

In Touch



BNP PARIBAS ASSET MANAGEMENT SUPPORTS ACADEMIC RESEARCH FOR A MORE SUSTAINABLE WORLD

Earlier this month the inaugural conference of GRASFI, the **Global Research Alliance for Sustainable Finance and Investment**, took place at Maastricht University School of Business and Economics, bringing together researchers from around the world.

BNPP AM recently became the first asset management sponsor of GRASFI, a **network of leading research universities worldwide** established to **promote rigorous and impactful academic research into sustainable finance and investment**.

As part of its sponsorship, BNPP AM announced that it would be making a financial award to the authors of the winning academic paper presented at the conference, as judged by a multidisciplinary jury.

The winners of the award were named as **Samuel M. Hartzmark** and **Abigail B. Sussman** from the University of Chicago, for their study ***“Do Investors Value Sustainability? A Natural Experiment Examining Ranking and Fund Flows”***. Their thought-provoking winning paper received the highest average ranking among more than a hundred nominated studies on sustainable finance and investment.

*Their study highlighted evidence that **investors collectively value sustainability, with funds categorised as low sustainability seeing net outflows, while those categorised as high sustainability net inflows, as investment decisions are additionally influenced by non-pecuniary motives.***

The full winning paper is available [here](#) and the press release announcing BNPP AM's sponsorship of GRASFI is available [here](#).

BNP Paribas Asset Management
Email manon.michonneau@bnpparibas.com



If you no longer wish to receive the In Touch Newsletter from BNP Paribas Asset Management, please [click here](#).

BNP PARIBAS ASSET MANAGEMENT France, "the investment management company," is a simplified joint stock company with its registered office at 1 boulevard Haussmann 75009 Paris, France, RCS Paris 319 378 832, registered with the "Autorité des marchés financiers" under number GP 96002.

This material is issued and has been prepared by the investment management company.

This material is produced for information purposes only and does not constitute:

1. an offer to buy nor a solicitation to sell, nor shall it form the basis of or be relied upon in connection with any contract or commitment whatsoever or

2. investment advice.

Opinions included in this material constitute the judgement of the investment management company at the time specified and may be subject to change without notice. The investment management company is not obliged to update or alter the information or opinions contained within this material. Investors should consult their own legal and tax advisors in respect of legal, accounting, domicile and tax advice prior to investing in the financial instrument(s) in order to make an independent determination of the suitability and consequences of an investment therein, if permitted. Please note that different types of investments, if contained within this material, involve varying degrees of risk and there can be no assurance that any specific investment may either be suitable, appropriate or profitable for an investor's investment portfolio.

Given the economic and market risks, there can be no assurance that the financial instrument(s) will achieve its/their investment objectives. Returns may be affected by, amongst other things, investment strategies or objectives of the financial instrument(s) and material market and economic conditions, including interest rates, market terms and general market conditions. The different strategies applied to the financial instruments may have a significant effect on the results portrayed in this material.

All information referred to in the present document is available on www.bnpparibas-am.com
