

# Measuring sustainability of pension with investment game

“Discovering sustainability preferences with an investment game”

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Pension funds increasingly want to know exactly what their participants’ preferences are. To find out how sustainable customers really want to invest, this paper discusses the investment game. Participants reveal their real preferences for SRI during the game. 3,700 customers of a British pension fund participated in the investment game. Participants were given £1,000 to invest, choosing SRI more often than traditional investing.

## Principal Findings

- The vast majority of participants were twice as likely to invest sustainably.
- Women invested more in the SRI fund than men.
- High earners invested less in the sustainable fund.
- Older participants invested less money in the sustainable fund than younger participants in the investment game.

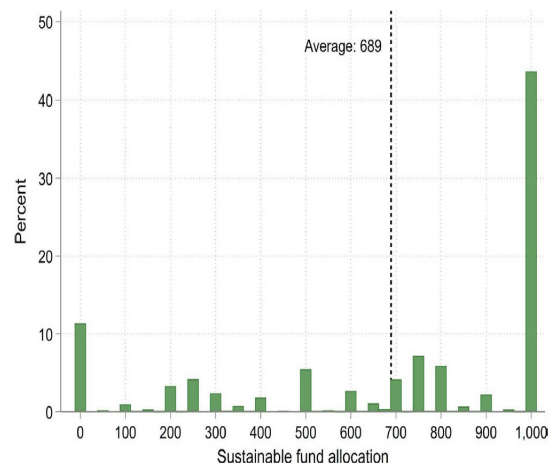


Figure: The allocation of participants to the sustainable fund in the baseline condition when no default option is available

## Key Takeaways for the Industry

- The investment game provides a fairly consistent picture of how sustainably invested participants in a UK fund want to be.
- The investment game could easily be played in the Netherlands as well to investigate how much risk participants are willing to take and how sustainably they want to invest for retirement.



Want to know more? Read the paper

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