



## Present, Future, Development and Acceptance of Socially Responsible Investing

February 9, 2010 at 6:30 PM

Geneva

SRI -- Socially Responsible Investing -- initially dubbed a "fad", has now taken its place firmly in the financial industry. However, its skeptics remain, and its exact role has yet to be defined. Will SRI eventually dictate all our investment decisions? Does it have a place in the Hedge Fund Industry and should it be seen as a cost, an opportunity, a source of extra return, or simply something that is morally correct?

### Participants

**Christoph Butz**, *Moderator*, Pictet & CIE  
**Paul Clements-Hunt**, UNEP FI  
**Caroline Schum**, Nest Pension Fund  
**Adam Seitchik**, Auriel Capital  
**Daniel Perroud**, Harcourt Investment Consulting AG

### Event Details

**Date:** February 9, 2010

**Time:** 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

**Host:** Pictet & CIE

**Location:** Route des Acacias 60, Geneva, 1211, Switzerland

(Please see below for directions.)

**RSVP:** [http://www.100womeninhedgefunds.org/pages/event\\_registration.php](http://www.100womeninhedgefunds.org/pages/event_registration.php)

This event is NOT FOR ATTRIBUTION.

Admission to this event is free, but there is a 30 SFr charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to our 2010 beneficiary.

Space is limited. No walk-ins will be permitted.

## Biographies

### **Christoph Butz**, Fund Manager, Pictet & CIE

Christoph Butz joined Pictet Asset Management in 2002 as sustainability expert.

He previously worked for Bank Sarasin & Cie in Basel as deputy head of sustainability research. He was then jointly responsible for the development and application of sustainable investment concepts. He has gathered practical experience in the field of natural resources management in Canada, Switzerland and Brazil. He is also the co-founder and partner of an engineering consultancy specialised in climate-protection projects within the framework of the Kyoto Protocol.

Christoph has a MSc degree in Forest Engineering from the Swiss Federal Institute of Technology in Zurich. He is a Certified International Investment Analyst (CIIA) and holds a CFPI/AZEK diploma. He has written several sustainability-related publications and articles

### **Paul Clements-Hunt**, Head of Unit, UNEP FI

Paul joined UNEP Finance Initiative in 2000. From 1998 - 2000, he represented the International Chamber of Commerce (ICC) in the fields of energy, environment and sustainable development. He coordinated business involvement in the United Nations Framework Convention on Climate Change (UNFCCC) and, working with Lord Richard Holme, Chairman of the ICC Environment Commission, laid the foundation for the Business Action for Sustainable Development initiative that played an instrumental role representing the business community in the 2002 World Summit for Sustainable Development (WSSD).

He played a lead role for the ICC representing the business community during early negotiations with the United Nations to develop the United Nations Global Compact, and initiated the BioSociety working group - now an ICC Commission - that developed the business world's first Biotechnology Roadmap.

From 1991-1998, Paul was based in Bangkok, Thailand, engaged in environmental business issues in the Southeast Asia region. As an entrepreneur, he secured investment for the first environmental strategic issues consultancy in Thailand in 1992. In 1994, he joined forces with Societe Generale de Surveillance (SGS) to develop a regionally focused environmental strategy consultancy in Asia. As Head of Research, Paul directed the SGS Environmental Information Unit (EIU).

During this period, he worked with the Thai Securities Analysts Association and the Stock Exchange of Thailand (SET) to explore the potential of positively screened sustainability funds for the 360 plus listed companies on the SET. This project catalyzed Paul's interest in the complex interface between environment, sustainability, finance and capital markets. That interest continues today with UNEP FI.

### **Caroline Schum**, Director, Nest Pension Fund

Caroline Schum, EPFL environmental engineer (Swiss Federal Institute of Technology) is responsible for new business development in the Swiss French region for Nest, an ethical and ecological pension fund. Ever since its foundation in 1983 one of the salient features of Nest have been investments according to principles of sustainability.

From 2000 to 2007, she has worked for Ethos as a senior analyst. She was in charge of social and environmental company analysis and of the dialogue program on social and environmental issues.

Previously, C. Schum has worked during 5 years with Degrémont (Suez-Lyonnais des Eaux Group) as a project engineer. As such, she was designing water treatment plants for leading industrials in Europe.

C. Schum is also a member of the Boards of Directors of the Banque Alternative Suisse and the Services Industriels de Genève (SIG). She is also engaged in several non governmental organisations (Actares, Equiterre).

**Adam Seitchik, Managing Director, Auriel Capital**

Adam Seitchik is Managing Director at Auriel Capital, a London-based institutional asset management firm specializing in absolute return strategies. He is responsible for developing tailored Environmental, Social and Governance (ESG) investment strategies for institutional investors in Europe and North America. Previously Adam was Chief Investment Officer at Trillium Asset Management in Boston, where he oversaw \$1 billion in investment portfolios integrating ESG and financial factors into a value-added stock selection process.

Adam worked closely with the founding partners of Auriel at Deutsche Asset Management, where he was the Chief Global Strategist in London. His knowledge of ESG risks and opportunities integrates well into Auriel's systematic approach to equity investment. Auriel Capital specialises in empirical research, portfolio construction and risk management and employs these capabilities to develop uncorrelated, customized, transparent and liquid alpha strategies. The firm manages global macro, currency and equity market neutral strategies for clients in the UK, Europe, and North America. Since launching in April 2004 with \$20 million, Auriel's assets under management have grown to over \$500 million.

Adam Seitchik has a Ph.D. in Economics from Boston University, and is a Chartered Financial Analyst. He has prior experience as an analyst and global portfolio manager at Wellington Management in Boston, and early in his career was an Assistant Professor of Economics at Wellesley College. He is Trustee and Investment Committee chair of the Hyams Foundation in Boston, whose mission is to increase economic and social justice and power within low-income communities in Boston. He also serves on the Board of Bainbridge Graduate Institute, the leading sustainable business graduate programme in the United States. Adam can be reached at [adam.seitchik@aurielcapital.com](mailto:adam.seitchik@aurielcapital.com)

**Daniel Perroud, Director, Harcourt Investment Consulting AG**

Daniel Perroud is a graduate from the University of Fribourg (Switzerland) where he earned a Master of Laws. He started his career in 1999 as corporate tax consultant at Arthur Andersen in Zurich with a special focus on transaction services. In 2001 Daniel was promoted to senior consultant. He then joined the structured and corporate finance department of UBS where he was involved in a number of M&A deals. From 2003 he worked for an Italian energy company as management consultant with the supervision of all business development activities in the field of the renewable energies.

Daniel joined Harcourt Investment Consulting in January 2008 and heads the Geneva office. He is responsible for the business development of Harcourt in the Romandie, Ticino, Italy and France.

**Directions**

For parking access, please enter via rue des Noirettes.

Directions can be downloaded at :

<http://www.100womeninhedgefunds.org/events/100WHF20100209GenevaDirections.pdf>

**About Pictet & CIE**

Founded in Geneva in 1805, Pictet & Cie is today one of Switzerland's largest private banks, with assets under management and custody totaling more than USD 325 billion. Moreover, it is considered to be one of the leading independent asset management banks in Europe. Pictet & Cie is a partnership owned and managed by seven partners with unlimited liability for the Bank's commitments.

The Bank specialises essentially in private and institutional asset management, fund administration and management, global custody and family office services. The Pictet group has more than 3000 staff members, is headquartered in Geneva and has a worldwide presence, with representative offices, subsidiaries and branches in most of the world's major financial centers: Zurich, Basel, Lausanne, Luxembourg, London, Frankfurt, Paris, Nassau, Madrid, Barcelona, Milan, Turin, Florence, Roma, Montreal, Dubai, Hong Kong, Singapore and Tokyo.

**About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))**

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 10,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted more than 160 events globally, connected more than 150 senior women through Peer Advisory Groups and raised in excess of \$17 million for philanthropic causes in the areas of women's health, education and mentoring. For more information about 100 Women in Hedge Funds, please visit [www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org).

**Give Back**

100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit [http://www.100womeninhedgefunds.org/pages/give\\_back.php](http://www.100womeninhedgefunds.org/pages/give_back.php) today and tell us how you can help.

**100WHF *Connect!***

100WHF *Connect!* Our new, sophisticated technology platform that allows you to leverage our global membership - *Connected!* Go to [http://www.100womeninhedgefunds.org/pages/membership\\_connect.php](http://www.100womeninhedgefunds.org/pages/membership_connect.php) for more details.