Developing Responsible Property Investments

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Facing the reality, even if we don't like it.

We must be responding to the realities of the situation we face. Poune Asset Management's chosen ground is sustainable development, eco-friendly and people-friendly building investments. We offer socially responsible property and business developments in a financially rewarding way, developing a socially responsible corporate image and property portfolio.

In addressing those fundamental issues, we are at the forehead of a new kind of financial investments that will blossom in the near future and strive on people's growing concern for environmental preservation and financial gain. Concomitantly, new and tougher regulations might help us in this direction as climate change and the depletion of natural resources make the headlines on a regular basis allowing communities all over the world to understand the need for change.

But what do asset owners and investment managers need to start developing Responsible Property Investments and make this a reality?

- Above all, a very strong commitment at the top executive level, as it takes foresight to steer a company through more or less predictable evolutions of the industry. The "following the herd" mentality is not anymore an affordable luxury and has brought devastation to our investors and industry.
- The technical side is paramount. Some of the technologies needed are not widespread yet in the construction business, and as a consequence might be a bit more expensive to use in the first place. Nevertheless, the financial additional cost is more than made up within a few years without even taking into account additional benefits to the company, and shall decrease in the future as relevant technologies become more mainstream.

- Generally, of course, resistance to change at all levels is usually tangible but shall be overcome.
- Finally, may be a strong corporate culture of excellence should do the work. This means, in our book, recognising one's own limitations in order to overcome them. A famous Feng Shui master said it was all about "discipline, working hard and doing everything with a good heart and mind to realize the plans one has". Another example is Yamaoka Tesshu, a great Japanese sword master and Zen practitioner, who said "The excellence of every art must consist in the complete accomplishment of its purpose."

Our developing range of topical funds offer Pension Funds and investment management companies the unique opportunity to make desired returns and act strongly on ethical grounds while staying ahead of competition and developing a unique corporate/investor image.

What actions, business and administrative processes need to be taken in order to be eligible to responsible property investment? Different frameworks exist regrouping slightly parting sensibilities but they all share a common background mostly based on common sense and good risk management practices. For instance, the United Nations have set up a very interesting program, the UN Principles for Responsible Investment, and Poune Asset Management is aiming to join very soon.

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"There always is opportunity in turbulence. Never allow a crisis to go to waste."