



Background

We believe that Environmental, Social and Governance (ESG) investment leads to better long-term financial outcomes and helps to deliver a secure and sustainable future.

Our focus on ESG investment has increased in recent years as a result of Trustee / employer expectations, changing regulation, customer insight and above all, ESG factors being intrinsically linked to taking a longer-term economic outlook.

- We want our pension customers to have the right suite of engagement tools to help them understand the impact ESG investing is having on their pension savings. In addition, understanding the positive impacts their pension savings can make towards supporting the transition to a more sustainable economy, better governance and broader improvements in society
- We want to encourage greater awareness for our pension clients (and end-customer knowledge) of ESG investment options that support possible journeys to more sustainable options

The challenge

“ How can we help our pension customers understand and engage with Environmental, Social and Governance (ESG) investing? ”

Target audience

New pension customers (of our existing or new clients) with limited/ no knowledge of ESG investing