

# ESG, SDG: Reality check

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# 17 goals to make the world sustainable by 2030



# Reality check

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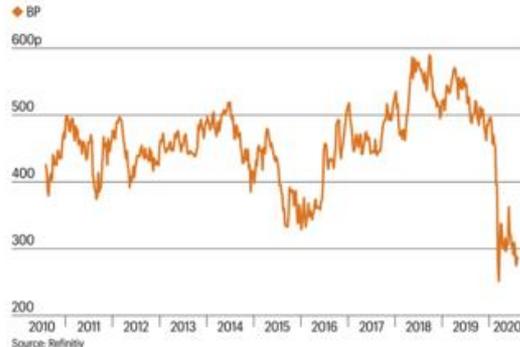
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Oliver Shah

## Box-ticking by investors will do little to solve the climate change crisis



Institutional investors tend to behave like sheep, and the sheepdogs that have chased them around in recent years have worn "ESG" tags on their collars. The letters refer to environmental, social and governance concerns, which in many cases seem to have overtaken making money as investors' primary focus.

As with most of these trends, the underlying intention is good, but the lucrative explosion of ESG funds — more than 260 were launched



**THIS KIND OF SHORT-TERM ESG PRESSURE RISKS POLARISING THE INVESTMENT LANDSCAPE**

Issue #1: Framework, shmamework

Issue #2: Board members only

# A pragmatic alternative

1. Focus on actions
2. Set minimum standards
3. Encourage front line engagement

AFR per 100k

