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Nota di contenuto	Evolutions in Sustainable Investing; Contents; Acknowledgments; About the Editor; About the Contributors; Introduction; CHAPTER 1 The Sustainability Imperative; Sustainability: A Business Megatrend; Getting the Vision Right; Getting the Execution Right; Building a Sustainability Performance System; Summary; Note; CHAPTER 2 Jupiter Ecology; Roots of the Fund; Jupiter Ecology's Investment Process; Good Governance; Building a Following; Building on Firm Foundations; Assessing Companies for the Long Term; Voting and Engagement: Participating in the Process of Change; Finding Great Green Companies Fund Performance Notes; CHAPTER 3 A Predictor of Performance;

Investment in Natural Capitalism; Discovering Opportunities; Identifying the Companies of the Future; Summary; CHAPTER 4 Highwater Global; Hawken Takes on Domini; Fund Drivers Based on Global Sustainable Themes; Finding Investment Opportunities; Sustainable Investing Is Responsible Investing; Summary; Notes; CHAPTER 5 Further Context; Starting Point for Measuring Sustainability; Sustainability 2.0's Five Factors; Summary; Notes; CHAPTER 6 Sustainable Asset Management; SAM's Origins and Evolution Building a Sustainable Investing Practice: Basic Business SegmentsMeasuring Intangibles: Sustainability Research Methodology; Sustainability Lens: Active Portfolio Management; SAM and Performance; SAM's Extended Family: Dow Jones Sustainability Indexes; Sustainability Advocacy and Company Engagement; Summary; Notes; CHAPTER 7 Domini and BP; Domini Social Investments; Safety, Environmental, and Ethical Concerns; Domini Investment Philosophy; Business Model Analysis: Key Performance Indicator Alignment Model; Integrating Business Model Alignment and Stakeholder Relationship Strength; Notes

CHAPTER 8 The Story of CalvertUnconventional History; Calvert's People; Calvert's Methodologies: Signature, Solution, and SAGE; Calvert's Performance; Summary; Notes; CHAPTER 9 Winslow; Blazing a Trail; Investment Process; Performance Considerations; Summary; Notes; CHAPTER 10 Portfolio 21; Portfolio 21: A History; Theory of Sustainability and Change; In Search of Forward-Looking Companies; Results; Summary; Notes; CHAPTER 11 Northwest and Ethical Investments; Humble Beginnings; New Direction; Evolving Investment Approach; Corporate Engagement Program; Key Products and Performance over Time

Looking Forward: NEI's Merger with Northwest FundsNote; CHAPTER 12 Looking for a Green Century: Passive-Indexed versus Active Portfolio Management; Background; Green Century Funds; Green Century Equity Fund; Trillium Asset Management and the Balanced Fund; Trillium Asset Management Corporation; Carbon Footprint of the Balanced Fund; Seeking Safer Packaging: The Bisphenol-A Report; Shareholder Advocacy; Summary; Notes; CHAPTER 13 Pictet Water; Evolution of Investment Strategy over Time: Original versus Current Mission; Founders and Key Decision Makers; Methodology Metrics: What Is Important and Why

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#### Sommario/riassunto

Sustainable Investing is fast becoming an essential method of generating long-term returns, moving beyond the negative approaches to socially responsible investing that have dominated the field. This book, our second on the subject, provides over 15 case studies of leading global investors and companies demonstrating how they successfully apply sustainability aspects to their core strategies. Learn from prominent thought leaders Dan Esty and Paul Hawken among others who have contributed key chapters. Our chapter on performance shows clearly how these strategies have been working once neg

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