPTIONAL)

You may wish to collect demographic data to ensure you achieve a representative sample of respondents. The questions/categories used in national censuses can be a useful guide as to what sort of questions to ask, how to ask them and what answers to offer. Explain how this information will be used and how data will be protected, including how you will comply with local privacy laws.

The Principles for Responsible Investment (PRI)

The PRI works with its international network of signatories to put the six Principles for Responsible Investment into practice. Its goals are to understand the investment implications of environmental, social and governance (ESG) issues and to support signatories in integrating these issues into investment and ownership decisions. The PRI acts in the long-term interests of its signatories, of the financial markets and economies in which they operate and ultimately of the environment and society as a whole.

The six Principles for Responsible Investment are a voluntary and aspirational set of investment principles that offer a menu of possible actions for incorporating ESG issues into investment practice. The Principles were developed by investors, for investors. In implementing them, signatories contribute to developing a more sustainable global financial system.

More information: www.unpri.org



The PRI is an investor initiative in partnership with UNEP Finance Initiative and the UN Global Compact.

United Nations Environment Programme Finance Initiative (UNEP FI)

UNEP FI is a unique partnership between the United Nations Environment Programme (UNEP) and the global financial sector. UNEP FI works closely with over 200 financial institutions that are signatories to the UNEP FI Statement on Sustainable Development, and a range of partner organisations, to develop and promote linkages between sustainability and financial performance. Through peer-to-peer networks, research and training, UNEP FI carries out its mission to identify, promote, and realise the adoption of best environmental and sustainability practice at all levels of financial institution operations.

More information: www.unepfi.org



United Nations Global Compact

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. Launched in 2000, it is the largest corporate sustainability initiative in the world, with more than 8,800 companies and 4,000 non-business signatories based in over 160 countries, and more than 80 Local Networks.

More information: www.unglobalcompact.org

