

Socially responsible investing and Green bonds are growing in importance

[Asian plastic is choking the world's oceans - Nikkei Asian Review, 01 August 2018](#)

[More than 80% of marine plastic pollution comes from Asia](#)



A recent death of a whale in Southern Thailand triggered national anguish. 85 plastic bags had blocked its blow hole when it mistook the brightly colored bags for food.

A video of a British diver swimming through dense shoals of plastic waste off the Indonesian resort island of Bali went viral in March. Other endangered species such as Finless porpoises, Irrawaddy dolphins and turtles have also suffered similar fate. Sea pollution is a problem all over

Asia. The picture above was after a big storm in Subic, Philippines washed up rubbish from the sea onto the beach.

Around eight million tonnes of plastic waste are dumped into the world's oceans every year. Of the rubbish in the sea it is estimated that more than half comes from five Asian countries: China, Indonesia, Philippines, Thailand and Vietnam. Although these countries are experiencing the fastest economic growth in Asia, they lack proper waste management systems.

You might wonder what this has to do with Financial Markets. There is a sea change (*sorry for the pun*) in investment strategy. Green Bonds are increasingly popular.

Once dormant investors who historically never interfered in companies' activities or even where a fund would invest their pooled resources, are now speaking up ever louder on where investments are routed or how products are made. How companies and countries do. Business and how socially aware they are to the environment both ecologically and to their employees and neighbors is becoming increasingly key to strategic investments. As a result, companies or countries that are seen as being 'bad' in this context will find a barrier to their business growth and economic well-being.

Understand the world of green bonds, Socially Responsible Investing (SRI) and Corporate Social Responsibility (CSR) is of ever more importance.

For **Intuition blended learning** related to this article, our Instructor-led workshop:

- Green Investment: A Growing and Innovative Investment Class

The **Intuition Know-How Library** consists several tutorials related to this article:

Socially Responsible Investing (SRI)

- Socially Responsible Investing (SRI)
- An Introduction
- Green Investing - An Introduction

Corporate Governance

- Corporate Governance An introduction
- Corporate Social Responsibility (CSR)
- An Introduction

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