

TIPS ... (FOR ASSET MANAGERS)

... on how to use www.sri-connect.com effectively ... to achieve your sustainable investment goals

IF YOU ARE...	... AT WHO WANTS TO YOU WILL SO THAT ...	NOTES / COST
A sustainable investment analyst or stewardship specialist or a portfolio manager an asset manager understand how others (asset managers, research providers, companies etc) are responding to sustainability issues register with SRI-Connect via here and update the sectors and issues that you cover in your personal profile you will receive a flow of research & analytical commentary on the issues that interest you by email and via your filtered SRI-C homepage	Free
A stewardship specialist an asset manager engage efficiently with companies	... register with SRI-Connect via here and update the sectors and issues that you cover in your personal profile you will (a) appear in Directory searches by companies looking for analysts relevant to them and (b) be featured in sector snapshots that guide companies on investors to contact	Free
A sustainable investment analyst or stewardship specialist an asset manager influence other in the investment value chain (from asset owners to listed companies)	... post summaries (and links) to any research or 'op-ed' that you publish via Market Buzz this research / opinion will be distributed across the sustainable investment industry globally	Free
Responsible for SRI / ESG research or engagement an asset manager ensure that your team is receiving the visibility that they need to be effective register with Mike as our 'key contact for research' you will receive quarterly 'Coverage Reports' showing your team's industry positioning	Free
Responsible for SRI / ESG integration an asset manager integrate sustainability into your mainstream investment decision-making	... see SITA training courses: Sustainable Investment Integration and Financial Analysis Modelling & Valuation your 'mainstream' analysts can be trained in sustainability and your sustainability / ESG analysts can be trained in valuation	See www.sita-training.com
A marketing/comms executive an asset manager raise the profile of your firm's sustainable investment activities	... take control of and update your firm's profile on SRI-Connect it appears correctly in the Directory and is featured in reports sent to companies and research providers	Free
A marketing / comms executive an asset manager raise the profile of your firm's sustainable investment interest (without having to post content)	... become a supporter of SRI-Connect your firm's logo features on SRI-C pages and on emails sent to >6,000 sustainable investment professionals	£1,200 per month (+ VAT for UK)
A marketing / comms executive an asset manager benchmark the visibility achieved by your firm in the sustainable investment value chain vs your peers	... register with Mike as our 'key contact for industry profile' you will receive quarterly 'Industry Profile Reports' showing the visibility that your firm is achieving within the industry & value chain	Free

NEXT STEPS ...

Once you have completed the start-up steps in the table above and are starting to see your profile in the industry rise, you will probably also want to explore some of the network's other features by:

- [Making 'connections' with industry peers](#)
- Joining some [discussion groups](#) and posting questions or ideas within these
- Notifying us about sustainable investment research that you want to commission through our open [Research Marketplace](#)
- Using the [careers, skills and jobs functions](#)
- ... and more ... [send messages](#), [host events](#), [understand the industry and its dynamics](#), explore the [profiles of firms](#) within the value chain etc

WWW.SRI-CONNECT.COM

Where sustainable companies meet responsible investors

SRI-CONNECT is the global marketplace for sustainable investment, ESG & corporate governance research.

It is where institutional investors & quoted companies involved in sustainable development meet online.

They use the site to buy, sell & share SRI & CG research, communicate company performance, network, host events, discuss industry development & much more...

We welcome people with an active professional interest in SRI: asset owners, analysts & PMs, companies' IR & CSR managers & their respective advisors.

The site has over 6,000 users; please register for free today.