

Live Webinar

# Using Capitalism to Make a Better World: Fund Managers' Strategies to Promote ESG and Sustainability Agendas

June 24, 2021



*Featuring:*

**Sarah Bratton Hughes**, Head of Sustainability, North America, Schroders

**Kei Okamura**, Director of Japan Investment Stewardship, Neuberger Berman

*Moderator:*

**Alicia Ogawa**, Director, Project on Japanese Corporate Governance and Stewardship,  
Center on Japanese Economy and Business, Columbia Business School

On June 24, 2021, CJEB held a live webinar featuring Sarah Bratton Hughes and Kei Okamura, with Alicia Ogawa serving as moderator. A bright light is being shone on fund managers who are expected to use their power to advance environmental, social, and governance issues at the companies in which they invest. Asset managers such as BlackRock have come under heavy public attack for their perceived inaction on climate issues, for example. The speakers addressed the questions: (1) How do fund managers influence the ESG strategies of the companies in which they invest? For example, is divestment of shares in fossil fuel companies more or less effective than using share ownership as a means to engage with the company to promote change? (2) Is a noisy public campaign to change the board more or less effective than behind-the-scenes negotiations? and (3) How do global asset managers deal with differing rules, politics, accounting regimes, and awareness in the many countries in which they operate when issues such as climate change and diversity are, by nature, global problems? The webinar concluded with a Q&A session. To view the video recording of the webinar, please visit <https://youtu.be/TlxnMWKcKS8>.