



# **Achieving excellence now and in the future**

**Rachel McEwen,  
Director of Sustainability**

# SSE Plc

- **UK-listed company, headquartered in Perth**
- **Operating in the UK and Ireland**
- **Involved in the generation, transmission, distribution and supply of energy**
- **Around 21,000 employees (around 900 across NI and ROI)**
- **Usually placed in the top third of the FTSE100**



# Connecting with society



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*“Decent companies make sure they abide by the law and do no harm to the communities they serve. Responsible companies go further than that.”*

*Not having a negative impact, and going no further, is not enough for the 21<sup>st</sup> century: customers and communities are rightly demanding more. It’s about creating a net positive.”*



*Alistair*



# Increasing investor interest

**INTERNATIONAL  
ADVISER**

## Behind the Numbers: Sustainable investments not a reflection of values

By **Muna Abu-Habsa** 1st December 2016 11:52 am

papers ▾ Industry blogs

**INVESTMENT  
WEEK**

Bonds Multi-asset Markets Funds Regulation People move

## ESG issues continue to challenge investor attitudes and drive longer term outlooks, says Schroders study

**FINANCIAL NEWS**

Tuesday, 6 December 2016

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Pensions ETFs Investor Services Regulation



## Fund managers start to heed investors' ESG calls

By Elizabeth Pfeuti  
27 July 2016  
Special Report: *FN Asset Management CEO Survey 2016*

Regions Industry Investment Best Practice Members Ar

Investment > Alternatives > Morgan Stanley...

## Morgan Stanley launches pair of ESG multi-asset funds

By **Kristen McGachey** Added 25th August 2016

Morgan Stanley Investment Management has added the Global Balanced and Global Balanced Defensive funds to its line-up.

Invest News

## Investors Incorporate ESGs Into Long-Term Portfolios

## European Private Equity Puts Spotlight On Responsible Investment

Date 17/11/2016

**FT  
ADVISER**

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Ethical Investing November 30, 2016

## Millennials focus on ethical issues when picking investments

HOME > NEWS > ESG

## Institutional investors dissatisfied with companies' ESG reporting

16 NOVEMBER 2016 | BY RACHEL FIXSEN

Headlines November 03, 2016 4:30 PM EST

## ESG 'Key' to Outperformance in Emerging Markets

*Environmental, social, and governance factors can have a significant positive impact on emerging markets portfolios, says Cambridge Associates.*

Looking for an edge in [emerging markets](#)? Try environmental, social, and governance (ESG) investing.

# Building a consensus



# Three reflections from 2016

1. **Acknowledging the connection between business and society**
2. **Fast growing investor interest in Environmental, Social and Governance performance**
3. **Scotland and the conditions for action**



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**Questions?**