



★ **Best Sustainable Investment Policy**
 ★ **Insurance Fund House of the Year - Indonesia**
BNP Paribas Asset Management



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Best Sustainable Investment Policy

Over the last six years, BNP Paribas Asset Management (BNPP AM) has evolved and implemented a comprehensive sustainability strategy to its entire investment range.

Its first Global Sustainability Strategy, introduced in 2019, set out the six pillars of its sustainability approach. This was updated at the end of 2023, setting out a multi-year, strategic approach to integrating sustainability considerations.

The overall sustainability philosophy revolves around energy transition, healthy ecosystems and greater equality in society – the three Es. Taken together, these form a pathway to economic sustainability that BNPP AM believes will enable investors to safeguard long-term returns.

In 2024, BNPP AM published its Equality Roadmap, highlighting the ways it has been addressing systemic inequality. It also shared BNPP AM’s objectives for tackling socio-economic issues and a framework for taking action on inequality.

Also in 2024, BNPP AM published a 3-year update to its Biodiversity Roadmap to highlight and reflect on the company’s work on nature issues, including its leadership role in Nature Action 100 and Sustainable Aquaculture engagement initiatives, as well as measuring its portfolio biodiversity footprint and exposure to deforestation.

The sequel ensures that BNPP AM’s strategy remains in line with industry and policy developments.

BNPP AM’s in-depth sustainability commitment is widely recognised. The firm was ranked second global responsible investment manager by ShareAction’s Point of No Returns report as well as their Voting Matters report for its voting track record on social and environmental issues.

The company’s ESG integration is supported by a sophisticated ESG scoring framework. Since 2018, BNPP AM has expanded its proprietary ESG research from 4,000 issuers to over 13,000 today, and these scores underpin its approach to ESG integration, with a focus on the most material and insightful ESG metrics.

As a result of all these efforts, €392 bn of assets under management integrate ESG criteria as of end December 2024. Also, 90% of our public open-ended funds are currently classified under the new EU Sustainable Finance Disclosure Regulation (SFDR) Article 8 & 9 funds, as of end December 2024.

A theme BNPP AM has been exploring is biodiversity. The Intergovernmental Platform on Biodiversity and Ecosystem Services identified the main drivers of biodiversity loss as: habitat loss, overexploitation, pollution, climate change and invasive species.

BNPP AM aims to strengthen the range of nature-based strategies



Maya Kamdani
 President Director, PT BNP Paribas Asset Management in Indonesia

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to help its clients capture opportunities within this theme. In 2024, we launched the BNP Paribas Future Forest Fund, a strategy focusing on sustainably managed forests for timber production – a niche but growing asset class.

BNPP AM’s Sustainability Centre is a well-resourced team consisting of 35 professionals, averaging 13 years of professional experience from diverse backgrounds. The centre plays a crucial role in measuring, tracking and reporting on BNPP AM’s impact and progress on sustainability. Four members of the team are based in Asia, including our ESG Research Lead Asia based in Hong Kong, and our Head of Stewardship APAC and Green Bonds ESG Analyst based in Singapore.

Additionally, BNPP AM believes that it is increasingly critical to build ESG capacity and knowledge across the organisation. As such, BNPP AM has developed a network of about 140 ESG Champions that plays a vital role in linking the investment and sales teams with the Sustainability Centre.

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BNPP AM’s strong focus on ESG globally has fed through to local markets in Asia such as Indonesia, where the company has had operations for more than 30 years. Some of its equity funds fully integrate the ESG standards and processes of BNPP AM globally, with the objective to have a better ESG score and lower carbon footprint than the benchmark.

An education program on the benefits of ESG investing has been rolled out utilising social media, as well as active participation in ESG-related events.

BNPP AM was the first fund manager in Indonesia to launch a mutual fund that invests fully in offshore markets as a USD denominated investment solution. It was also the first to offer a China-focused fund through BNP Paribas Greater China Equity Syariah USD, and the first to offer a global technology theme, which is also the first index fund in Indonesia that follows a global index.

In 2023, BNPP AM launched its ESG education to institutional and retail clients, leveraging the global investment academy program. As a result, BNPP AM’s Indonesia team reports a noticeable increase in traffic to the company’s website, where sustainability and ESG are the top keywords searched by visitors.

New fund products in the Indonesian market has been focused on areas such as global thematic and sharia funds, carving out substantial market share in the process. The firm has also adapted to the ethical requirements of the sharia funds in the local market.