

**30% Club Investor Groups Collaboration**

One of the key pillars of the 30% Club Global campaign is to include a global perspective for the Investor Community as the critical influencer.

The global collaboration of 30% Club Investor Groups aims to facilitate and coordinate collaborative engagement efforts, where local investors engaging in their domestic market are backed by the assets of the members of other 30% Club investor groups. Members of the investor groups have the opportunity to support corporate engagement in markets where a regional 30% Club Investor Group is present and where they have investments.

The global collaboration therefore serves a dual purpose which is of benefit to the aims of the domestic 30% Club Investor Group and individual members in other markets who wish to broaden their engagement efforts.

Key to successful collaborative engagement

The Principles for Responsible Investment commissioned research to examine the success factors of collaborative engagement. [[1]](#footnote-1)Two key features make collaborative engagements more or less likely to succeed:

“First, leadership is decisive. In collaborative engagements, success rates are elevated by about one-third when there is a lead investor heading the dialogue on behalf of the coalition, and success rates are particularly enhanced when that **investor is headquartered in the same region as the target firm**. For maximum effect, coordinated engagements on ESG issues should have a lead investor that is well suited linguistically, culturally and socially to influencing target companies.

Secondly, the scale of investor influence is important. Success rates are higher when **participating investors are more numerous**, when they own a bigger proportion of the target company and when they have more total assets under management.”

Acting independently

The 30% Club Investor Group does not require or seek collective decision-making or action with respect to acquiring, holding, disposing and/or voting of securities. Participants are independent fiduciaries responsible for their own investment and voting decisions and must always act completely independently to set their own strategies, policies and practices based on their own best interests.

The use of engagement tools and tactics, including the scope of participation in engagements is at the discretion of individual investors. The collaboration only facilitates information sharing among investor groups and takes no formal position.

The individual 30% Club Investor Groups remain responsible for their own Terms of Reference and for the engagements that are conducted in their respective markets. There is no obligation to share information and solicit international support for engagements.

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1. <https://www.unpri.org/research/local-leads-backed-by-global-scale-the-drivers-of-successful-engagement/537.article#:~:text=In%20collaborative%20engagements%2C%20success%20rates,region%20as%20the%20target%20firm>. [↑](#footnote-ref-1)