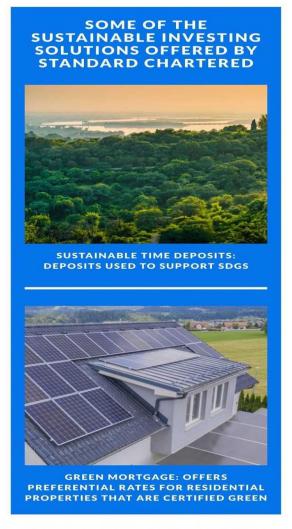
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"The world must act now if it is to deliver the United Nations Sustainable Development Goals (SDGs) for a more sustainable society by 2030, as there is currently an annual funding gap of US\$2.5 trillion. This presents a massive opportunity to channel private capital through sustainable investments to bridge this gap," says Sammeer.

"With interest in sustainable investing at an alltime high, now is the time for investors to make the highest impact through sustainable investments."

Standard Chartered is doing its part by including sustainable investing in its advisory framework and solutions. For instance, it offers multiple sustainable funds for retail investors and has introduced Sustainable Time Deposits, which are used to support the SDGs.

Meanwhile, the Green Mortgage offers preferential rates on financing for residential properties that are certified green. Its self-directed digital investing platform SmartDirect makes sustainable investments widely accessible to investors.

"There is no one-size-fits-all approach as each subset of retail investors requires personalised solutions that are relevant to their life goals, behaviour, ESG priorities, motivations and key barriers," says Sammeer.

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