


## Survey questionnaire

### **PART A: Sociodemographic information**

Let's start with a few questions about your personal profile.

A.1	<p>What is your gender?</p> <ul style="list-style-type: none"><li>• Male</li><li>• Female</li><li>• Other</li></ul>	Route 1 and 2
A.2	<p>What year were you born?</p> <p><i>Numeric entry (YYYY)</i></p>	Route 1 and 2
A.3	<p>What is your education level?</p> <ul style="list-style-type: none"><li>• No education qualifications</li><li>• School qualification</li><li>• Bachelor's degree</li><li>• Master's degree</li><li>• PhD</li><li>• Other professional qualification (<i>with additional free text field</i>)</li><li>• I prefer not to answer (even if I understand that answers are fully anonymous)</li></ul>	Route 1 and 2
A.4	<p>What is your average monthly household net income? This may include income of partners, rent, dividends, etc.</p> <ul style="list-style-type: none"><li>• Less than €1,100 per month</li><li>• €1,100 - €1,500 per month</li><li>• €1,500 - €2,000 per month</li><li>• €2,000 - €2,600 per month</li><li>• €2,600 - €4,000 per month</li><li>• €4,000 - €7,500 per month</li><li>• More than €7,500 per month</li><li>• I prefer not to answer (even if I understand that answers are fully anonymous)</li></ul>	Route 1 and 2
A.5	<p>How much do you save monthly? Please indicate the amount of your monthly financial saving including retirement savings (but excluding real estate loan payments). If you save occasionally, please estimate the monthly average of your savings for the past 12 months. When saving together with a partner, please split the amount in half.</p> <ul style="list-style-type: none"><li>• I do not save.</li><li>• Up to €10 per month</li><li>• €10 - €50 per month</li><li>• €51 - €100 per month</li><li>• €101 - €200 per month</li></ul>	Route 1 and 2

	<ul style="list-style-type: none"> <li>• €201 - €500 per month</li> <li>• €501 - €1,000 per month</li> <li>• More than €1,000 per month</li> <li>• I prefer not to answer (even if I understand that answers are fully anonymous)</li> </ul>	
A.6	<p>What is approximately the total amount of your financial savings (including bank accounts, savings accounts, private pension, life insurance, investments in mutual funds, etc.) without taking into account your debts?</p> <ul style="list-style-type: none"> <li>• Up to €1000</li> <li>• From €1001 to €5000</li> <li>• From €5001 to €10000</li> <li>• From €10001 to €25000</li> <li>• From €25001 to €50000</li> <li>• From €50001 to €100000</li> <li>• From €100001 to €200000</li> <li>• From €200001 to €500000</li> <li>• Above €500000</li> <li>• I prefer not to answer (even if I understand that answers are fully anonymous)</li> </ul>	
A.7	<p>Please rate the following statement.</p> <ul style="list-style-type: none"> <li>• I am interested in topics around investments, saving money or the stock exchange.</li> </ul> <p>Please rate from</p> <ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Disagree</li> <li>• Neither agree nor disagree</li> <li>• Agree</li> <li>• Strongly agree</li> </ul>	Route 1 and 2
A.8	<p>Please rate the following statement.</p> <ul style="list-style-type: none"> <li>• I am interested in sustainable finance solutions.</li> </ul> <p>Please rate from</p> <ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Disagree</li> <li>• Neither agree nor disagree</li> <li>• Agree</li> <li>• Strongly agree</li> </ul>	Route 1 and 2
A.9	<p>Are any of your current financial investments in sustainable products?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	Route 1 and 2

A.10	<p>In the following graph you can see the potential gains (in green) and the potential losses (in red) over a period of 3 years for different investment strategies. Losses and gains occur equally often.</p> <p>Which of the presented risk categories corresponds the most closely to the risk profile you would like to have for your (overall) personal savings?</p>  <table border="1" data-bbox="296 846 842 1088"> <thead> <tr> <th></th><th>Gain Scenario</th><th>Loss Scenario</th></tr> </thead> <tbody> <tr> <td>Strategy A</td><td>6%</td><td>0%</td></tr> <tr> <td>Strategy B</td><td>16%</td><td>-3%</td></tr> <tr> <td>Strategy C</td><td>26%</td><td>-6%</td></tr> <tr> <td>Strategy D</td><td>48%</td><td>-12%</td></tr> </tbody> </table>		Gain Scenario	Loss Scenario	Strategy A	6%	0%	Strategy B	16%	-3%	Strategy C	26%	-6%	Strategy D	48%	-12%	Route 1 and 2
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Strategy D	48%	-12%															
A.11	<p>What are your financial objectives, i.e. what do you want to achieve with your money? Please select your current objective(s) and allocate the percentage of your savings that relate to those different objective(s).</p> <ul style="list-style-type: none"> <li>• Generate a precautionary buffer to be used in case of problem (x%)</li> <li>• Save for retirement (x%)</li> <li>• Generate a long-term increase in wealth that could eventually be bequeathed to my children (x%)</li> <li>• Generate additional income (x%)</li> <li>• Save money for personal projects (x%)</li> <li>• Save money for children or relatives (%)</li> <li>• Any other objective (x%)</li> </ul>	<p>The x% should sum up to 100%. The user should get only to the next question if he/she allocated 100%</p> <p>Add Textfield for last option (something different)</p>															
A.12	<p>This survey has a short and a longer route. The short route will require another 10 minutes while the longer route is about 20 to 25 minutes.</p> <p>Based on your previous answers, you would be suitable to take the longer version. This would help us gather more qualitative data and make you also learn more. Previous participants were happy about</p>	<p>Routes 1 &amp; 2</p> <p>Conditional to answers for A7 and A8 (only for people that</p>															

	<p>this opportunity to learn more about sustainable finance. They could use their improved knowledge for their personal finance decisions.</p> <p>Do you want to take the longer route and answer the additional questions?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	<p>did NOT provide twice disagree or strongly disagree or did NOT answer once strongly agree)</p> <p>&gt;&gt; question to be presented for people with an intermediate level of interest</p>
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## VIDEO 1

### PART B: Believes

B.1	<p>Please rate the following statement.</p> <ul style="list-style-type: none"> <li>• I believe that financial investments are an appropriate way to express one's values</li> </ul> <p>Please rate from</p> <ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Disagree</li> <li>• Neither agree nor disagree</li> <li>• Agree</li> <li>• Strongly agree</li> </ul>	Route 1 and 2
B.2	<p>Please rate the following statement.</p> <ul style="list-style-type: none"> <li>• I believe that financial investments in general are effective to change the world</li> </ul> <p>Please rate from</p> <ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Disagree</li> <li>• Neither agree nor disagree</li> <li>• Agree</li> </ul>	Route 1 and 2

	<ul style="list-style-type: none"> <li>Strongly agree</li> </ul>	
B.3	<p>Please rate the following statement.</p> <ul style="list-style-type: none"> <li>I believe that my own financial investments, whatever their actual amount, can make a difference.</li> </ul> <p>Please rate from</p> <ul style="list-style-type: none"> <li>Strongly disagree</li> <li>Disagree</li> <li>Neither agree nor disagree</li> <li>Agree</li> <li>Strongly agree</li> </ul>	Route 1 and 2

### PART C: Sustainability objectives

C. 1	You have documented in a previous question that your savings serve different financial goals. For each of those goals, please express how important it is for you to align your savings with your personal values by ticking the appropriate cells?						Route 1 and 2
	Align my savings with my personal values						
		Very important	Important	Neutral	Not so important	Not important at all	
	Generate a precautionary buffer to be used in case of problem						
	Save for retirement						
	Generate a long-term increase in wealth (that could eventually be bequeathed to my children)						
	Generate additional income						
	Save money for personal projects						
	Save money for children or relatives						
	Any other objective						
C. 2	You documented in a previous question that your savings served different financial goals. For each of those goals, please express how important it is for you to use your savings to have a clear positive impact on the society or the environment by ticking the appropriate cells?						Route 1 and 2

		Use my savings to have a clear positive impact on the society or the environment																																																											
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C. 3	<p>You documented in a previous question that your savings served different financial goals. For each of those objectives, please express how important it is for you that your savings achieves the maximum possible return for the level of risk you accept to take by ticking the appropriate cells?</p> <table border="1"> <tr> <td></td><td colspan="5">Achieve the maximum possible return for the level of risk you accept to take</td></tr> <tr> <td></td><td>Very important</td><td>Important</td><td>Neutral</td><td>Not so important</td><td>Not important at all</td></tr> <tr> <td>Generate a precautionary buffer to be used in case of problem</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Save for retirement</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Generate a long-term increase in wealth (that could eventually be bequeathed to my children)</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Generate additional income</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Save money for personal projects</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Save money for children or relatives</td><td></td><td></td><td></td><td></td><td></td></tr> <tr> <td>Any other objective</td><td></td><td></td><td></td><td></td><td></td></tr> </table>							Achieve the maximum possible return for the level of risk you accept to take						Very important	Important	Neutral	Not so important	Not important at all	Generate a precautionary buffer to be used in case of problem						Save for retirement						Generate a long-term increase in wealth (that could eventually be bequeathed to my children)						Generate additional income						Save money for personal projects						Save money for children or relatives						Any other objective						Route 1 and 2
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C. 4	<p>For certain financial goals, you have chosen more than one sustainability-related objectives. Please rank their priority in the order you would like to have them implemented (1 = most important; 2 = second; 3 = third).</p> <ul style="list-style-type: none"> <li>Aligning savings with your values</li> <li>Having a positive impact with your savings</li> <li>Achieving the maximum possible return</li> </ul> <table border="1"> <tr> <td></td><td>Align with values</td><td>Achieve real impact</td><td>Maximize return</td></tr> <tr> <td>Save money for retirement</td><td>—</td><td>—</td><td></td></tr> <tr> <td>Generate additional income</td><td></td><td>—</td><td>—</td></tr> <tr> <td>Save money for projects</td><td>—</td><td>—</td><td>—</td></tr> </table>							Align with values	Achieve real impact	Maximize return	Save money for retirement	—	—		Generate additional income		—	—	Save money for projects	—	—	—	Route 1 and 2  If more than one in C.1 to C.3 has "very important or, important" Restrict to the 3 more important financial goals																																						
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		based on answers at question A.11
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## Part D: Personal causes

### VIDEO 2: SDGs

D.1	<p>Among the following sustainability topics, which ones would you like the most to be reflected into the allocation of your savings?</p> <p>Please select a maximum of 6 topics out of the 30 proposed.</p> <p>Environmental topics</p> <ol style="list-style-type: none"> <li>1. Climate change</li> <li>2. Fossil fuels</li> <li>3. Renewable energy and energy efficiency</li> <li>4. Nuclear power</li> <li>5. Biodiversity</li> <li>6. Pollution</li> <li>7. Natural resources</li> <li>8. Clean water</li> <li>9. Sustainable forestry</li> <li>10. Genetically Modified Organisms</li> </ol> <p>Social topics</p> <ol style="list-style-type: none"> <li>11. Human rights</li> <li>12. Education</li> <li>13. Health and safety</li> <li>14. Gender equality</li> <li>15. Diversity</li> <li>16. Labor rights</li> <li>17. Social inequalities</li> <li>18. Poverty, malnutrition, basic needs</li> <li>19. Corruption and fraud</li> <li>20. Local employment</li> </ol> <p>Ethical topics</p> <ol style="list-style-type: none"> <li>21. Abortion and contraception</li> <li>22. Alcohol</li> <li>23. Tobacco</li> <li>24. Cannabis</li> <li>25. Sugar</li> <li>26. Gambling</li> <li>27. Pornography</li> <li>28. Weapons</li> <li>29. Veganism and animal well-being</li> <li>30. Pork, beef and other religious dietary restrictions</li> </ol>	Route 1 and 2
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## PART E: Trade-offs

E.1	<p>Please continue the following sentence</p> <p>I believe that, in general, introducing sustainability factors into an investment strategy...</p> <ul style="list-style-type: none"> <li>• Tends to improve financial returns</li> <li>• Tends to degrade financial returns</li> <li>• Does not have any significant impact on returns</li> <li>• I do not have a strong idea about it</li> </ul>	Route 1 and 2
E.2	<p>Let's consider you own a diversified financial portfolio (made of bonds and stocks). Such a portfolio yields a typical annual return of 4%.</p> <p>Would you accept to give up a fraction of that return to have your savings fully reflect your sustainability objectives?</p> <p>In the slider below, please indicate the minimum annual return you would accept for your savings if you can be sure your sustainability objectives will be fully met.</p> <p>To help you choose, the slider shows the total compounded return you would get over 10 years for each level of annual return.</p> <p>Slider -4% to 4% return, with 0.2 grades.</p>	<p>Conditional to answers to C1 and C2</p> <p>Route 1&amp;2</p>
E.3	<p>Please rate the following sentences</p> <p>In which specific cases would you agree to give up some of your return in order to have your sustainability objectives be fully met? I would accept to decrease my return if...</p> <ul style="list-style-type: none"> <li>• it really helps sustainable companies to grow and deliver more positive impact</li> <li>• managing sustainable financial products the way I want really implies giving up some return opportunities</li> <li>• managing sustainable financial products the way I want really implies higher costs for financial intermediates</li> </ul> <p>Please rate from</p> <ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Disagree</li> <li>• Neither agree nor disagree</li> <li>• Agree</li> <li>• Strongly agree</li> </ul>	<p>Conditional to answers to C1 and C2</p> <p>Route 1 &amp; 2</p>

## PART F: Green energy transition



F.1	<p>Without considering financial characteristics (expected return, risk and liquidity), how much would you be interested in financing renewable energy or energy efficiency projects from the following <b>economic agents</b>?</p> <ul style="list-style-type: none"> <li>• SMEs (less than 250 employees)</li> <li>• Large corporations (more than 250 employees)</li> <li>• Households</li> <li>• Municipalities, local or regional public administrations</li> <li>• National public administrations</li> </ul> <p>Please rate for each agent from</p> <ul style="list-style-type: none"> <li>• Very interested,</li> <li>• Quite interested,</li> <li>• Undecided,</li> <li>• Poorly interested,</li> <li>• Not at all interested</li> </ul>	<b>Routes 1 &amp; 2</b>
F.2	<p>Without considering financial characteristics (expected return, risk and liquidity), how much would you be interested in financing renewable energy or energy efficiency projects in the following <b>geographic zones</b>?</p> <ul style="list-style-type: none"> <li>• In your city or region</li> <li>• In your country</li> <li>• In other European countries</li> <li>• In other developed countries</li> <li>• In other emerging countries</li> </ul> <p>Please rate for each zone from</p> <ul style="list-style-type: none"> <li>• Very interested,</li> <li>• Quite interested,</li> <li>• Undecided,</li> <li>• Poorly interested,</li> <li>• Not at all interested</li> </ul>	<b>Routes 1 &amp; 2</b>

**END OF SHORT ROUTE. Additional questions to be displayed only for interested people (who answer “strongly agree” to A6 or A7) and for people that answered positively to A12 when asked**

### Bank products

*Consider that your total financial savings is currently made of four components:*

- *deposits in a saving account at your bank,*
- *investment in a bond fund,*
- *investment in an equity fund,*
- *investments in a few sector equity funds selected for their high potential*

*Your bank recently proposes its clients alternatives to those conventional investments that have the same financial characteristics (expected return, risk and liquidity) but are considered by independent researchers to have a more positive impact on the climate by contributing to the financing of the green energy transition.*

F.3	<p>Your bank offers you the following option:</p> <p><b>A green saving account</b> as an alternative to the classical saving account. Deposits to the green saving account are used by the bank to provide green loans to households and companies, which are loans that finance projects with clear environmental benefits (i.e., loans for buying energy-efficiency devices or to develop small-scale renewable energy projects).</p> <p>How interested you are to use it for your future savings (instead of the existing conventional products you already use)?</p> <ul style="list-style-type: none"> <li>• Very interested</li> <li>• Quite interested</li> <li>• Undecided</li> <li>• Not so interested</li> <li>• Not at all interested</li> </ul>	Long route only
F.4	<p>Your bank offers you the following option:</p> <p><b>A green bond fund</b> as an alternative to the classical bond fund. In both cases, the funds buy bonds issued by large European companies from all sectors. The only difference is that the green bond fund specializes in buying “green bonds” that specifically finance environmental projects that are verified by external auditors, especially investments in energy-efficiency and renewable energy.</p> <p>How interested you are to use it for your future savings (instead of the existing conventional products you already use)?</p> <ul style="list-style-type: none"> <li>• Very interested</li> <li>• Quite interested</li> <li>• Undecided</li> <li>• Not so interested</li> <li>• Not at all interested</li> </ul>	Long route
F.5	<p>Your bank offers you the following option:</p> <p><b>A low-carbon equity fund</b> as an alternative to the classical equity fund. In both cases, the funds buy stocks of large European companies from all sectors. The only difference is that the low-carbon equity fund selects companies that are aligned with the objective of maintaining the global temperature increase to below 2°C. In practice, the fund selects companies that have the lowest carbon intensities of their sectors and put an extra weight of companies providing low-carbon solutions, especially in renewable energy and energy efficiency.</p>	Long route

	<p>How interested you are to use it for your future savings (instead of the existing conventional products you already use)?</p> <ul style="list-style-type: none"> <li>• Very interested</li> <li>• Quite interested</li> <li>• Undecided</li> <li>• Not so interested</li> <li>• Not at all interested</li> </ul>	
F.6	<p>Your bank offers you the following option:</p> <p><b>A green energy equity fund</b> as a new sector fund. The fund only buys stocks of listed European companies operating in the sectors of renewable energy and energy efficiency.</p> <p>How interested you are to use it for your future savings (instead of the existing conventional products you already use)?</p> <ul style="list-style-type: none"> <li>• Very interested</li> <li>• Quite interested</li> <li>• Undecided</li> <li>• Not so interested</li> <li>• Not at all interested</li> </ul>	<b>Long route</b>

### Green crowdfunding

Consider that part of your financial savings is invested in a portfolio of stocks of listed European companies purchased in the stock market through a brokerage account. You have noticed that it is more and more common for individual investors to directly buy stocks or lend money to small companies through crowdfunding platforms. Some crowdfunding platforms are specialized in the financing of small companies that specifically provide solutions with clear environmental benefits, especially in the renewable energy and energy efficiency sectors.

F.7	<p>Please rate how interested you are to invest part of your future savings in stocks or loans to small companies in the renewable energy or energy efficiency sectors through <b>crowdfunding platforms</b> (instead of investing in larger companies through the stock market)</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	<b>Long route only</b>
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## PART G: Sustainability techniques

### VIDEO 3: strategies

G.1	<p><b>Exclusion</b></p> <p><b>You have previously expressed a will to have your values be reflected in your savings / have your savings actively contribute to make a change.</b></p> <p>It is possible to find financial products that exclude from their investment scope firms involved in certain controversial activities.</p> <p>In practice, it means the investment universe from which the portfolio manager can choose investments will be restrained to companies that are NOT involved in the selected controversial activities.</p> <p>In order to meet the sustainability objective(s) you expressed, would you be interested in investing in financial products that include such a mechanism?</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	<p><b>Long route</b></p> <p><b>Conditional to answers to C1 and C2</b></p>
G.2	<p><b>Thematic Investment</b></p> <p><b>You have previously expressed a will to have your values be reflected in your savings / have your savings actively contribute to make a change.</b></p> <p>It is possible to invest in financial products that specifically select companies from sectors that provide solutions to specific environmental or social issues.</p> <p>In practice, it means that the investment universe from which the portfolio manager can choose investments will be restrained to companies involved in the selected topic only.</p> <p>In order to meet the sustainability objective(s) you expressed, would you be interested in investing in financial products that include such a mechanism?</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	<p><b>Long route</b></p> <p><b>Conditional to answers to C1 and C2</b></p>
G.3	<p><b>Best-in-Class</b></p>	<p><b>Long route</b></p> <p><b>Conditional to answers</b></p>

	<p><b>You have previously expressed a will to have your values be reflected in your savings / have your savings actively contribute to make a change.</b></p> <p>It is possible to invest in financial products that specifically select companies that are ranked the best of their industry sectors regarding environmental, social and governance issues.</p> <p>In practice, it means that the investment universe from which the portfolio manager can choose investments will be restrained to companies with high ESG (environmental, social, governance) ratings.</p> <p>In order to meet the sustainability objective(s) you expressed, would you be interested in investing in financial products that include such a mechanism?</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	to C1 and C2
G.4	<p><b>Impact investing</b></p> <p><b>You have previously expressed a will to have your values be reflected in your savings / have your savings actively contribute to make a change.</b></p> <p>It is possible to find investment funds that select their investments based on the probable impact they would have on the environment or the society. To do so, they run a careful analysis of the impact of the companies and of the additional effect of providing capital to those companies.</p> <p>In practice, it means that the investment universe from which the portfolio manager can choose investments will be restrained to companies with high impact potential only.</p> <p>In order to meet the sustainability objective(s) you expressed, would you be interested in investing in financial products that include such a mechanism?</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	<p>Long route</p> <p>Conditional to answers to C1 and C2</p>
G.5	<p><b>Engagement</b></p>	Long route

	<p><b>You have previously expressed a will to have your values be reflected in your savings / have your savings actively contribute to make a change.</b></p> <p>It is possible to find investment funds that actively engage with companies (through a constant dialogue or through exercising their voting rights during shareholders' general assemblies) to make the companies change their business practices and model.</p> <p>In practice, it means the investment universe of the portfolio would be unchanged but the portfolio manager would get into an active dialogue with certain or all companies invested.</p> <p>In order to meet the sustainability objective(s) you expressed, would you be interested in investing in financial products that include such a mechanism?</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	<p><b>Conditional to answers to C1 and C2</b></p>
G.6	<p><b>Profit Sharing</b></p> <p><b>You have previously expressed a will to have your values be reflected in your savings / have your savings actively contribute to make a change.</b></p> <p>It is possible to find financial products that donate part of the investor revenues to NGOs, charities or social enterprises serving specific social or environmental causes.</p> <p>In practice, it means that the composition of the portfolio would not change but part of the returns would be donated.</p> <p>In order to meet the sustainability objective(s) you expressed, would you be interested in investing in financial products that include such a mechanism?</p> <ul style="list-style-type: none"> <li>• <b><i>Strongly interested</i></b></li> <li>• <b><i>Quite interested</i></b></li> <li>• <b><i>Undecided</i></b></li> <li>• <b><i>Not so interested</i></b></li> <li>• <b><i>Not at all interested</i></b></li> </ul>	<p><b>Long route</b></p> <p><b>Conditional to answers to C1 and C2</b></p>

## **PART H: Applied sustainability techniques**

H.1	<p><b>Exclusions</b></p> <p>You have expressed an interest in financial products implementing exclusions.</p> <p>There are many different criteria that can underlie an exclusion policy by a financial product.</p> <p>Let's consider <b>environmental domains and practices</b>.</p> <p>If you could exclude companies who are involved in certain environmental activities from your investments, how important would it be to you to exclude the following activities?</p> <ul style="list-style-type: none"> <li>• Oil</li> <li>• Gas</li> <li>• Coal</li> <li>• Nuclear energy</li> <li>• Palm oil</li> <li>• Genetically modified organisms</li> <li>• Pesticides and biocides</li> <li>• Animal food</li> <li>• Animal testing</li> <li>• Environmental standards violations in the supply chain</li> </ul> <p><i>Please rank from Not at all important, Low importance, Neutral, Moderately important, Very important.</i></p>	<p>Conditional to answer for E1</p> <p>Long route</p>
H.2	<p><b>Exclusions</b></p> <p>Let's now consider <b>social and governance issues</b>.</p> <p>If you could exclude companies who display certain social or governance practices from your investments, how important would it be to you to exclude the following practices?</p> <ul style="list-style-type: none"> <li>• Human rights violations in the supply chain</li> <li>• Labour rights violations in the supply chain</li> <li>• Violation of the United Nations Global Compact principles (UN principles on human rights, labour, environment and anti-corruption)</li> <li>• Companies without women in the management</li> <li>• Non-disclosure of directors' salaries</li> <li>• Controversies in the field of corruption</li> <li>• Tax avoidance strategies and identified infringements</li> <li>• Anti-Competitive Behaviour</li> <li>• Accounting fraud</li> </ul> <p><i>Please rank from Not at all important, Low importance, Neutral, Moderately important, Very important.</i></p>	<p>Conditional to answer for E1</p> <p>Long route</p>

H.3	<p><b>Exclusions</b></p> <p>Let's finally focus on <b>ethical considerations</b>.</p> <p>If you could exclude on ethical grounds from your investments companies who are involved in certain activities, how important would it be to you to exclude the following activities?</p> <ul style="list-style-type: none"> <li>• Abortion</li> <li>• Contraceptives</li> <li>• Stem cells</li> <li>• Tobacco</li> <li>• Alcohol</li> <li>• Cannabis</li> <li>• Sugar</li> <li>• Pork-based products</li> <li>• Gambling</li> <li>• Pornography</li> <li>• Sex / violence in medias</li> <li>• Weapons</li> </ul> <p><i>Please rank from Not at all important, Low importance, Neutral, Moderately important, Very important.</i></p>	<p>Conditional to answer for E1</p> <p>Long route</p>
H.4	<p><b>Thematic investing</b></p> <p>You have expressed an interest in financial products that specifically select companies from sectors that provide solutions to specific environmental or social issues.</p> <p>Please identify the investment themes that are interesting to you.</p> <p>Environmental themes</p> <ol style="list-style-type: none"> <li>1. Renewable energy</li> <li>2. Energy efficiency</li> <li>3. Resource efficiency</li> <li>4. Pollution reduction</li> <li>5. Clean water</li> <li>6. Sustainable forestry</li> <li>7. Animal well-being</li> </ol> <p>Social topics</p> <ol style="list-style-type: none"> <li>8. Child care and education</li> <li>9. Health</li> <li>10. Nutrition</li> <li>11. Poverty reduction and basic needs</li> <li>12. Old-age care</li> </ol>	<p>Conditional to answer for E2</p> <p>Long route</p>
H.5	<p><b>Best-in-class</b></p> <p>You have expressed an interest in financial products implementing a best-in-class screening.</p>	<p>Conditional to answer for E3</p>



	<p>On which ESG criteria, would you like financial products to implement a best-in-class screening?</p> <ul style="list-style-type: none"> <li>• On environmental criteria (e.g., carbon emissions, use of water, etc.) mostly</li> <li>• On social criteria (e.g., labour rights, gender equality, diversity, etc.) mostly</li> <li>• On governance criteria (e.g., executive compensation, anticorruption policy, tax compliance, etc.) mostly</li> <li>• On a balanced mix of environmental, social and governance criteria</li> </ul>	Long route
H.6	<p><b>Impact investing</b></p> <p>You have expressed an interest in impact investing products.</p> <p>There are many different goals that can be served by such products. Please indicate for the following goals (taken from the list of the United Nations' <b>Sustainable Development Goals</b>) how they are important to you.</p> <ol style="list-style-type: none"> <li>1. Reduce poverty</li> <li>2. Reduce hunger</li> <li>3. Promote health</li> <li>4. Promote education</li> <li>5. Promote gender equality</li> <li>6. Promote clean drinking water and sanitation worldwide</li> <li>7. Promote renewable energy</li> <li>8. Promote sustainable economic growth and decent work</li> <li>9. Promote sustainable infrastructure and innovation</li> <li>10. Reduce inequality</li> <li>11. Promote sustainable construction and refurbishment</li> <li>12. Promote sustainable products</li> <li>13. Promote climate protection</li> <li>14. Improve water quality and fish stocks</li> <li>15. Improve nature conservation and biodiversity</li> <li>16. Promote peace, justice, and the strong institutions</li> <li>17. Promote partnerships for sustainable development</li> </ol> <p><i>Please select the [5] most important to you and rank in order of importance (1 being most important and 5 being the least important).</i></p>	<p>Conditional to answer for E4</p> <p>Long route</p>
H.7	<p><b>Impact investing</b></p> <p>Aside of the issues mentioned in the last question, are there additional sustainability issues for which you would like your savings to try to make a clear difference?</p> <ul style="list-style-type: none"> <li>• Free text field</li> </ul>	<p>Conditional to answer for E4</p> <p>Long route</p>