Passive Investment case study brief - 2020

**Overview**

Following a [discussion paper](https://www.unpri.org/passive-investment/how-can-a-passive-investor-be-a-responsible-investor/4649.article) and [consultation results report](https://www.unpri.org/passive-investment/esg-and-passive-investment-strategies/5493.article), the PRI wants to highlight innovative and practical examples of responsible investment (RI) in passive investments. Case studies are one of the main ways in which the PRI shares knowledge and promotes best practice among its signatories. Below we explain our objectives and criteria for PRI case studies and give guidance to ensure case studies are of consistently high quality.

PRI signatories with investments in passive investment funds, pooled or segregated mandates, are welcome to submit a proposal for a case study. We also invite index and fund providers to put proposals forward. The PRI’s intention is to include approved case studies alongside existing materials and publish them on the PRI website.

**Criteria for case studies**

All case studies should:

* + - * be between 750 and 1,000 words (excluding diagrams and tables);
* contain the following elements;
* author name, organisation name, investor type/specialism, region of operation;
* assets under management figures and allocation to passive investments;
* focus on a single aspect of a signatory’s approach to RI in passive investments;
* include details of asset class, specific sectors and regions;
* contain innovative ideas which go beyond standard industry practice;
* contain data, graphs and illustrations in place of descriptive text where possible;
* avoid undue promotion by the author of their organisation or funds and generalised descriptions of the RI processes described.

**important notes and publishing process**

The PRI will edit draft case studies to ensure the language, structure and design:

* communicate their message effectively to a wide audience;
* are consistent with the rest of the case studies in the series;
* are in keeping with the general spirit of the six Principles.

View examples of case studies written on [passive investment](https://www.unpri.org/investor-tools/passive-investment).

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| Publication steps | | |
| Propose | 1. **Signatory submits first draft outlining content on template form.** | **By 1st June 2020** |
| 1. PRI shortlists case studies |  |
| Write | 1. The PRI asks shortlisted parties for any factual clarifications and provides feedback on structure and content with suggested changes where necessary. |  |
| 1. Signatory submits final draft. |  |
| 1. The PRI makes final language/design edits and designs before sharing for final approval. |  |
| Publish | 1. Publishing of the case study through PRI |  |

**Contact**

For inquiries and submissions contact [passiveinvestments@unpri.org](mailto:passiveinvestments@unpri.org)

## passive investments - Case Study Template

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|  | |
| **Headline:** <needs to be interesting enough to draw people in but literal enough to be clear (to readers, including non-native English speakers, as well as to search engines)> | |
|  | |
| **Date:** <for this version of the case study text> | |
| **Organisation name** | **Organisation type** |
| **Region of operation** | **Asset under management** |
|  | |
| **Why (<250 words**): <the value provided by the particular process/practice that the case study is covering, e.g. [example](https://www.unpri.org/fixed-income/the-impact-of-energy-and-climate-on-sovereign-risk/66.article#why)> | |
|  | |
| **How (<350 words): <** a description of the process/practice that the case study is covering, e.g. [example](https://www.unpri.org/fixed-income/the-impact-of-energy-and-climate-on-sovereign-risk/66.article#how)> | |
|  | |
| **Example (<350 words): <**a description of the specific instance of the process/practice in effect, including results, e.g. [example](https://www.unpri.org/fixed-income/the-impact-of-energy-and-climate-on-sovereign-risk/66.article#example)> | |
|  | |
| **Further information:**  <Please tick as many or as few themes as apply from the list below>  Managers Selection  Governance  Index Construction  Investment Process  Active Ownership  Monitoring and Reporting  ESG Incorporation  Other, please specify  This is not intended to be a restrictive list; case studies that range beyond these themes and topics are also most welcome.  Other: | |
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