WHAT IS IMPACT INVESTING?
An investment strategy that ensures your assets are being directed to companies and organizations that share your values and can activate your vision for change.

HOW POPULAR IS IMPACT INVESTING?
Impact strategies have grown 38% from 2015 to 2018 alone.

3x

The number of sustainable investment funds has nearly tripled since 2008.

WHO IS DRIVING THE DEMAND?
84% of women

Women control more than half of the private wealth in the U.S.?

84% of millennials

Millennials are projected to invest $5 trillion over the next 30 years.

WHY ARE INVESTORS CHOOSING IMPACT INVESTING?
81% want their investments to make a positive impact on the environment.

71%

believe companies with leading sustainability practices make better long-term investments.

HOW WELL DO IMPACT INVESTMENTS PERFORM?
Investing for impact doesn’t mean compromising your financial objectives. Investment returns have been shown to be similar between sustainable indexes and the broader stock market.

4 out of 5 studies show sound sustainability practices can positively influence stock price performance.

WHY CHOOSE BANK OF THE WEST FOR IMPACT INVESTING?
BANK OF THE WEST

$1 billion commitment to finance clean, efficient, and renewable energy

▪ Bold stance on what we will and won’t finance

OUR PARENT COMPANY, BNP PARIBAS

$15 billion pledge toward renewable energy financing by 2020

▪ Early adopter of all 17 UN Sustainable Development Goals

BANK OF THE WEST IMPACT SOLUTIONS

Whether you are looking for curated purpose-driven investments, or need a more customized approach, we can help ensure your portfolio truly reflects who you are and what you stand for.

To learn more, speak with one of our Wealth Management advisors.

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