

The growth of responsible investing is on the rise



Why is RI growing?

Here are three reasons why responsible investing (RI) is growing:

Investment success

By incorporating environmental, social and governance (ESG) factors into the process of selecting and managing investments these funds help reduce the risk of investing in damaging business practices. Because of this, they are usually either on par or **outperforming standard investments**.¹

Investor demand

People like you want the opportunity to enjoy financial gains while also helping make positive change in the world.¹

Impacts on public policy and legislation

Investors want to use their money to support legislation that consider ESG factors when making investment decisions. Here are two examples:

1. In Canada, the Government of Canada launched the Sustainable Finance Action Council to help lead the Canadian financial sector towards integrating sustainable finance into standard industry practice.
2. In the United States, they implemented the Sustainable Investment Policies Act.²

More legislation and environmental consciousness will only further heighten the opportunities and demand for sustainable investment opportunities.¹

Did you know...

Sustainable funds doubled in assets in 2021.³



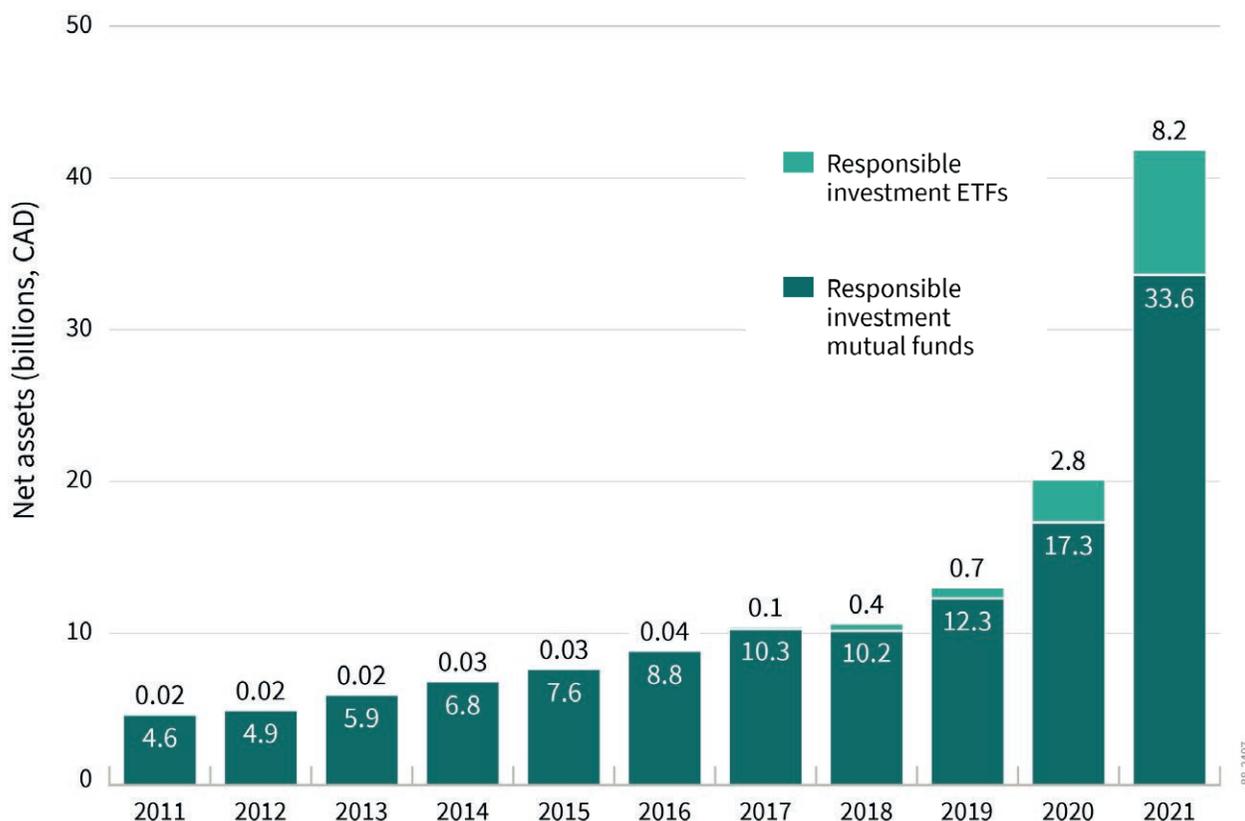
How much has RI grown?

The popularity of RI is continuing to surge globally and in Canada. A recent survey revealed that **77%** of respondents agreed that companies with strong ESG practices make better long-term investments, and **82%** said they'd like to allocate a portion of their portfolio to RI.⁴

Let's take a closer look at the growth in Canada:

Combined, net assets in ESG mutual funds and Exchange Traded Funds (ETF) have **quadrupled** since 2011.

Growth in Canadian RI Funds



In 2021, Canadian responsible investing assets accounted for **61.8%** of total Canadian assets under management.⁴

As for the global market, the latest Global Sustainable Investment Review showed that global responsible investment assets reached **US\$30.7 trillion** at the start of 2018, a **34%** increase from 2016.⁴



What's in it for you?

RI may be the future of investing due to their proven performance. RI is by no means a passing fad- it is expected to see continued growth in years to come. This may be the right fit for you if you're looking for the opportunity to drive change with your investments.



Next steps

How can you start incorporating RI into your portfolio?

1

Talk to your advisor today.

They can help you balance purpose with performance and find the right responsible investment solutions for your financial plan.

2

Learn more about [Canada Life Sustainable Portfolios](#)

- all-in-one investment solutions that give you access to portfolios that are diversified across asset classes, regions and responsible investing strategies.

¹The Growth of Sustainable Investing (yahoo.com)

²Sustainable Investment Policies Act promotes the disclosure and transparency of sustainable investment policies. Learn more here: <https://www.unpri.org/news-and-events/pri-reacts-to-the-sustainable-investment-policies-act-and-the-retirees-sustainable-investment-opportunities-act/7775.article>

³Morningstar (2021). Sustainable Investing Landscape for Canadian Fund Investors. <https://www.morningstar.com/en-ca/lp/sustainable-investing-landscape>

⁴RIA Canada (2022). Intro to Responsible Investing (RI). RIA. <https://www.riacanada.ca/responsible-investment/#:~:text=The%20latest%20RIA%20Investor%20Opinion,of%20their%20portfolio%20to%20RI>

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual funds are not guaranteed, their values change frequently, and past performance may not be repeated. A description of the key features of the segregated fund policy is contained in the information folder. Any amount allocated to a segregated fund is invested at the risk of the policyowner and may increase or decrease in value.