

SMIA'05

International Congress with an Innovation Fair, University of Geneva, September 19-20, 2005

Background and preliminary concept for the Workshop on “Future Prospects for SRI Research”

INTRODUCTION

Initiated in the seventies, SRI research gradually focused on an ethical approach to corporate activity. In the nineties, it changed its approach to assessing the interaction between a company and its “stakeholders”, a more or less commonly accepted concept. More recently, major financial intermediaries have set up teams specialized in risk analysis, covering economic, social and environmental risks that a company faces in its development. What prospects does this industrialization of SRI research offer? This is what the Workshop proposes to tackle through a panel of experts representing all the players involved in the investment process.

THE DRIVERS OF THIS NEW DEVELOPMENT

1. Development of methodologies for use by SRI research:

- Management of external factors, stakeholder-management model, shareholder value-management model...

2. Corporate communication related to sustainability issues

- Number of sustainability reports published, quality of data disclosed...

3. Investors' requests for more “market-related” recommendations

- Number of sustainability funds, performance of sustainability funds...

4. Raising the awareness of financial analysts to sustainability issues

- Amount of funding dedicated to SRI issues, training programs for financial analysts...

CONDITIONS FOR ITS SUCCESS, TO BE DISCUSSED AT SMIA'05

- Under what conditions are the models used to assess the impacts of environmental and social issues on companies' ability to generate cash in the long term relevant?
- How can brokers make Investor Relations Officers aware of these current developments in the financial market? What are the implications for corporate communication?
- What is the impact of SRI research on the stock-selection process? Which SRI research model should a sustainability fund manager choose: primary research or secondary research?
- How should SRI research be financed? By whom?

THE “SRI RESEARCH” WORKSHOP DURING THE SMIA’05

a. Objectives

- Present an overview of main achievements, actions, leadership changes, benefits and future trends in SRI research
- Promote networking between the main players
- Encourage research and management institutes to work on this subject
- Send out a press release on this workshop across the globe

b. Target Groups

- Funds managers and institutional investors
- Multinational and other companies
- National and international institutions
- Universities
- Management schools
- Research institutes
- National and international press.

Workshop Participants (20 mn speeches)

Moderator: Dr. François Perrin, SRI Analyst, Lombard Odier Darier Hentsch & Cie

1. Prof. Dr. Henry Schäfer, University of Stuttgart, Institute of Business Management, Corporate Finance
Internationally applied rating systems for the evaluation of CSR results of an explorative study
2. Dr. Nicolas Piau, SUEZ, Social Relations Department
Investment decision and sustainability issues, corporate perspective of SRI research
3. Valery Lucas Leclin, CM CIC Securities, Head of SRI Research
Brokerage and SRI research
4. Jean Laville, Ethos Fund
Investor expectations on SRI issues
5. YMT representative (tbd), World Business Council for Sustainable Development
YMT study on financial analysis and sustainability issues