

Sustainability in the City and Beyond

Concordia University

March 19-21, 2019

The Sustainable Investing Project (SIP)

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The Sustainable Investing Project (SIP) is an initiative of Sustainable Concordia (SC) aimed at facilitating a constructive dialogue between sustainability communities and investing communities, raise awareness about the potential of investing as a driver/barrier for sustainable development, raise awareness among investors about sustainability and eventually encourage fund managers, such as Concordia University, to make more sustainable investment choices.

Community organizations do not often think of investing as a means to advance sustainability, and investors do not always have social and environmental impacts in mind when making investment decisions. Nevertheless, investing has enormous impacts on our world and can be a powerful tool for those who know how to use it. For individuals, investing can be a way to express personal values. With our project, we try to educate people about the largely underutilized potential of sustainable investing and bring the voices of communities and sustainability-minded individuals to financial markets, and contribute to a culture shift in the finance world. We aim to bridge the cultural gap between sustainability and finance by explaining sustainable investing concepts to a broad audience, using and cultivating a neutral, non-contaminated vocabulary.

The completion of SIP is broken down into three steps, the first of which is the creation of a guide, explaining the concepts of investing in general, and sustainable investing in particular, and providing hands-on guidance for those who intend to become active as an investor. The second step is the delivery of workshops for community organizations and interested individuals, during which participants are encouraged to define their personal sustainable and financial objectives and translate these priorities into applicable criteria usable for building a customized investment portfolio. The third, and most relevant step, is the creation of a sustainable demo investment portfolio, using Sustainable Concordia funds. This portfolio will be used to gain experience, show the Concordia community the possibilities of sustainable investing and engage interested groups and individuals in the process.

At the board meeting of April 9th, 2018, the Board of Directors of SC has approved to allocate \$41,500 towards the creation of the demo investment portfolio, \$35,000 of which will be invested spread out over a two-year period, and \$6,500 to be dedicated to hiring interns and developing communication tools.



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