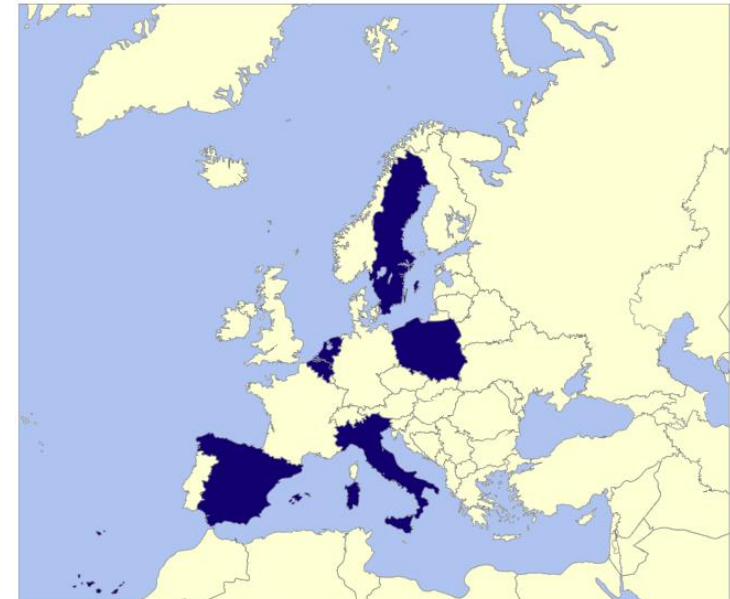


Webinar: retail demand for sustainable financial products in 6 EU countries

2DII – April 13th, 2023



Outline

Overview
Presentation of materials

PART I: RETAIL INVESTORS AND SUSTAINABLE FINANCE

- I. Interest in (sustainable) finance
- II. Beliefs about sustainable finance
- III. Sustainability motivations

PART II: RETAIL INVESTORS AND SUSTAINABLE FINANCIAL SOLUTIONS

- I. Perception of sustainable strategies
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- IV. Green alternatives to conventional products

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Wrap-up message

Overview

This report is part of a series of six reports addressing the demand for green/sustainable financial solutions in six countries of the EU (Belgium, Italy, the Netherlands, Poland, Spain and Sweden)

Each report is the synthesis of national results gathered from several materials:

- ✓ A quantitative survey (on a minimum of 1000 respondents per country)
- ✓ Qualitative interviews
- ✓ An estimate of market potential for various green financial solutions in relation with attitudes expressed in the quantitative survey

Presentation of materials

Quantitative survey

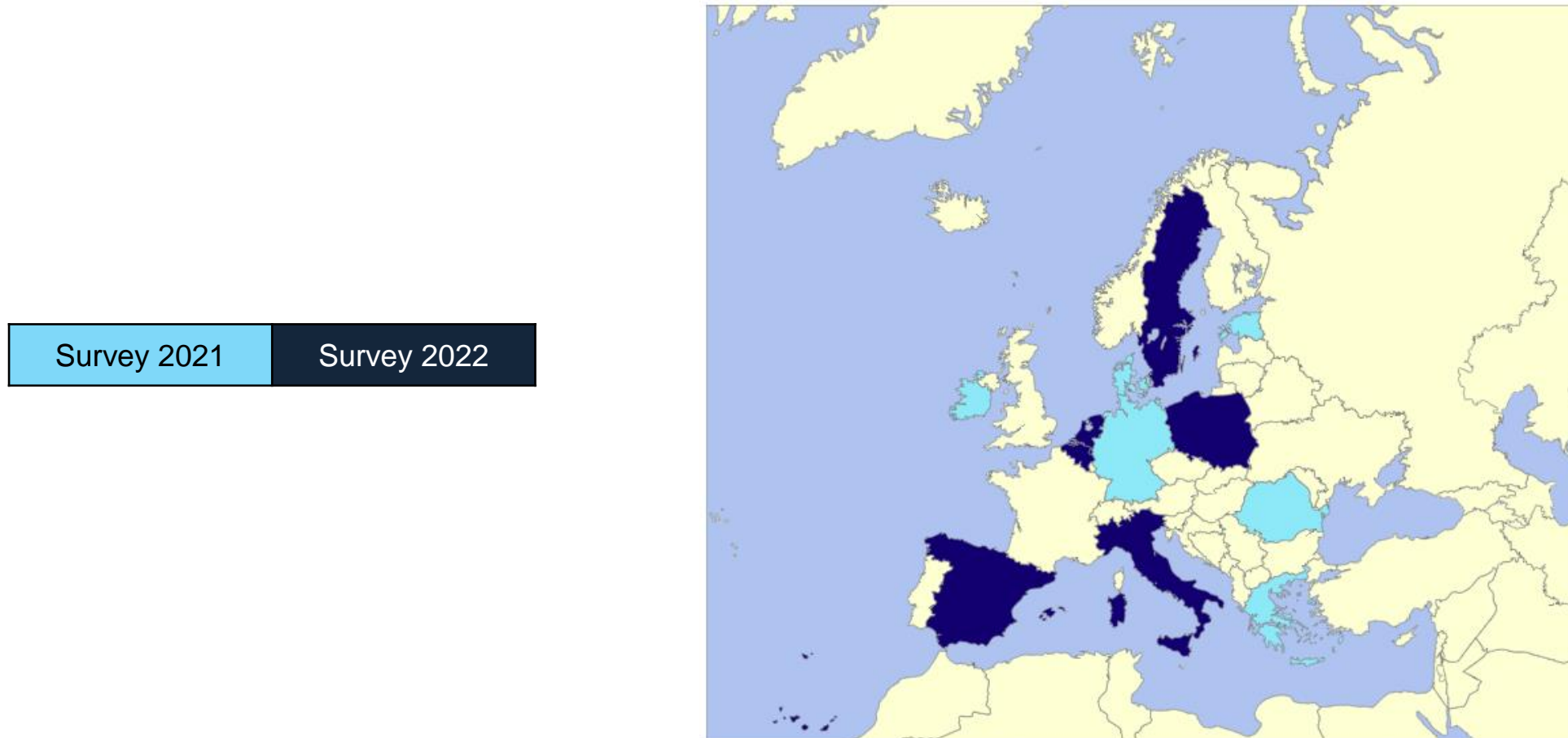
- ✓ Survey conducted in November 2022 by the polling agency Kantar
- ✓ 1000 respondents or more per country
- ✓ Selection criteria:
 - ✓ minimum monthly savings (e.g., EUR 50 in Belgium, Spain, Italy and the Netherlands) or minimum financial wealth (e.g., EUR 900)
 - ✓ representativeness in terms of gender and age

Age range	Belgium	Spain	Italy	Netherlands	Poland	Sweden	Average
18-24	10,6%	8,4%	8,5%	12,2%	7,9%	10,0%	9,6%
25-34	17,5%	16,8%	14,2%	18,4%	22,0%	20,1%	18,2%
35-44	17,0%	21,0%	17,7%	16,1%	23,0%	16,0%	18,5%
45-54	16,9%	20,5%	21,7%	17,1%	14,2%	16,6%	17,8%
55+	38,1%	33,3%	38,0%	36,2%	32,9%	37,3%	36,0%
Nb of respondents	1002	1052	1053	1000	1000	1000	/

Qualitative interviews

- ✓ Interviews conducted between November 2021 and November 2022 via national subcontractors
- ✓ Between 20 and 30 individual interviews per country (for a total of 165)
- ✓ 1 or 2 focus groups per country involving 5/6 people each
- ✓ Selection criteria: none

Map of surveyed countries



PART I: retail investors and sustainable finance

I. Interest in sustainable finance

Interest in sustainable finance

Cross-country:

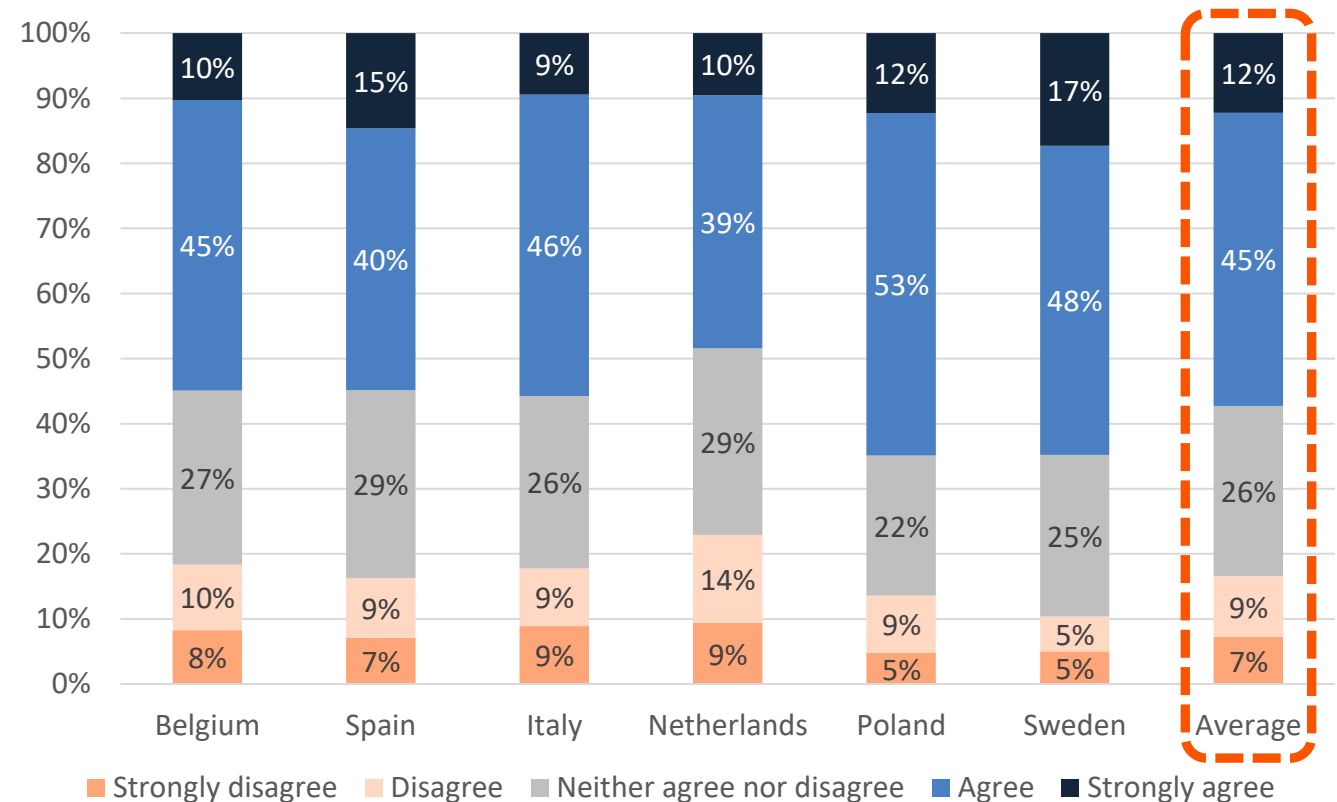
- ✓ In each country, around 50% of respondents declare an interest in sustainable finance solutions

Qualitative insights:

In interviews and focus groups, participants quasi unanimously say they would like to know more about sustainable finance, by relying on various materials (articles, podcasts, books, etc.).

It mirrors their self-reported low level of knowledge.

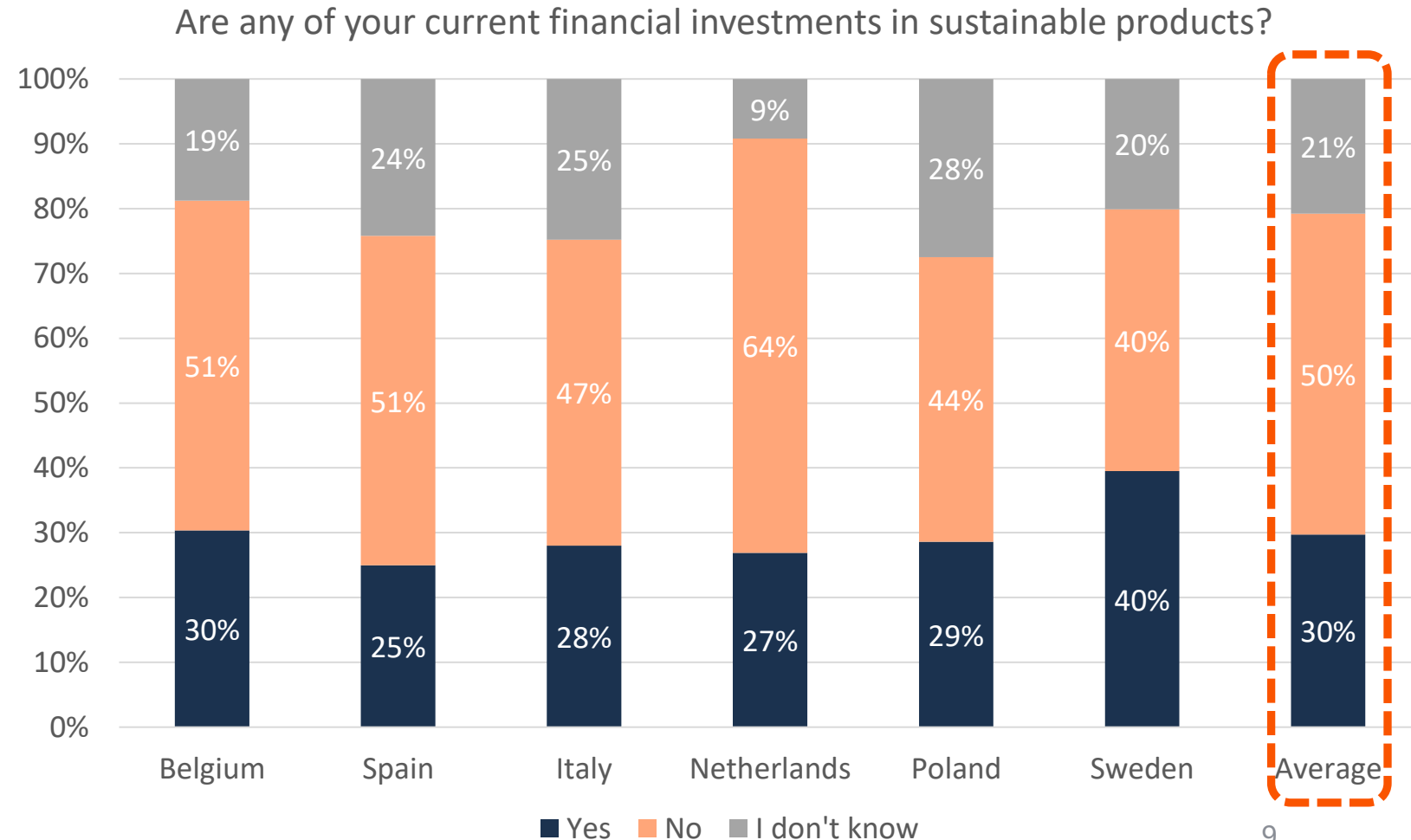
I am interested in sustainable finance solutions



Holding of sustainable financial products

Cross-country:

- ✓ In each country, only a minority of respondents say they already own sustainable financial products



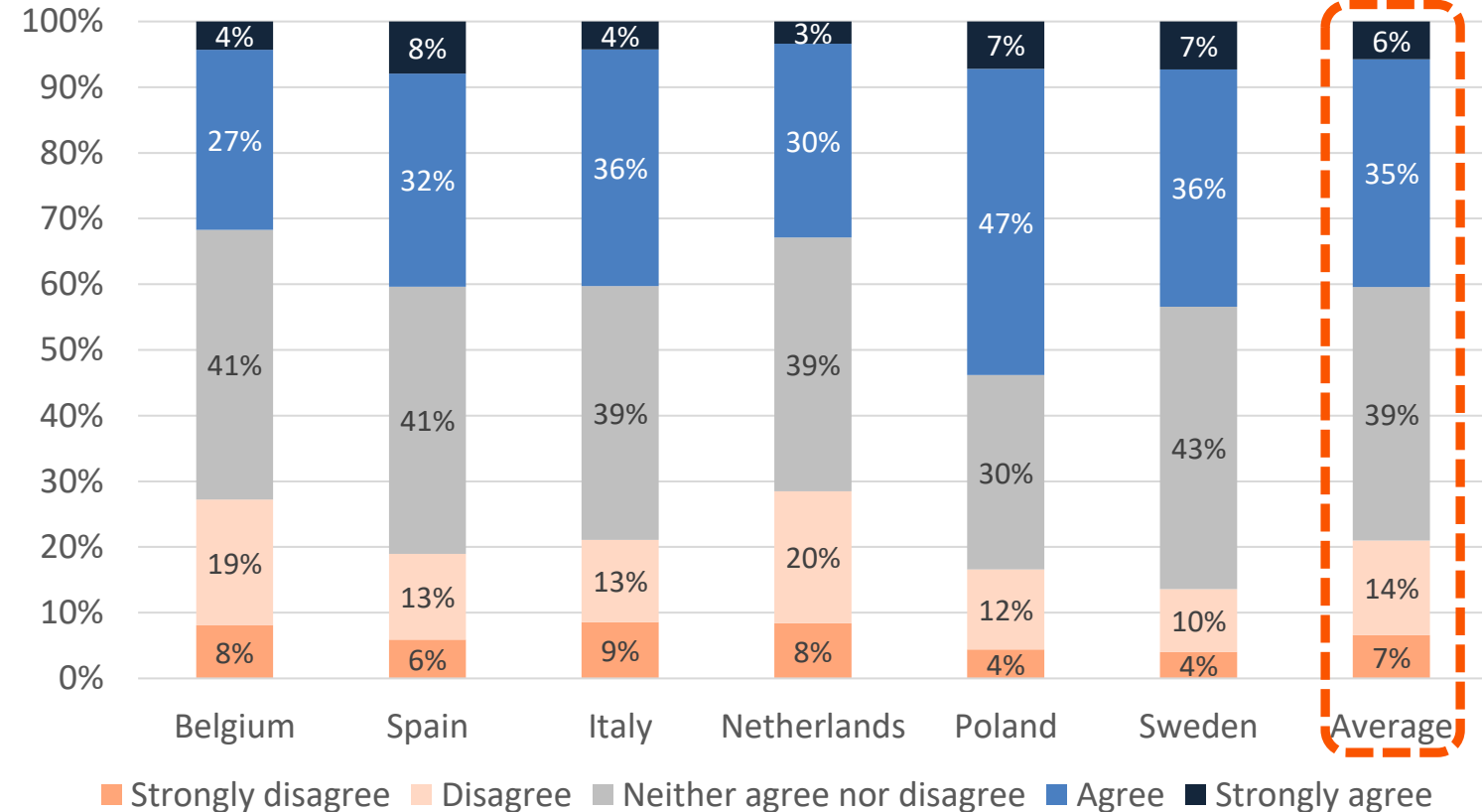
II. Beliefs about sustainable finance

An appropriate way to express values?

Cross-country:

- ✓ In each country, more respondents consider financial investments to be an appropriate way to express one's values than the opposite
- ✓ Across countries, a particularly high fraction of respondents (between 30% and 40%) does not have a clear idea about it

I believe that financial investments are an appropriate way to express one's values

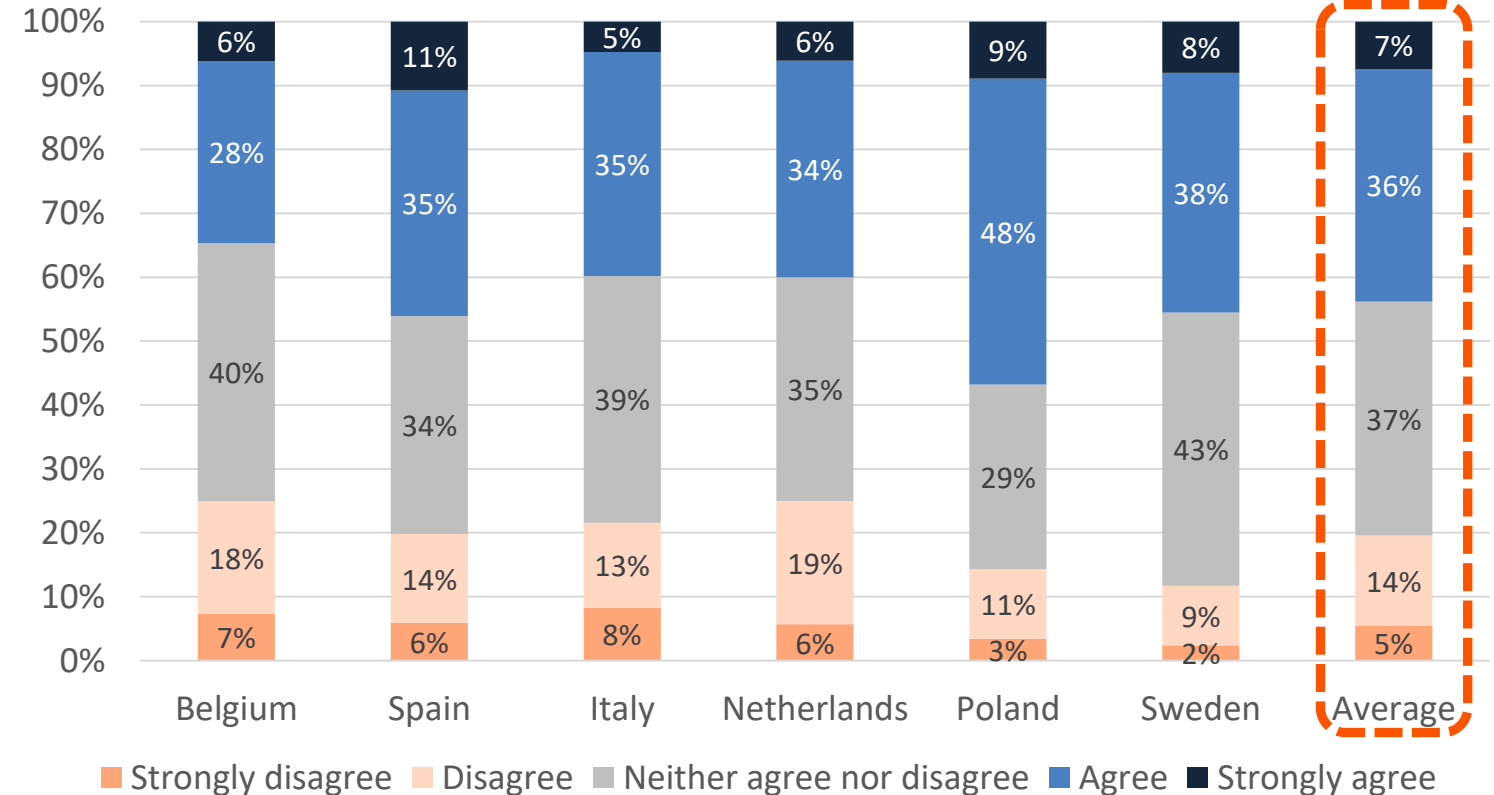


An efficient way to change the world?

Cross-country:

- ✓ In each country, more respondents consider financial investments to be effective to make a difference than the opposite
- ✓ Across countries, a particularly high fraction of respondents (between 30% and 40%) does not have a clear idea about it
- ✓ Individual answers for expressing values and changing the world correlate strongly

I believe that financial investments in general are effective to change the world



A positive effect on returns?

Cross-country:

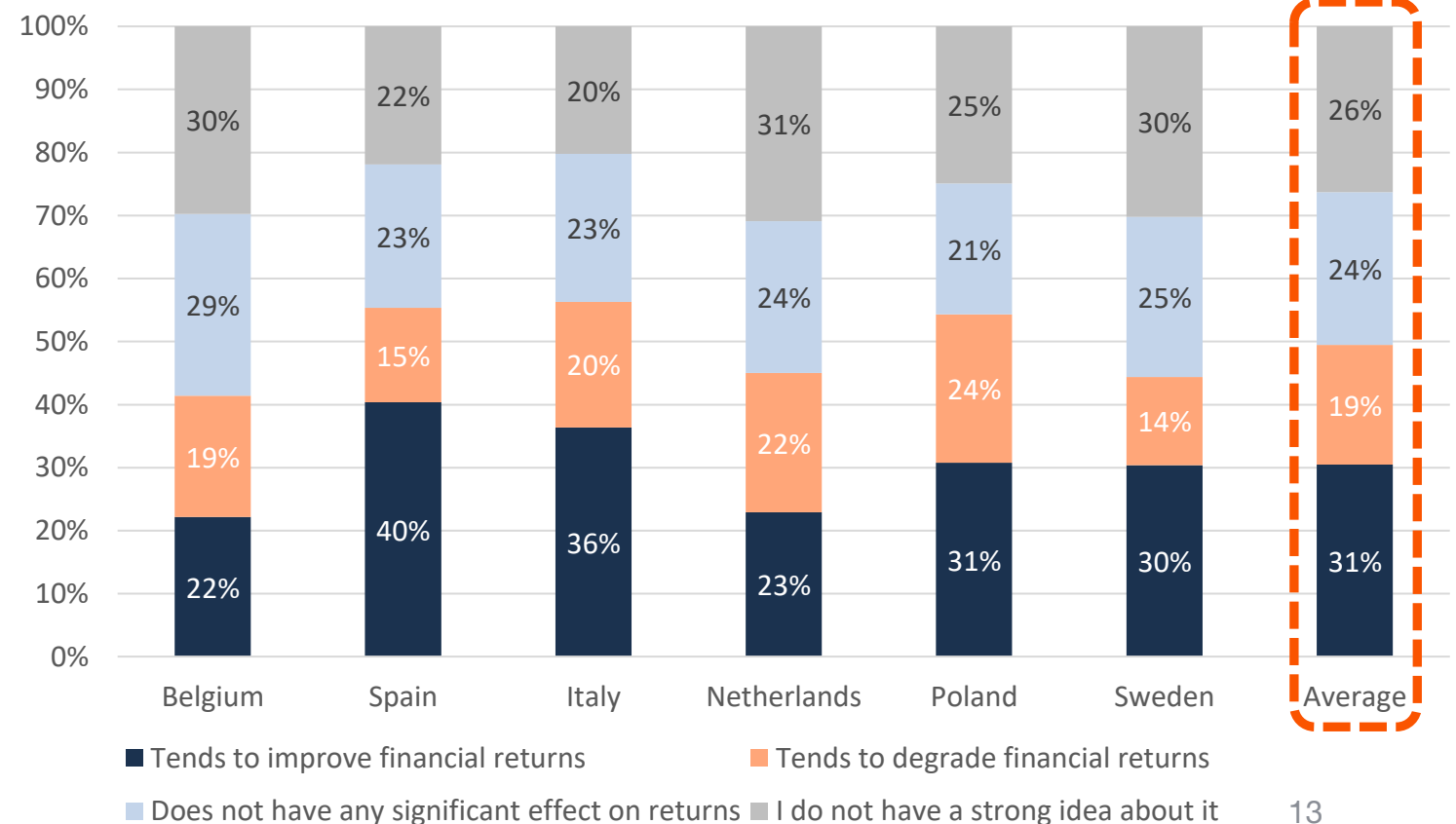
- ✓ In all countries, very diverse opinions regarding this question
- ✓ More respondents consider the effect on returns to be positive than the opposite

Qualitative insights:

In interviews and focus groups, participants often highlight that the impact on returns shall depend on the time horizon.

In the short run, it might be negative due to increased costs of sustainability for companies while in the long run it should be positive by offering a competitive edge towards laggards and enabling leaders to benefit from supporting regulations.

I believe that, in general, introducing sustainability factors into an investment strategy...





III. Sustainability motivations

Importance of aligning savings with values

Cross-country:

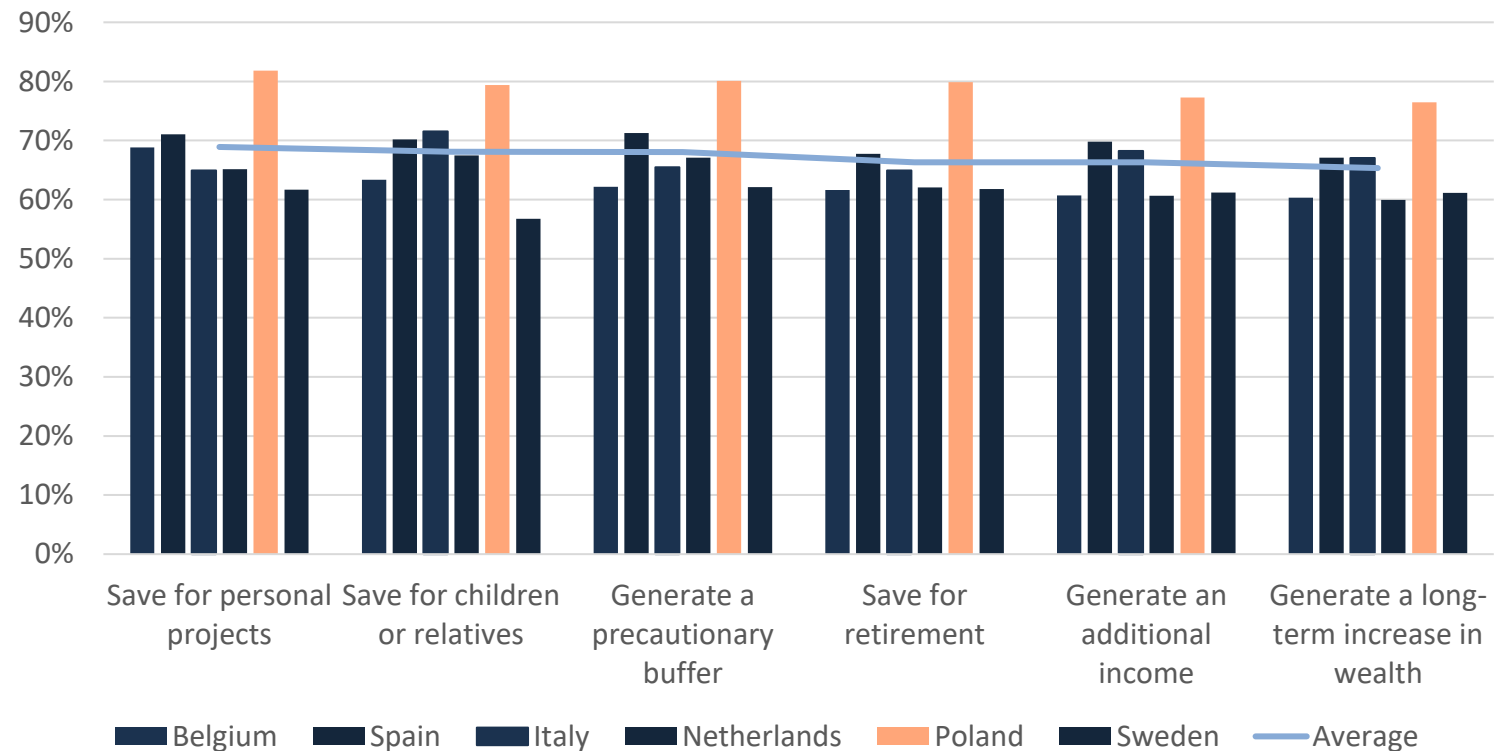
- ✓ In each country, high stability of individual answers across saving goals
- ✓ Mild differences across countries

Qualitative insights:

In interviews and focus groups, there is large consensus between participants in favour of investments that reflect investors' core values.

Few participants point towards an inconsistency between investing for returns and investing in line with values.

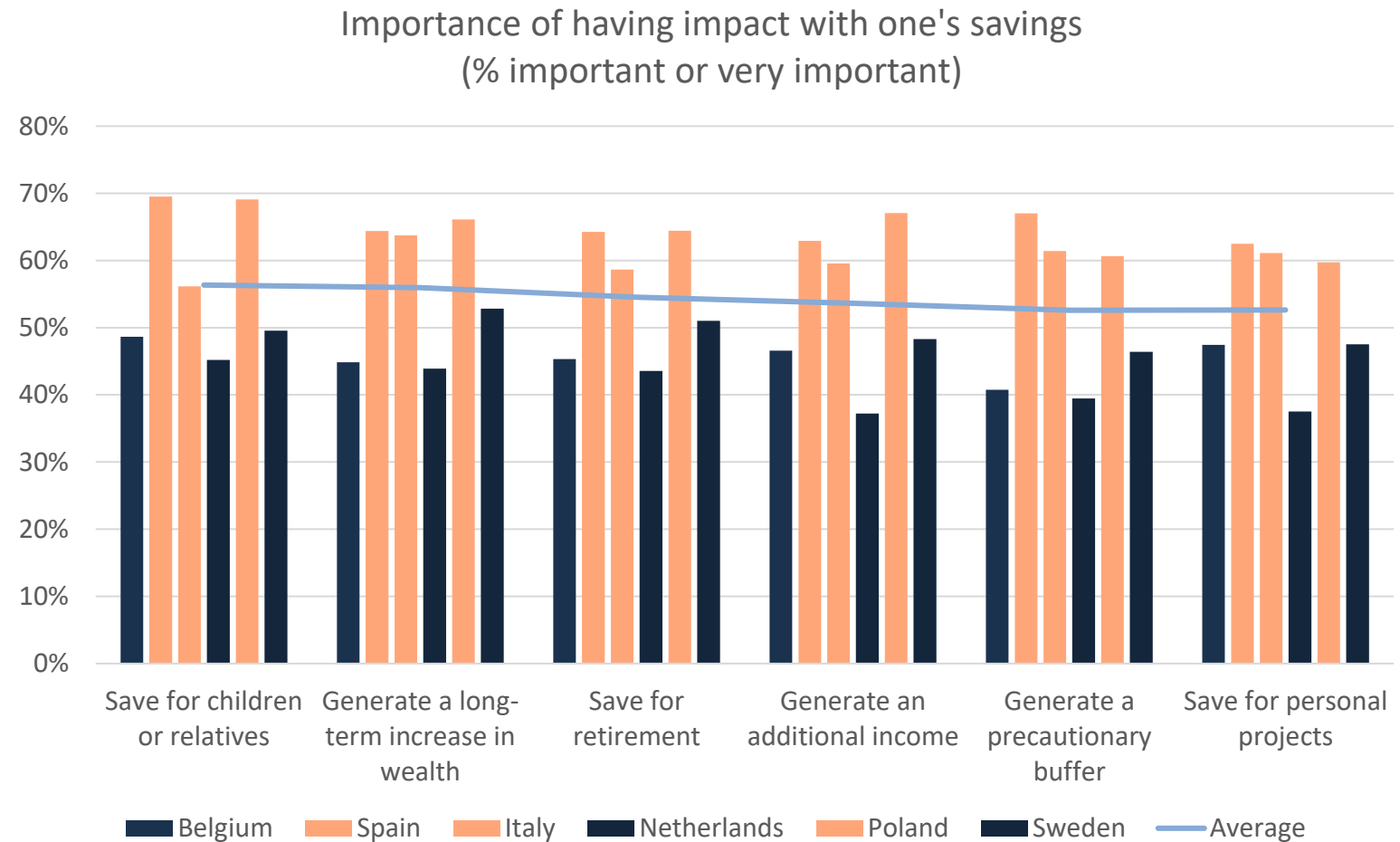
How is it important for you to align your savings with your personal values ? (% important or very important)



Importance of having impact with one's savings

Cross-country:

- ✓ In each country, high stability of individual answers across saving goals
- ✓ Large differences across countries with two clearly identified groups
- ✓ Across countries and saving goals, having impact is systematically less important than aligning with one's values (see previous slide)



Introducing sustainability motivations

- ✓ In the quantitative survey, we asked participants a series of questions regarding their financial or sustainability goals for different practical financial goals attached to their savings (e.g., saving for retirement, generate a precautionary buffer, increase personal wealth, finance personal projects, etc.).
- ✓ We considered three types of overarching goals, two being related to sustainability (aligning savings with one's values and having an impact on the world) and one being purely financial (achieving maximum return for a certain level of risk).
- ✓ By averaging the answers for the various saving goals, we were able to generate a typology of seven “sustainability profiles”, either pure (focusing on one goal only) or mixed (caring for two or three goals) as displayed in the following slide.

Sustainability profiles

Cross-country:

- ✓ In all countries, a majority of respondents have a mixed profile, combining various motivations
- ✓ On average, 53% of European respondents are willing to have impact with their savings
- ✓ In all countries, the “pure impact” profile is the least frequent while the most frequent one is the “value + impact + return” profile
- ✓ In all countries, less than a fifth of respondents do not have sustainability motivations beyond maximizing returns

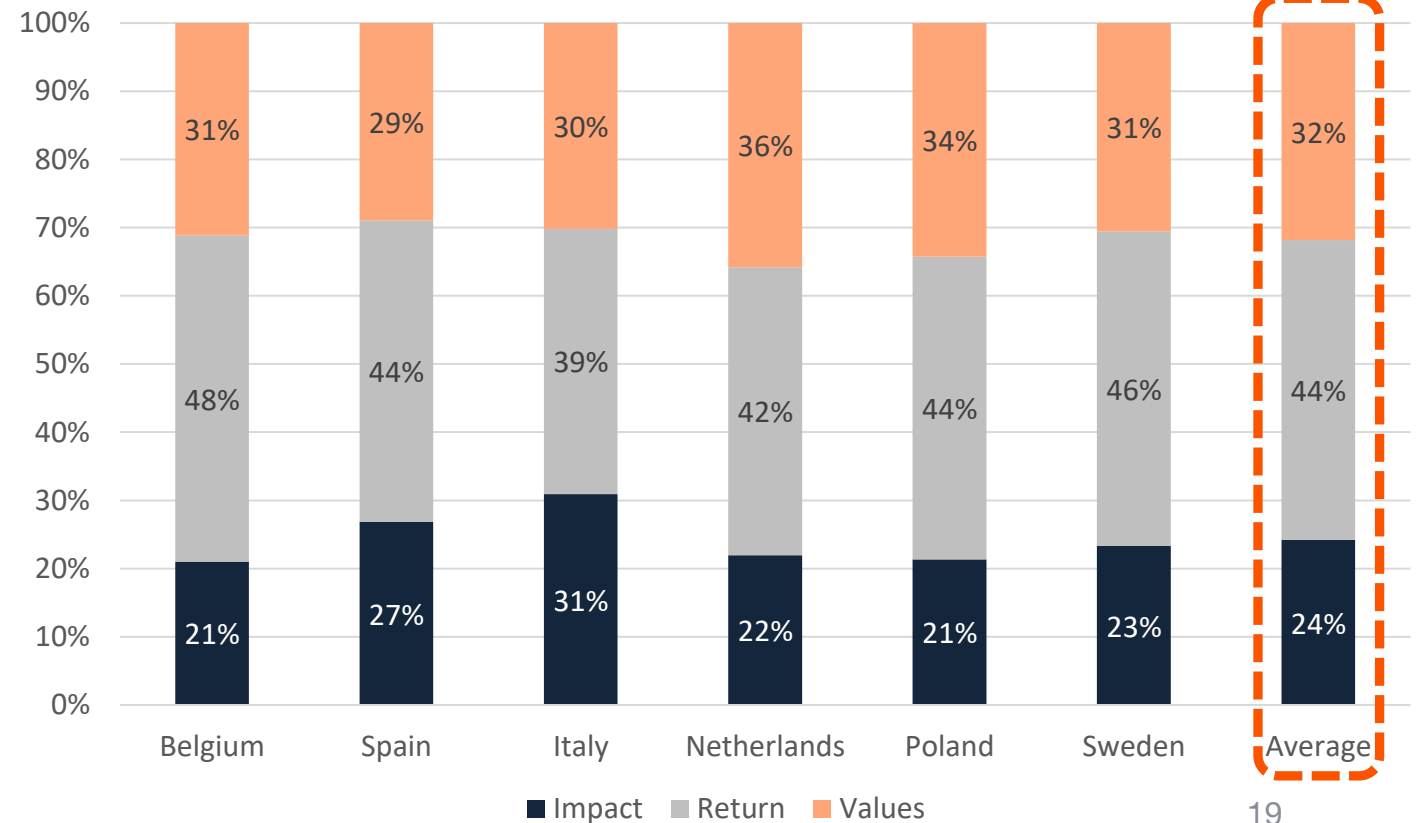
	Belgium	Spain	Italy	Netherlands	Poland	Sweden	Average
Pure impact	1,8%	2,9%	2,8%	3,0%	1,7%	2,2%	2,4%
Pure values	6,9%	4,5%	4,7%	12,6%	3,9%	3,4%	6,0%
Pure return	15,2%	11,0%	9,4%	10,6%	7,7%	20,1%	12,3%
Mix of impact and return	3,2%	6,1%	5,7%	3,2%	5,1%	5,7%	4,8%
Mix of values and return	19,7%	9,2%	10,3%	20,0%	17,5%	17,7%	15,7%
Mix of values and impact	7,1%	7,6%	6,9%	8,6%	2,5%	5,0%	6,3%
Mix of values, impact and return	29,8%	48,3%	44,7%	24,3%	53,6%	35,5%	39,4%
No clear profile	16,4%	10,4%	15,5%	17,7%	8,0%	10,4%	13,1%

Trading off sustainability motivations

Cross-country:

- ✓ In all countries, most respondents tend to favor returns in case of necessary tradeoffs between all sustainability motivations

When respondents have all motivations at once, which one is prioritized? (all saving goals altogether)



A concession on returns?

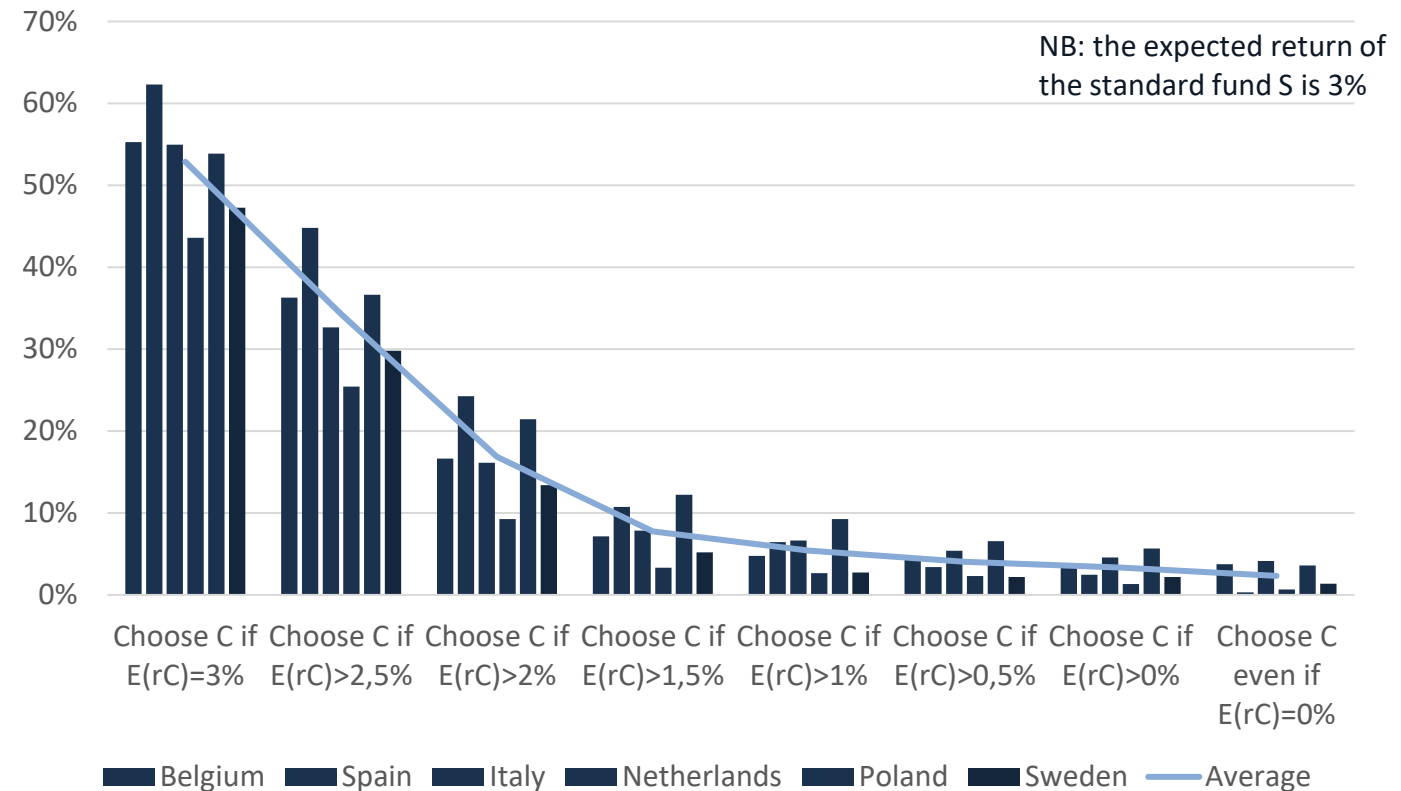
Cross-country:

- ✓ In each country, the proportion that chooses the climate fund falls rapidly when expected return is lower than for the standard fund
- ✓ Everywhere, only a handful of respondents (less than 12%) choose the climate fund when expected return is cut by half

Qualitative insights:

In interviews and focus groups, participants often claim they would tolerate lower returns for sustainable financial products in relation with higher fees but they'd do it with a dose of reluctance and suspicion. They require a high level of transparency on the reasons behind the higher fees.

Proportion of respondents that choose a climate-oriented bond fund (C) vs a standard bond fund (S) depending on their respective expected returns



PART II: retail investors and sustainable financial solutions

A faint, light blue outline map of Southeast Asia is visible in the background of the slide, showing the main landmasses and surrounding islands.

I. Perception of sustainable strategies

Exclusion as a sustainable strategy

When explained the strategy of exclusion, participants in interviews or focus groups report they find the strategy

- ✓ easy to understand,
- ✓ and well-suited for aligning one's savings with one's personal values.



Oppositely, it is often viewed as

- ✓ hard to implement,
- ✓ encompassing negative side effects, for instance by leaving more room to other non-sustainable investors to get financial returns and influence companies,
- ✓ requiring both self-awareness from investors and a good knowledge of companies' activities and processes.



Best-in-class as a sustainable strategy

When explained the best-in-class approach, respondents report **conflicting views**.

While some consider it intrinsically illogical (why favoring companies that are already more advanced?), others find it a good way to emulate companies to adopt the most sustainable processes.

Financially-skilled respondents note that this strategy, unlike exclusions, enable the investors to hold portfolios that remain sector-diversified. But, at the same time, the strategy mechanically reduces the basket of invested companies, increasing specific risk.

In any case, as pinpointed by some respondents, the perceived relevance of the strategy lies on the **trust in ESG ratings**.



Thematic investment as a sustainable strategy

When explained the strategy of thematic investing, participants consider it to be a good way to

- ✓ express one's values and aspirations for people that already have strong views.
- ✓ channel capital towards companies that contribute to the long-term objective.

On the other hand, it implies that the portfolio will be concentrated on a few sectors only and, consequently, lack diversification. Therefore, it is well-suited for investors with low risk aversion.



Engagement as a sustainable strategy

When explained engagement, participants in interviews or focus groups reported both an attraction and a suspicion about its real capacity to generate real-world impact.

“It is dangerous, creates perverse incentives and can lead to undesired outcomes.”

“Not the best as the effectiveness of this approach is limited to the power and amount of money invested by the investor.”

“I think it's a good strategy as it allows companies to change and be accountable for their mistakes. Companies that have failed people's expectation of them usually need the most support, rather than being alienated from society or the stock market.”



Profit-sharing as a sustainable strategy

When explained, profit-sharing (i.e., the mechanism of distributing part of the investor achieved returns to pre-defined charities), fuels **mixed feelings** in participants in interviews or focus groups.

Some oppose the idea of mixing investing with charity donations or consider it an easy way to deal with investors' moral duties while others consider it interesting if certain conditions are fulfilled (e.g., a free choice of beneficiaries and the implementation of donation only if a certain level of returns is achieved);



II. Perception of impact products

Perception of impact investing as a sustainable strategy

When explained the strategy of impact investing, participants in interviews or focus groups reported both an attraction and a suspicion about the promise to generate real-world impact.

To buy products applying the strategy, they require an extensive view on the mechanisms of impact that are actioned and transparency on both past outcomes and methodologies to assess impact. **Doubts** are often raised about the capability to really evaluate impact ex ante or measure it ex post.



“Impact investing would be my preferred investment strategy if I could get a regular follow up of the achieved impact.”

“Having seen this play out multiple times, I have little faith in people predicting what will happen.”



Savings vs other means to have impact

Qualitative insights

Do you think you can personally have an impact on the society through your savings?

Across countries, we could observe in qualitative interviews and focus groups that participants generally consider that theoretically it could work but, in practice, it would be strongly **conditional to the size** of the investor.

Some add that, even if the real impact is negligible, it is still **necessary to do one's part**. In general, participants agree that they can make a big impact altogether.



Do you think you can achieve higher impact through your savings, your consumption, your donations, your job, or your votes? Why?

Across countries, participants in interviews or focus groups highlighted the pros and cons of the different actions.

In particular, consumption was seen positively because of its direct effects, its universality (i.e., can be actioned by anybody) and its high visibility (that can generate positive spillovers).

Job is perceived as having the maximum leverage as one can change the processes of large organizations.

Voting is perceived ambiguously, positively as a symbolic marker of one's implication within society and having a high potential impact on paper as politics set the game rules, and simultaneously with a lot of suspicion about the real functioning of democracy (inertia, lobbies' influence, etc.).

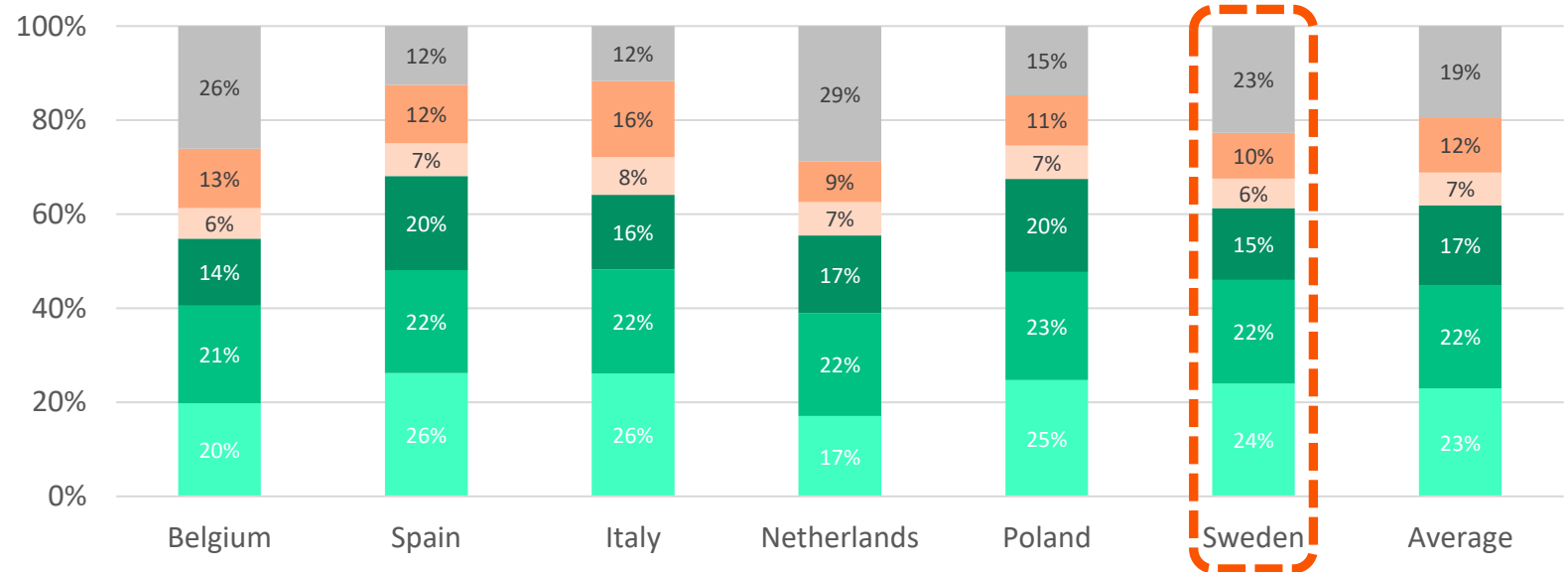


What impact funds are

Cross-country:

- ✓ In all countries, very diverse opinions regarding the question suggesting that the denomination is equivocal

How do you understand the functioning of a fund called "Environmental Impact Fund" based on this denomination?



■ I don't know

■ The fund only invests in companies that have a clear measured positive impact on the environment AND the fund ensures its investors a clear measured positive impact on the environment through their investments

■ The fund uses a specific investment strategy that may enable its investors to have a positive impact on the environment through their investments (but the actual impact of investments is not precisely measured)

■ The fund uses a specific investment strategy that ensures its investors a clear measured positive impact on the environment through their investments

■ The fund only invests in companies that may have a positive impact on the environment through their products and services (but the actual impact of invested companies is not precisely measured)

■ The fund only invests in companies that have a clear measured positive impact on the environment through their products and services

What impact funds should be

Cross-country:

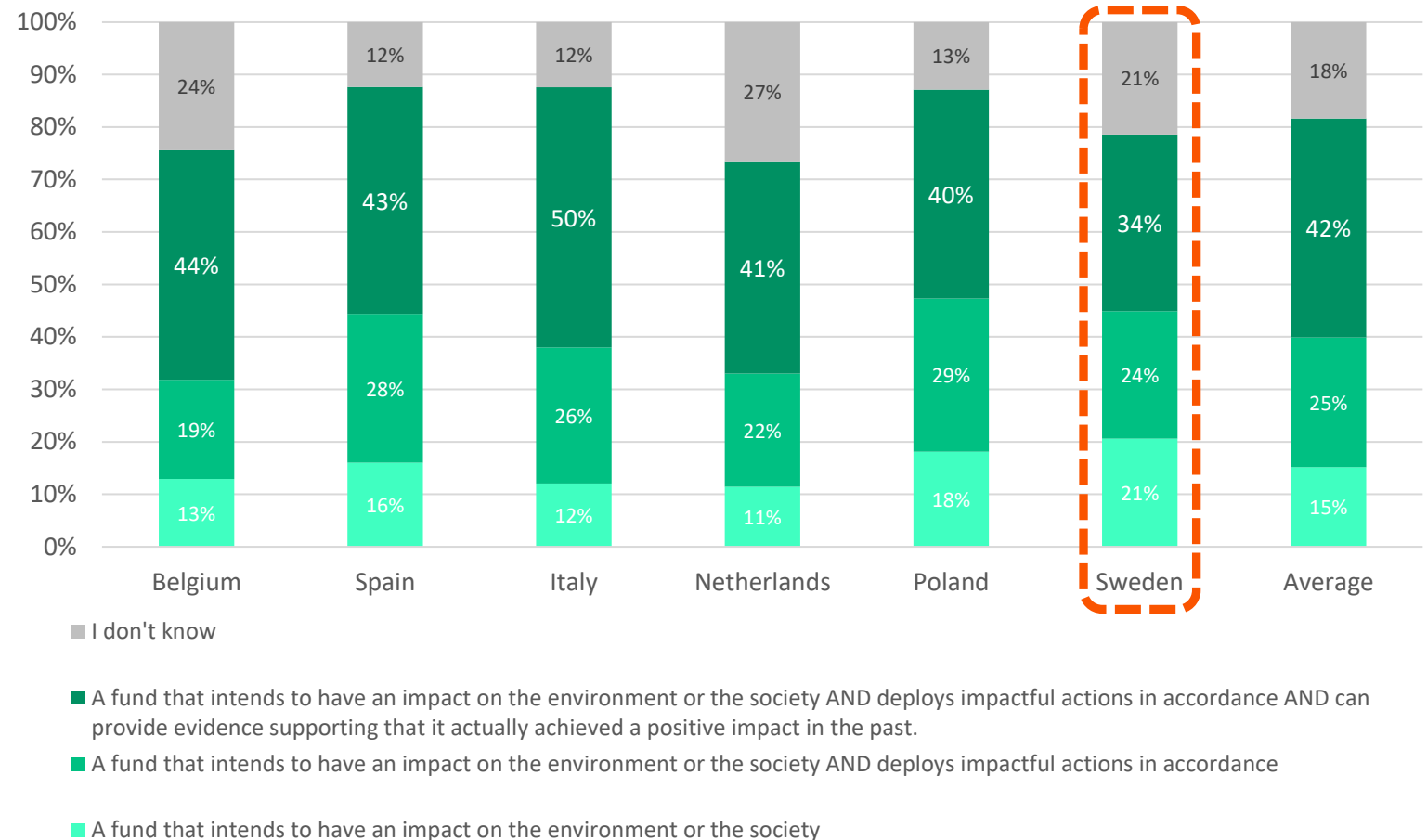
- ✓ In all countries, pretty diverse opinions regarding the question
- ✓ In all countries, the most frequent answer applies to the most demanding (and protective) definition
- ✓ In all countries, the purely intentional definition is the least often selected

Qualitative insights:

In interviews and focus groups, participants generally consider that measuring and disclosing one's impact is practically difficult for funds.

They are divided between those that see it as important to avoid greenwashing or impact-washing and others that perceive it as only a "nice-to-have". For the latter, it is enough to have evidence that the fund actively contributes to a collective movement towards sustainability or has a clear positive attitude towards a certain environmental or social issue.

What should be an Impact Fund in order not to mislead investors?



A faint, light blue outline map of Southeast Asia is visible in the background of the slide, showing the main landmasses and surrounding islands.

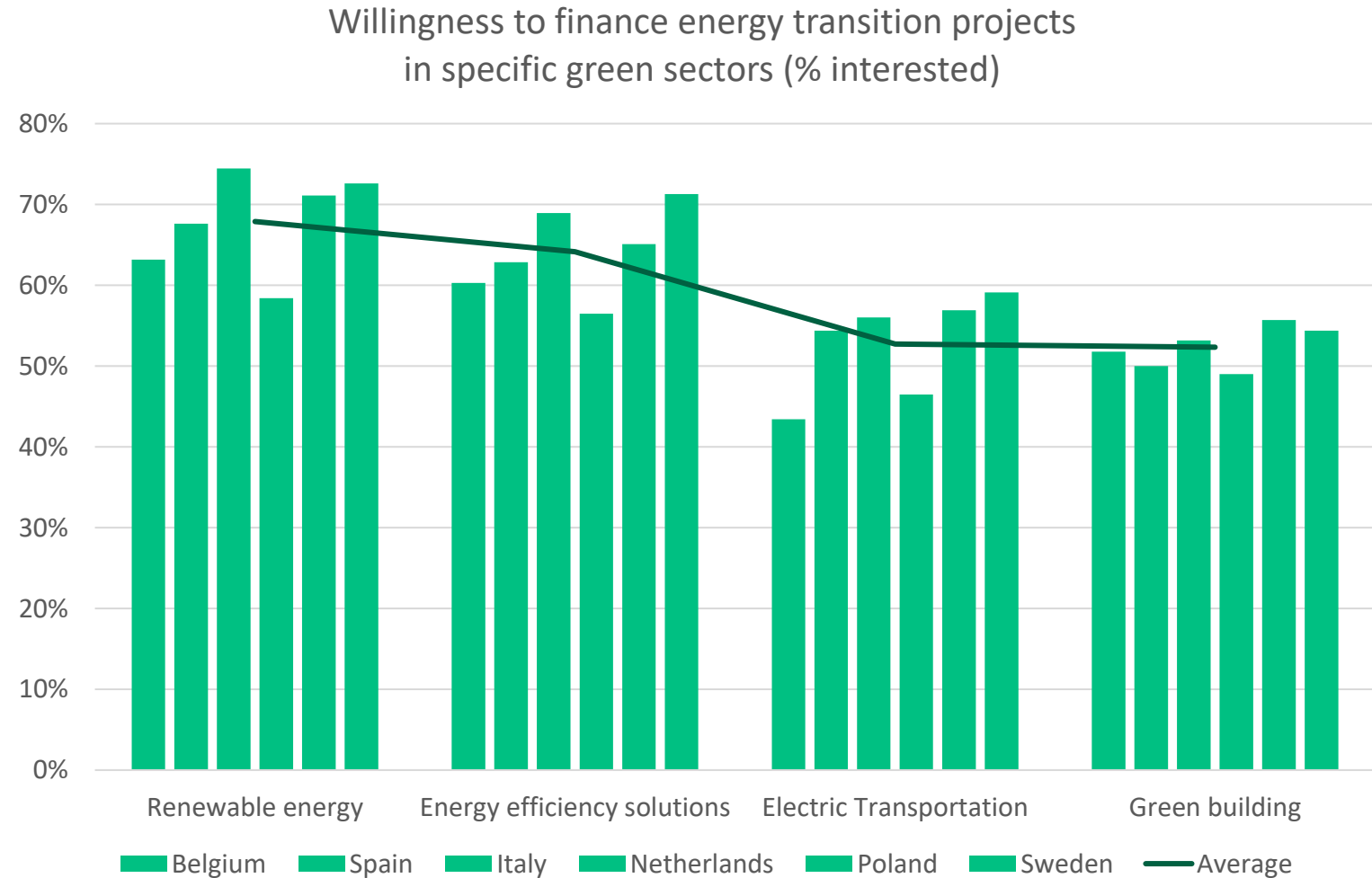
III. Investing to finance the energy transition

Willingness to finance the green energy transition

- sectors

Cross-country:

- ✓ An interest more pronounced when the question is specific than general (see previous slide for comparison)
- ✓ Proportion of potential funders increases by 10-20 pp when sectors are specified
- ✓ A clear preference for financing projects in renewable energy and energy efficiency sectors



Willingness to finance the green energy transition

- economic agents

Cross-country:

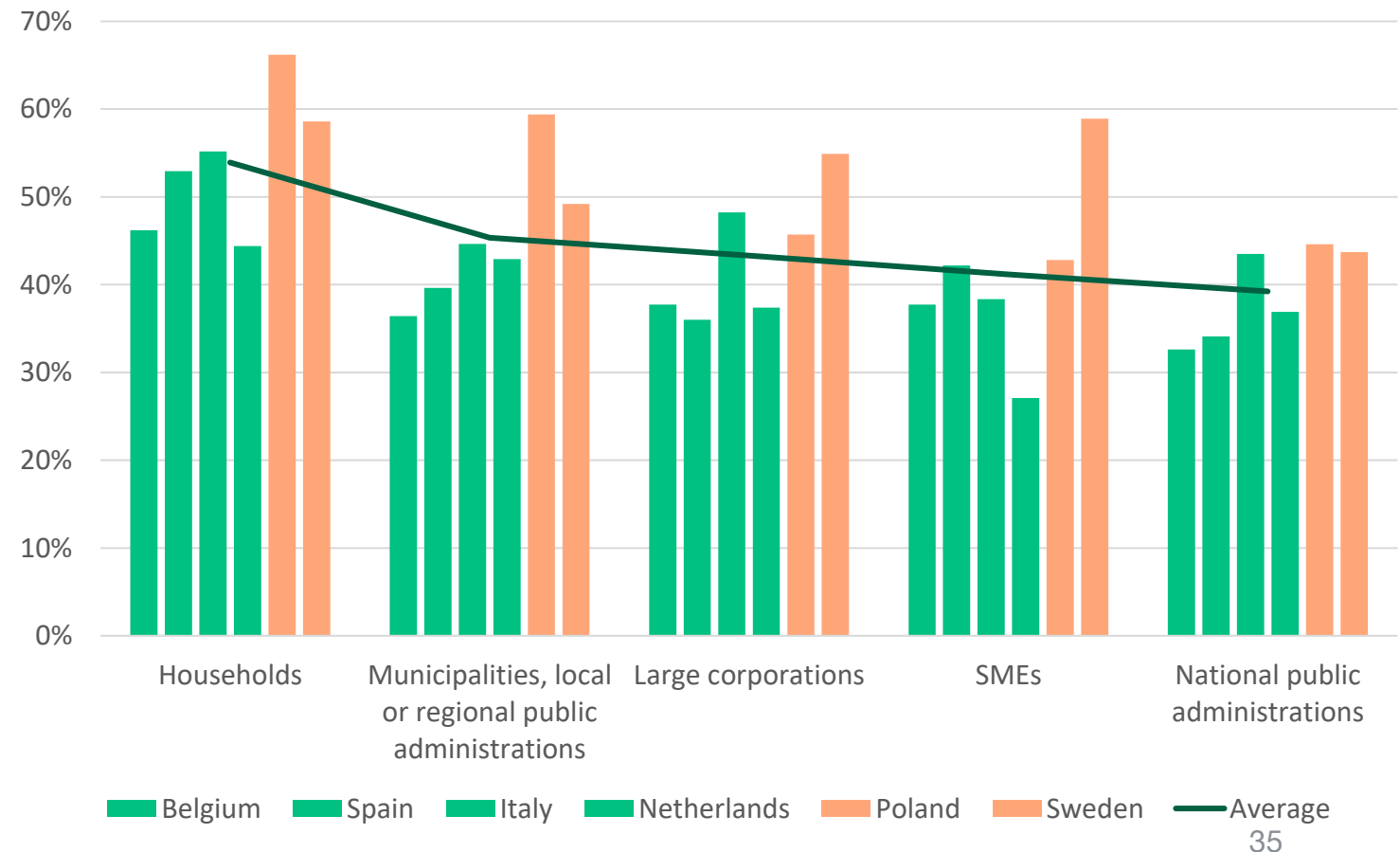
- ✓ Low variations across potential beneficiaries
- ✓ Financing projects for households appear to be slightly more appealing.
- ✓ This result advocates for new types of green financial solutions as current ones most often target (large) companies)

Qualitative insights:

In interviews and focus groups, some participants report a preference for financing (large or small) companies as they perceive them as more effective to allocate capital in an efficient way compared to administrations.

Small companies are also perceived to be more innovative and therefore have a higher impact potential while large companies are seen as less risky.

Willingness to finance energy transition projects
for specific economic agents (% interested)



Willingness to finance the green energy transition

- geographical zones

Cross-country:

- ✓ A clear preference for financing nationally or locally

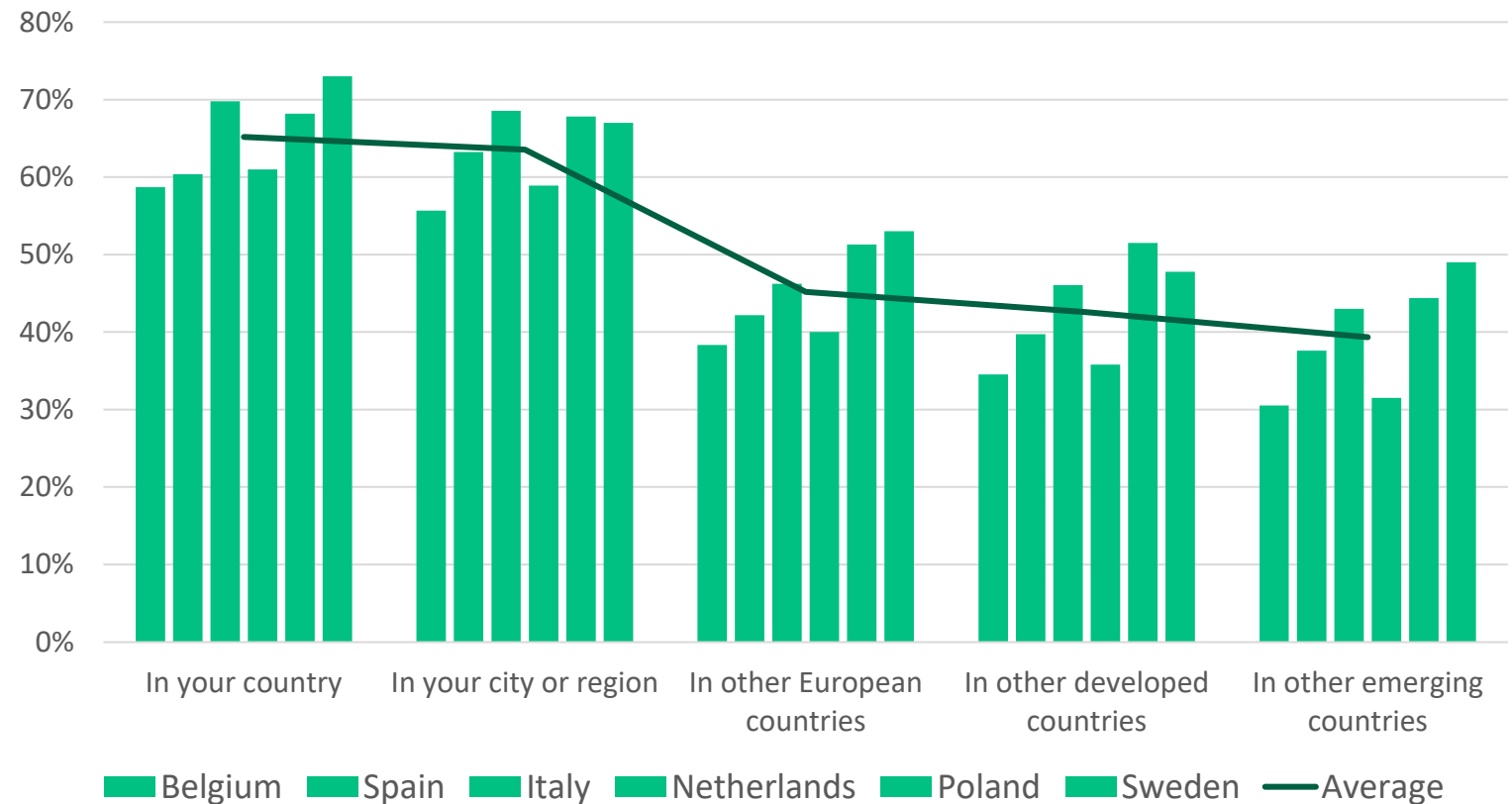
Qualitative insights:

In interviews and focus groups, participants explain their preference for local/national projects by referring to a lower (perceived) risk or a higher transparency and easier access to information. They sometimes also connect it to an enhanced emotional salience and to the possibility to benefit from it.

Oppositely, and much less frequently, others prefer investing in developing countries as they consider the funding gap to be more pronounced there and observe that it is necessary to raise the bar everywhere to solve global issues.

A third category do not focus on the zone and consider the selection process should apply at the project level only.

Willingness to finance energy transition projects
in specific zones (% interested)

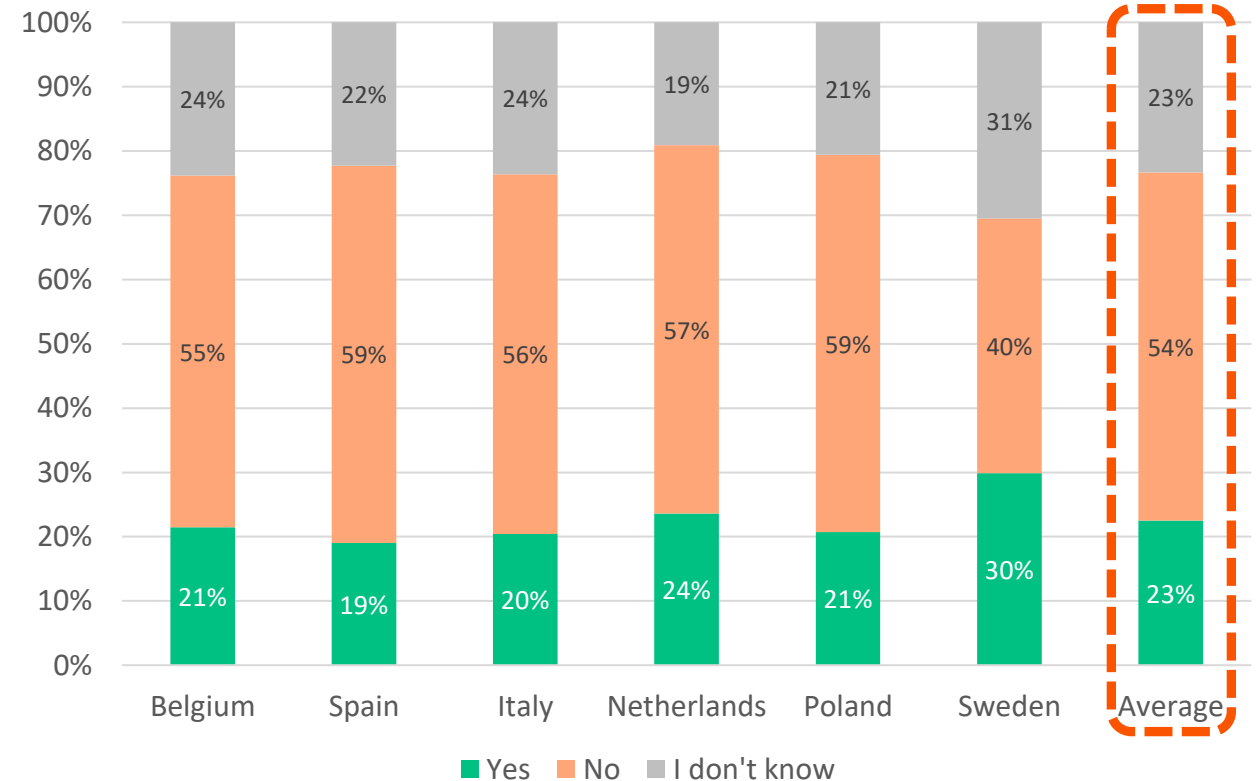


Holding of products financing the green energy transition - general

Cross-country:

- ✓ In each country, only a minority of respondents already own financial products that finance the green energy transition

Do you personally own financial products that contribute to the financing of the green energy transition?



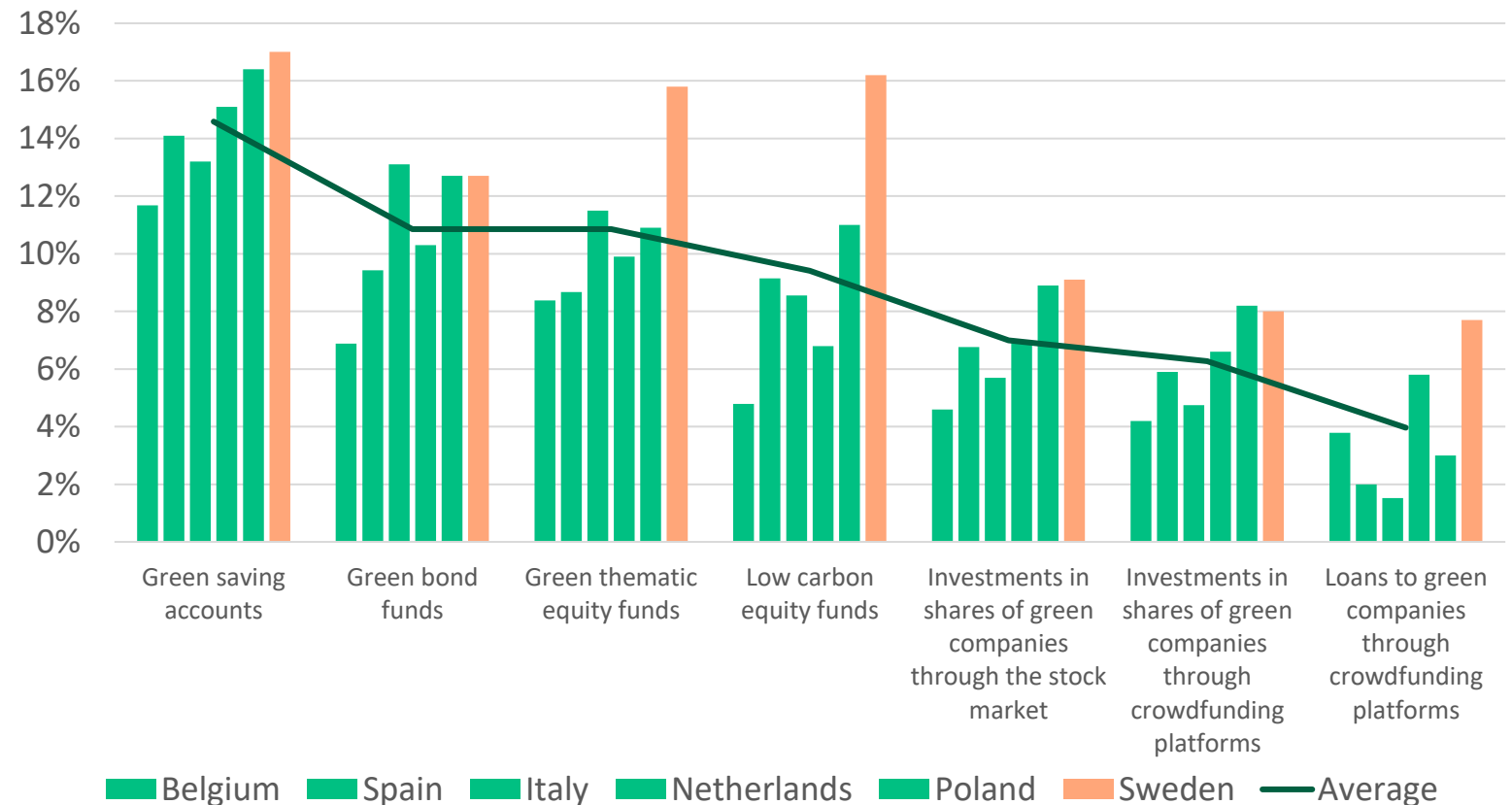
Holding of products financing the green energy transition

- specifics

Cross-country:

- ✓ Among different green financial products, green saving accounts and in a lesser extent green funds are the most often owned
- ✓ Oppositely, direct investments through the stock exchange or crowdfunding platforms are less common

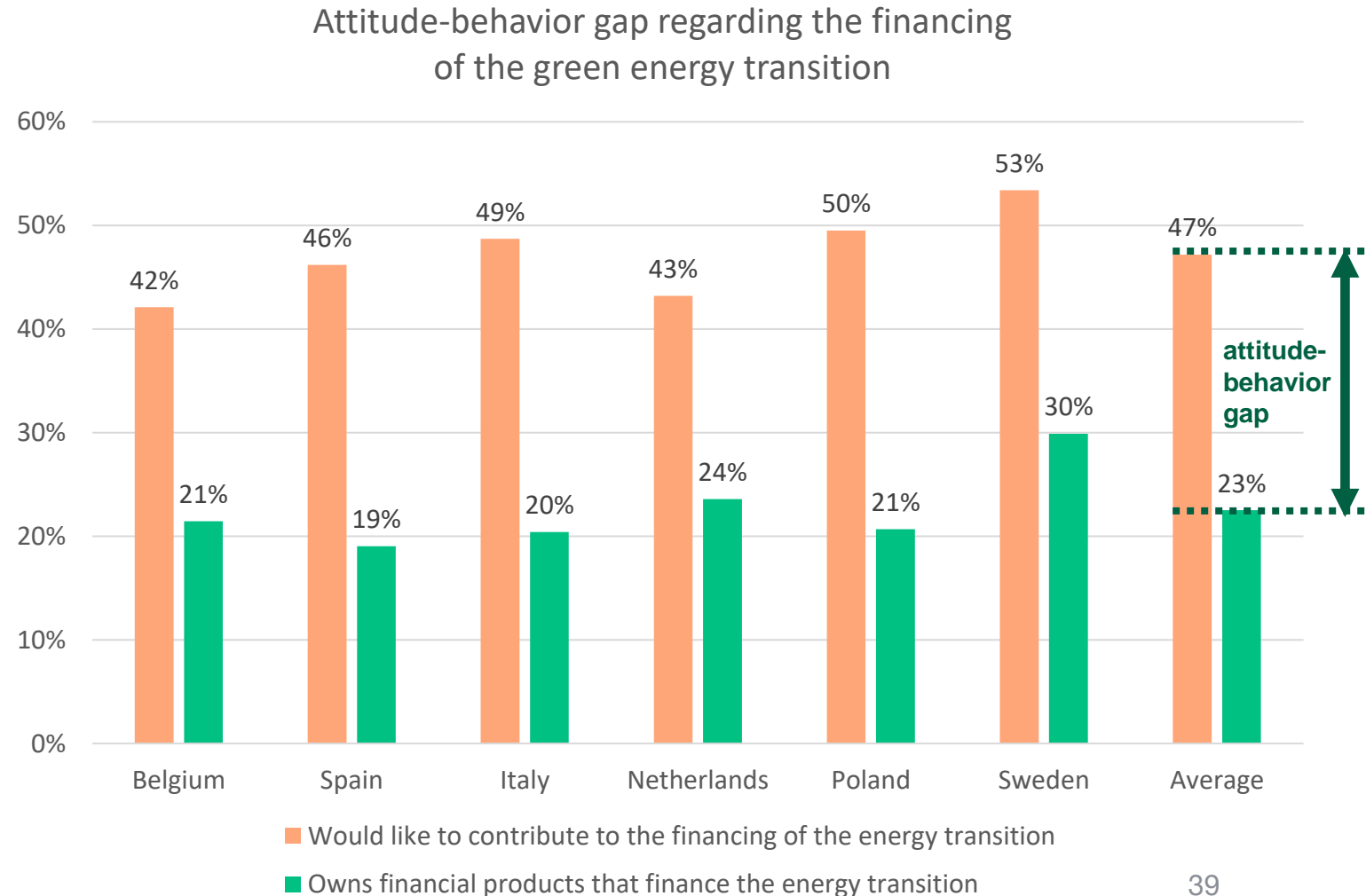
Holdings of specific financial products contributing to the financing of the green energy transition



An attitude-behavior gap

Cross-country:

- ✓ In each country, there are 20%-30% of respondents that would like to finance the energy transition but do not own financial products doing that
- ✓ It means there is an untapped potential for green financial products

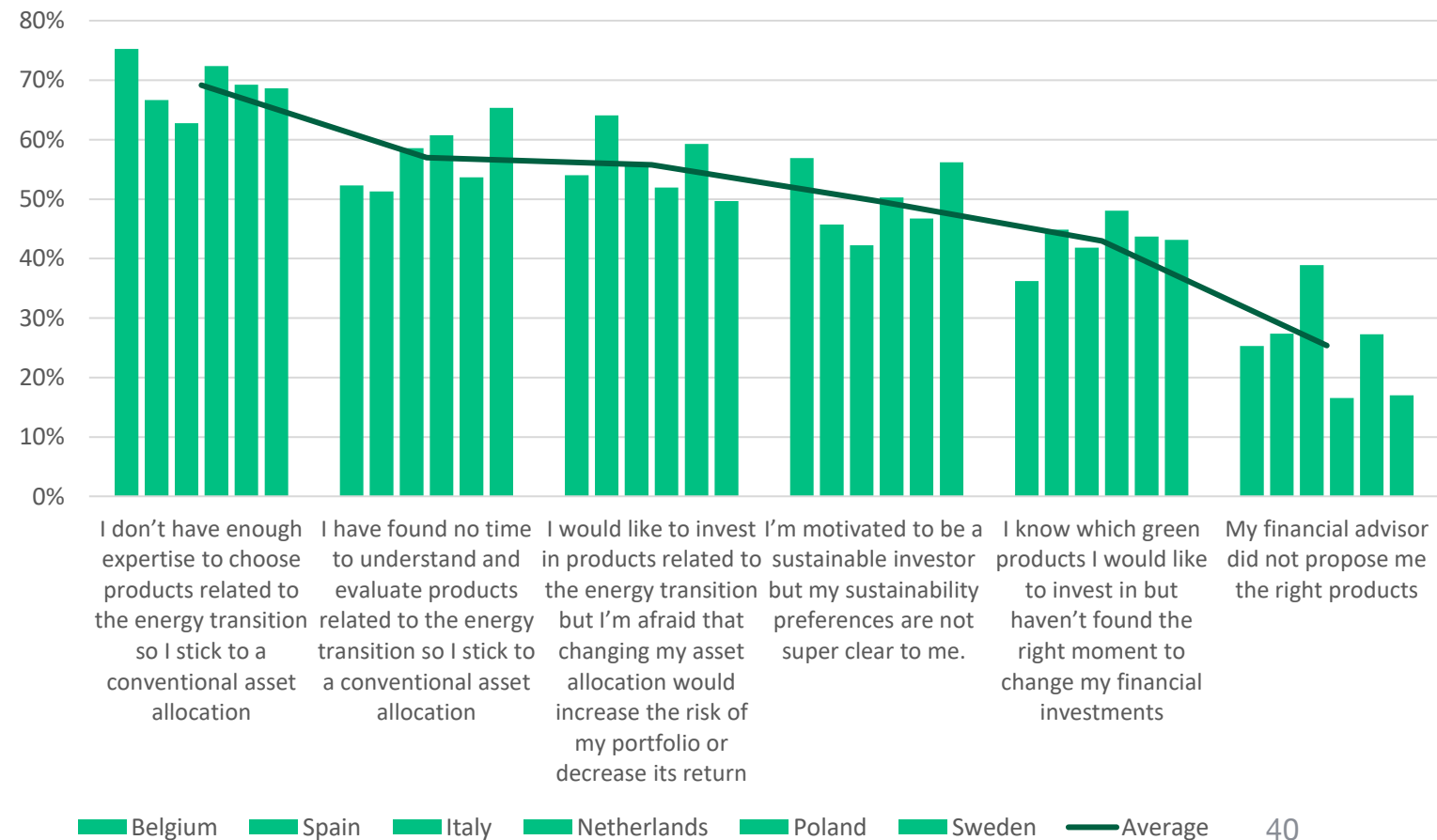


Blockers preventing the financing of the green energy transition

Cross-country:

- ✓ A lack of time and expertise rather than a lack of available options explains the difference between intentions to finance the energy transition through savings and the actual behaviors

Reasons behind the respondent's intention-behavior gap
(up to three reasons)



IV. Interest for green financial products

Interest for green alternatives to conventional financial products

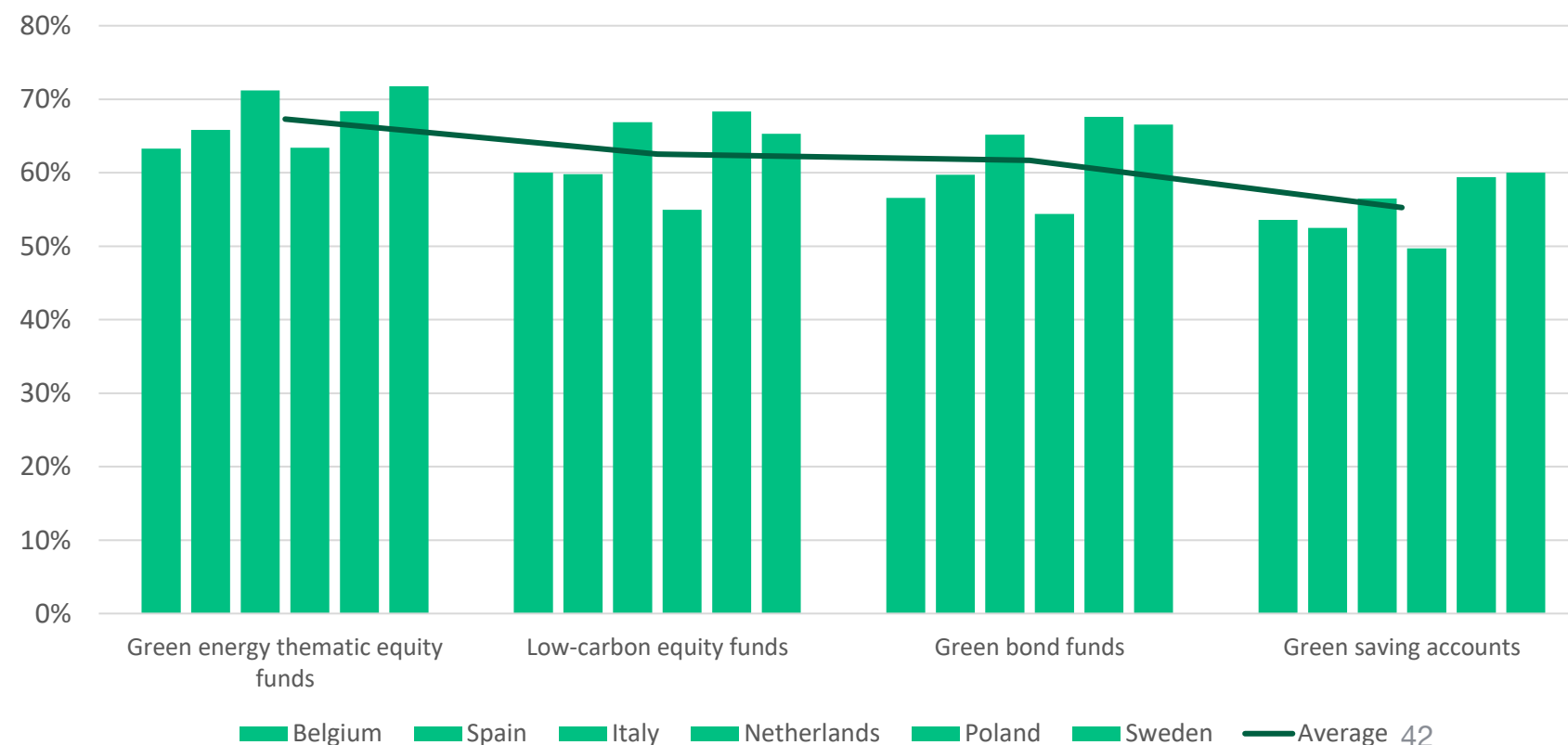
Cross-country:

- ✓ For all types of conventional products, a majority of respondents declares to be interested into switching to the proposed greener alternative
- ✓ Thematic equity funds are the most appealing alternatives while green saving accounts are the least ones

Qualitative insights:

In interviews and focus groups, respondents not interested explain it by displaying a low trust/knowledge about those products and fear a “green bubble” that would lead to poor returns in the future.

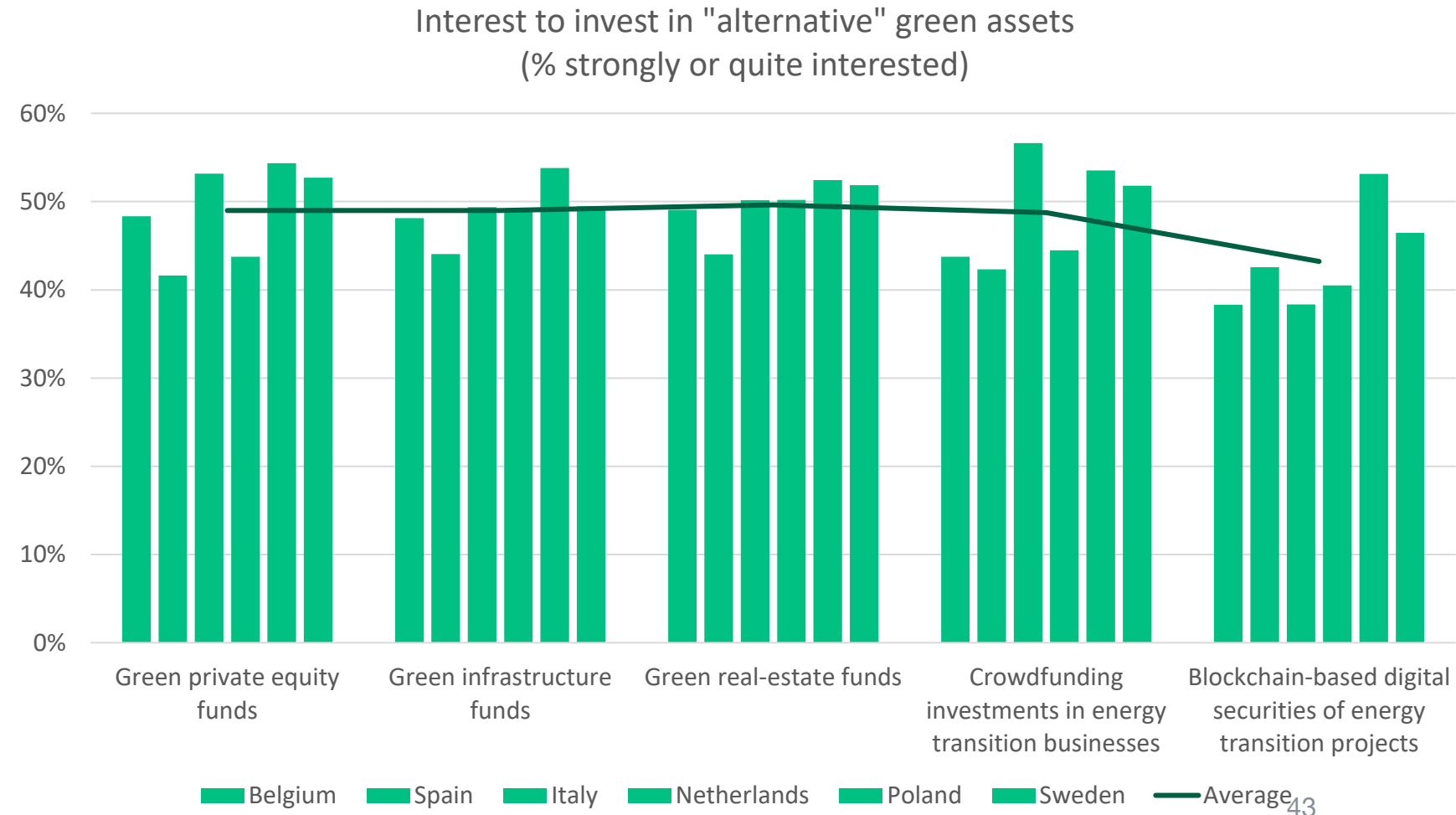
Interest in switching to green alternatives to conventional financial products
(% strongly or quite interested)



Interest for investing in “alternative” green assets

Cross-country:

- ✓ Roughly 50% of respondents are interested into investing in the various “alternative” green assets
- ✓ There is no major difference in answers across assets at respondent level – the interest/absence of interest is transversal
- ✓ Digital securities appear to be less attractive than other alternative assets



PART III: Estimating market sizes for sustainable finance products

Estimating market sizes for green financial products

Methodology

- ✓ Based on interest for sustainable finance products stated in our quantitative survey and holdings of financial products by European households, we propose in this section an estimate of the market potential for various green financial solutions.
- ✓ We distinguish market potential for products held i) in direct, ii) through investment funds or via iii) life insurance or iv) pension funds.
- ✓ For the last two categories, it is important to note that the calculations imply that the fund managers reflect in their asset allocation the sustainability preferences of their beneficiaries. This supposes that those preferences are carefully collected.
- ✓ When the granularity of data regarding the asset allocation of financial assets held directly or indirectly by households was insufficient, we had to make assumptions.
- ✓ The next three slides display the data that could be gathered from official sources (ECB, EIOPA, OECD) and their (lack of) granularity
- ✓ The assumption made to overcome the lack of granularity for holdings of households via investment funds is the following:
 - ✓ The asset allocation of household holdings of investment funds is the same as the overall asset allocation of (non-money market) investment funds of the country (as documented by Eurostat/ECB)
- ✓ The assumptions made to overcome the lack of granularity for holdings of households via pension funds are the following:
 - ✓ Real estate, private equity and infrastructure account for respectively 35%, 25% and 15% of “other investments” by pension funds
 - ✓ Sweden, for which look-through data is missing for holdings via investment funds, is assumed to apply the same asset allocation as the average of the other five EU countries

Financial assets of European households

In Bn euros (as of end 2021)	Currency and deposits	Debt securities and loans	Listed shares	Unlisted shares	Investment fund shares	Life insurance and annuities entitlements	Pension entitlements	Others	Total
Belgium	469.664	28.820	90.947	173.323	272.599	193.837	124.784	186.768	1,540.741
Spain	1,017.315	11.286	109.037	132.120	410.739	188.584	188.423	588.241	2,645.745
Italy	1,588.402	240.636	137.770	623.448	763.328	886.679	258.934	545.381	5,044.578
Netherlands	529.272	4.820	49.377	300.453	111.910	186.716	1808.025	81.445	3,072.018
Poland	306.159	15.871	21.931	23.398	31.411	14.616	50.630	138.562	602.578
Sweden	241.202	5.090	169.343	261.094	181.434	129.426	588.904	398.040	1,974.533

As % of total household financial assets	Currency and deposits	Debt securities and loans	Listed shares	Unlisted shares	Investment fund shares	Life insurance and annuities entitlements	Pension entitlements	Others	Total
Belgium	30.5%	1.9%	5.9%	11.2%	17.7%	12.6%	8.1%	12.1%	100%
Spain	38.5%	0.4%	4.1%	5.0%	15.5%	7.1%	7.1%	22.2%	100%
Italy	31.5%	4.8%	2.7%	12.4%	15.1%	17.6%	5.1%	10.8%	100%
Netherlands	17.2%	0.2%	1.6%	9.8%	3.6%	6.1%	58.9%	2.7%	100%
Poland	50.8%	2.6%	3.6%	3.9%	5.2%	2.4%	8.4%	23.0%	100%
Sweden	12.2%	0.3%	8.6%	13.2%	9.2%	6.6%	29.8%	20.2%	100%

Source: ECB, Eurostat

> 15%	> 25%	> 35%	> 45%	> 55%
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Asset allocation in life insurance

In % of total assets (as of end 2022)	Belgium	Spain	Italy	Netherlands	Poland	Sweden
Government bonds	16.6%	46.6%	32.8%	17.0%	37.7%	1.3%
Corporate bonds	21.3%	22.8%	14.3%	10.8%	2.4%	4.9%
Equity	13.1%	2.2%	2.4%	6.4%	4.4%	22.4%
Collective Investment Undertakings	21.7%	16.8%	47.0%	29.3%	44.1%	63.2%
1 Equity funds	1.8%	6.9%	18.8%	5.2%	12.3%	27.8%
2 Debt funds	8.0%	2.2%	15.8%	7.3%	19.7%	7.1%
3 Money market funds	1.2%	1.7%	2.2%	0.9%	2.9%	0.7%
4 Asset allocation funds	0.1%	4.3%	4.1%	8.8%	7.9%	17.7%
5 Real estate funds	0.2%	0.1%	2.3%	3.8%	0.3%	0.1%
6 Alternative funds	0.0%	0.3%	1.5%	0.1%	0.1%	1.0%
7 Private equity funds	0.1%	0.8%	0.3%	0.9%	0.0%	0.2%
8 Infrastructure funds	0.1%	0.2%	0.5%	0.3%	0.0%	0.0%
9 Others	10.3%	0.3%	1.4%	1.9%	0.8%	8.5%
Structured notes	0.2%	4.8%	1.1%	0.0%	1.9%	0.6%
Collateralised securities	0.0%	0.5%	0.6%	1.8%	0.0%	0.0%
Cash and deposits	4.4%	5.0%	1.3%	4.8%	3.6%	6.2%
Mortgages and loans	19.9%	0.6%	0.3%	26.8%	4.7%	1.5%
Property	2.8%	0.7%	0.1%	1.6%	1.1%	0.0%
Other investments	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: EIOPA Insurance Statistics

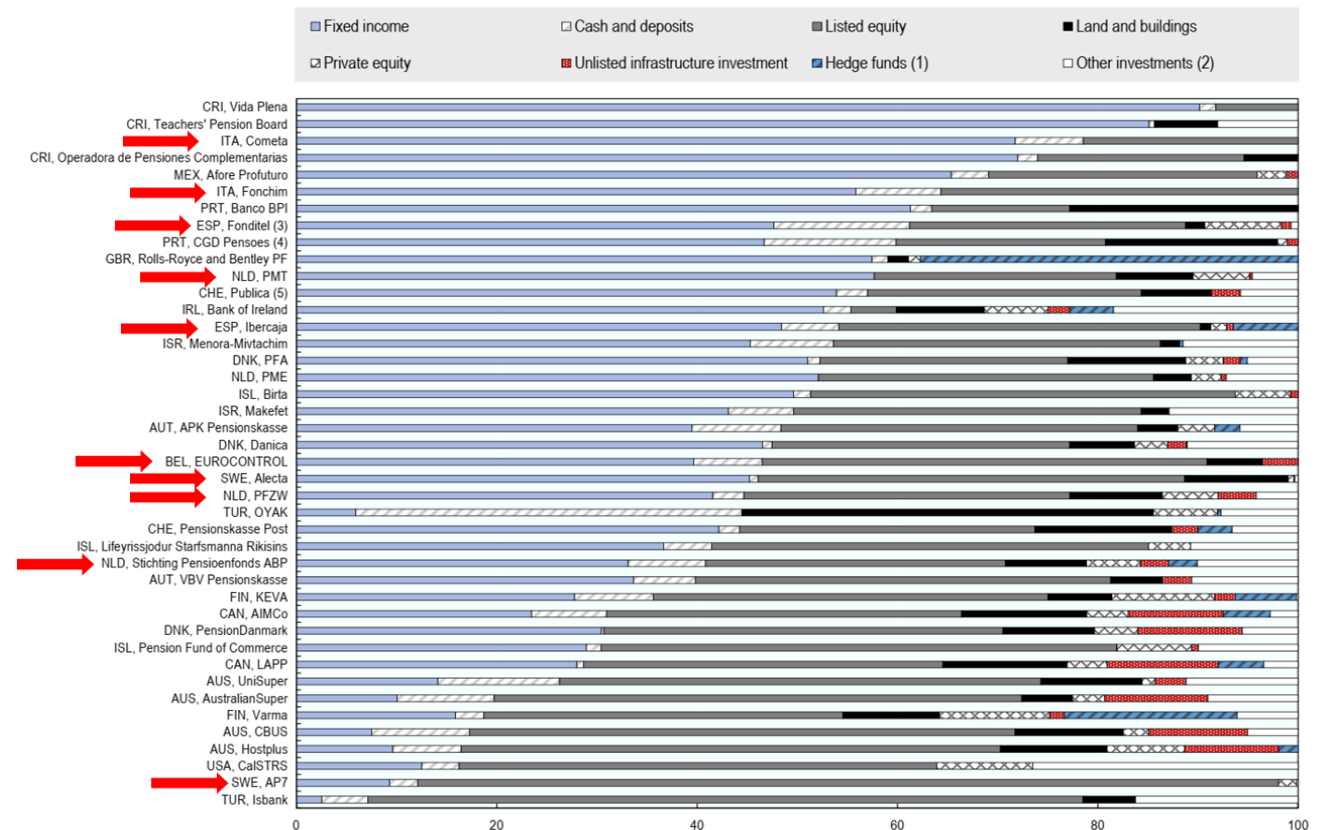
Asset allocation in pension funds

In % of total assets (as of end 2021)	Equities	Bills and bonds	Cash and deposits	Collective Investment Schemes (when look-through unavailable)	Other
Belgium	49.7	43.2	2.4	..	4.7
Spain	31.9	48.4	7.5	..	12.2
Italy	25.1	42.7	6.1	..	26.1
Netherlands	30.9	42.9	2.0	..	24.2
Poland	91.0	6.0	1.6	0.0	1.3
Sweden	13.8	9.1	0.7	73.1	3.3

Source: OECD Global Pension Statistics

Figure 1. Asset allocation of selected LPFs based in OECD countries, 2020

As a percentage of total investment



Source: OECD calculations based on responses to the OECD Survey of LPFs and PPRFs.

A mapping of green financial alternatives

As % of total household financial assets	Currency and deposits	Debt securities and loans	Listed shares	Unlisted shares	Investment fund shares	Life insurance and annuities entitlements	Pension entitlements	Others	Total
Belgium	30.5%	1.9%	5.9%	11.2%	17.7%	12.6%	8.1%	12.1%	100%
Spain	38.5%	0.4%	4.1%	5.0%	15.5%	7.1%	7.1%	22.2%	100%
Italy	31.5%	4.8%	2.7%	12.4%	15.1%	17.6%	5.1%	10.8%	100%
Netherlands	17.2%	0.2%	1.6%	9.8%	3.6%	6.1%	58.9%	2.7%	100%
Poland	50.8%	2.6%	3.6%	3.9%	5.2%	2.4%	8.4%	23.0%	100%
Sweden	12.2%	0.3%	8.6%	13.2%	9.2%	6.6%	29.8%	20.2%	100%

Green alternatives for the existing assets held by European households

- Green Saving Accounts

- Green (equity and debt) crowdfunding

- Green Bond Funds
- Low Carbon Equity Funds
- Green Thematic Equity Funds
- Green Real Estate funds
- Green Private Equity Funds
- Green Infrastructure Funds

Market potential for green retail financial products held in direct or through investment funds

Methodology: to estimate the market potential for green financial solutions, we compute the product of the holdings of conventional financial products by the percentage of people interested in switching to the relevant green alternatives according to the quantitative survey (see figures in section IV.2)

	Assets held in direct		Assets held via investments funds					TOTAL
In Bn euros	Deposits in green saving accounts	Green (equity and debt) crowdfunding	Green bond funds	Low carbon equity funds	(RE thematic equity funds)*	Green real estate funds	Green PE funds	
Belgium	251.706	88.437	43.915	92.398	(19.487)	2.835	1.512	480.803
Spain	533.848	60.691	112.252	67.024	(14.749)	4.188	8.548	786.551
Italy	897.530	489.465	256.983	129.695	(27.612)	4.743	24.609	1803.025
Netherlands	263.048	135.802	18.854	33.395	(7.708)	924	3.141	1378.24
Poland	181.858	21.017	10.892	3.300	(661)	2.125	0.413	219.605
Sweden	144.721	137.903	21.795	88.968	(19.558)	0.871	0.568	394.826
TOTAL EU-6	2,272.711	933.315	464.691	414.780	(89.775)	15.686	38.791	4,139.974

Cross-country:

- ✓ Green deposits have by far the highest potential due to the importance of deposits within household wealth. They could represent up to EUR 2272 billion across the six countries.
- ✓ The potential for green crowdfunding may be significantly upwardly biased due to the probable significant fraction of holdings of unlisted shares that relate to professional wealth and, could not be swapped for crowdfunding equity
- ✓ The potential for green bond funds held in direct is strong but still lower than its potential within life insurance and pension funds. In total, it amounts to
- ✓ Despite a superior popularity, green thematic equity funds are constrained in their deployment compared with low carbon equity funds because of the limits posed by their lack of sector diversification. According to our estimates, they could reach a total of EUR 89 billion versus EUR 415 billion for low-carbon funds.

Remark: renewable energy thematic equity funds are capped at 20% of total allocation to stocks due to their lack of sector diversification. Their market potential overlaps with that for low carbon equity funds. Consequently, they do not participate to the sum of total market potential.

Market potential for green retail financial products held through life insurance

Methodology: to estimate the market potential for green financial solutions, we compute the product of the holdings of conventional financial products by the percentage of people interested in switching to the relevant green alternatives according to the quantitative survey (see figures in section IV.2)

In Bn euros	Assets held via life insurance						TOTAL
	Green bonds (in direct or via funds)	Low carbon equity funds	(RE thematic equity funds)*	Green real estate (in direct or via funds)	Green PE funds	Green infrastructure funds	
Belgium	50.290	17.301	(3.649)	2.880	0.076	0.058	70.605
Spain	80.677	10.249	(2.255)	0.622	0.649	0.172	92.369
Italy	363.213	125.550	(26.729)	11.060	1.592	2.403	503.818
Netherlands	35.711	11.860	(2.737)	5.017	0.767	0.306	53.661
Poland	5.921	1.662	(0.333)	0.105	0	0	7.688
Sweden	11.432	42.374	(9.315)	0.088	0.167	0.002	54.063
TOTAL EU-6	547.244	208.995	(45.019)	19.772	3.252	2.941	782.204

Cross-country:

- ✓ Across countries, green bonds exhibit the strongest potential in relation to the dominance of bonds in life insurance portfolios
- ✓ Then come listed equity solutions
- ✓ Alternative investments (real estate, PE and infrastructure) have constrained potential due to their limited current weighting in life insurance portfolios

Remark: renewable energy thematic equity funds are capped at 20% of total allocation to stocks due to their lack of sector diversification. Their market potential overlaps with that for low carbon equity funds. Consequently, they do not participate to the sum of total market potential.

Market potential for investments held through pension funds

Methodology: to estimate the market potential for green financial solutions, we compute the product of the holdings of conventional financial products by the percentage of people interested in switching to the relevant green alternatives according to the quantitative survey (see figures in section IV.2)

In Bn euros	Assets held via pension funds						TOTAL
	Green bond funds	Low carbon equity funds	(RE thematic equity funds)*	Green real estate funds	Green PE funds	Green infrastructure funds	
Belgium	30.500	37.210	(7.848)	1.007	0.709	0.423	69.849
Spain	54.469	35.957	(7.912)	3.543	2.393	1.519	97.881
Italy	72.077	43.461	(9.253)	11.864	8.982	5.006	141.39
Netherlands	422.041	307.043	(70.868)	76.868	47.856	32.273	886.081
Poland	2.054	31.476	(6.302)	0.121	0.089	0.053	33.793
Sweden	137.204	173.051	(38.042)	16.035	11.641	6.553	344.484
Total EU-6	718.344	628.198	(140.225)	109.437	71.671	45.828	1,573.478

Remark: renewable energy thematic equity funds are capped at 20% of total allocation to stocks due to their lack of sector diversification. Their market potential overlaps with that for low carbon equity funds. Consequently, they do not participate to the sum of total market potential.

Cross-country:

- ✓ Across countries, in pension funds market potential are of the same magnitude for green bonds and listed equity green solutions
- ✓ Total market potential for alternative green investments represent around a third of such a potential

A faint, light-colored outline map of Southeast Asia is visible in the background of the slide, spanning across the top half of the image.

Wrap-up message

Wrap-up message

Cross-country

- ✓ A general lack of knowledge but an interest for and a positive attitude towards sustainable finance (solutions)
- ✓ A high level of heterogeneity in beliefs and motivations across people, with some regularities:
 - ✓ Between 40% and 60% of retail investors want to have impact
 - ✓ the most common profile is the “I want it all” profile (i.e., looking for returns, value-alignment and impact simultaneously).
- ✓ A limited ownership of green financial solutions
- ✓ A very frequent attitude-behavior gap regarding the financing of the green energy transition, to be connected to the lack of knowledge, information costs and a low level in trust
- ✓ A large variety of perceptions of what “impact funds” are but a more consensual perception about what they should be
- ✓ A superior willingness to finance green projects locally and for small economic agents, especially households
- ✓ Despite the recent takeoff, an untapped potential for many green retail investment or borrowing solutions
 - ✓ We estimate the total market potential for the 6 EU countries to be EUR 4.1 tn for green assets held in direct or through investment funds, EUR 1.6 tn for green assets held through pension funds and EUR 0.8 tn for green assets held through life insurance,
 - ✓ Therefore, ensuring that life insurance and pension funds carefully reflect their beneficiaries’ sustainability motivations is key for the full deployment of green financial solutions,
 - ✓ Due to current asset allocations of financial investments held in direct or via intermediaries, market potentials are most often highest for deposits in green saving accounts and green bond funds

Country-specific

- ✓ A very strong enthusiasm for sustainable finance in Poland
- ✓ A less positive attitude in Belgium and the Netherlands
- ✓ An interest into impact higher in Spain, Italy and Poland (between 60% and 65% of respondents)
- ✓ An advanced uptake of sustainable/financial products in Sweden but a more ambiguous attitude
- ✓ An attitude-behavior gap that is maximum in Poland and Italy
- ✓ A maximum Due to the variations of households’ financial wealth composition across countries, we could observe
 - ✓ A higher potential for green saving accounts in Spain and Poland
 - ✓ A higher potential for sustainable/green financial products through pension funds in the Netherlands and Sweden
 - ✓ A higher potential for sustainable/green financial products through life insurance in Italy