

# ODDO SECURITIES-ESG INTEGRATION

# Introduction

ODDO Securities is the prominent European financial services group which is at a crossroads to meet the heightening demand for sustainable investment. The case revolves around how the firm incorporates the Environmental, Social, and Governance (ESG) information into its investment management in order to sustain its competitive advantage and to meet the investors' demands.

# ESG Framework and Strategy

As a result, ODDO Securities came up with a strategic approach to the formulation of a new ESG framework that sought to address the issue of sustainability across the firm portfolio. The process included integration of ESG factors into the decision making process, whereby analysts and portfolio managers could consider all risks, be it, financial or non-financial.

# Solution Approach

The integration of ESG factors at ODDO Securities was done through developing a strict policy of training all the human resources about ESG factors and providing them with ESG analysis tools and updating their risk models to incorporate ESG risks.

Also, the firm for the first time developed sustainability-themed financial products, interested investors who were keen on investing in environmentally and socially responsible companies.

# Conclusion

In the same way, due to the extensive ESG integration methodology adopted by ODDO Securities, it was possible to ensure the financial results of a company alongside the positive reflection of sustainable investment criteria. This case proves that ESG factors are now becoming the focus of the contemporary investment process and therefore, financial organisations should strive to adapt to the emerging trends.

# Recommendation

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution

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