



Ethisch-nachhaltige Investments: Performancemessung "grüner" Fonds (German Edition)

Rudi Oberdorfer

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Diplomarbeit aus dem Jahr 2007 im Fachbereich BWL - Investition und Finanzierung, Note: 1,0, Alpen-Adria-Universität Klagenfurt (Finanzmanagement), 145 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Für viele Menschen ist es in ihrer Rolle als Konsument längst selbstverständlich, dass Kaufentscheidungen von ethisch-ökologischen Erwägungen mitbestimmt werden (Bio-Produkte, genfreie Produkte ...), warum nicht auch bei ihrer Geldanlage? Es heißt, dass das Geld „arbeiten“ sollte und eine möglichst hohe Rendite erwirtschaften soll. Steht eine Anlage in ethisch-nachhaltige Investments im Widerspruch dazu? Kostet mir das gute Gewissen in ethische Investmentfonds Geld einzusetzen etwas und ist dadurch mit einer Verringerung der Rendite zu rechnen?

Die Veranlagung nach ethischen oder nachhaltigen Kriterien hat in den letzten Jahren einen spürbaren Auftrieb erhalten. Das Interesse stammt vor allem von der Seite der institutionellen Investoren, die aufgrund der gesetzlichen Rahmenbedingungen für die Veranlagung von Pensionsgeldern „Ethik“ und „Nachhaltigkeit“ mitberücksichtigen müssen.

Die privaten Anleger befürchten durch eine ethisch-nachhaltige Geldanlage einen Renditeverzicht in Kauf nehmen zu müssen – ein Vorurteil, das im Folgenden genauer untersucht wird.

Ziel dieser Arbeit ist zunächst einen umfassenden Überblick über die ethisch-nachhaltige Veranlagung – und hier insbesondere auf die Geldanlage in Investment-fonds – zu geben und danach zu überprüfen, ob nachhaltige Portfolios für den Investor nicht nur aus moralischen Gesichtspunkten, sondern auch aus finanziellen, eine Alternative zu traditionellen Portfolios darstellen können.

Außerdem werden die gängigsten Kennzahlen zur Performancemessung von Investmentfonds vorgestellt und deren Aussagekraft beurteilt.

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