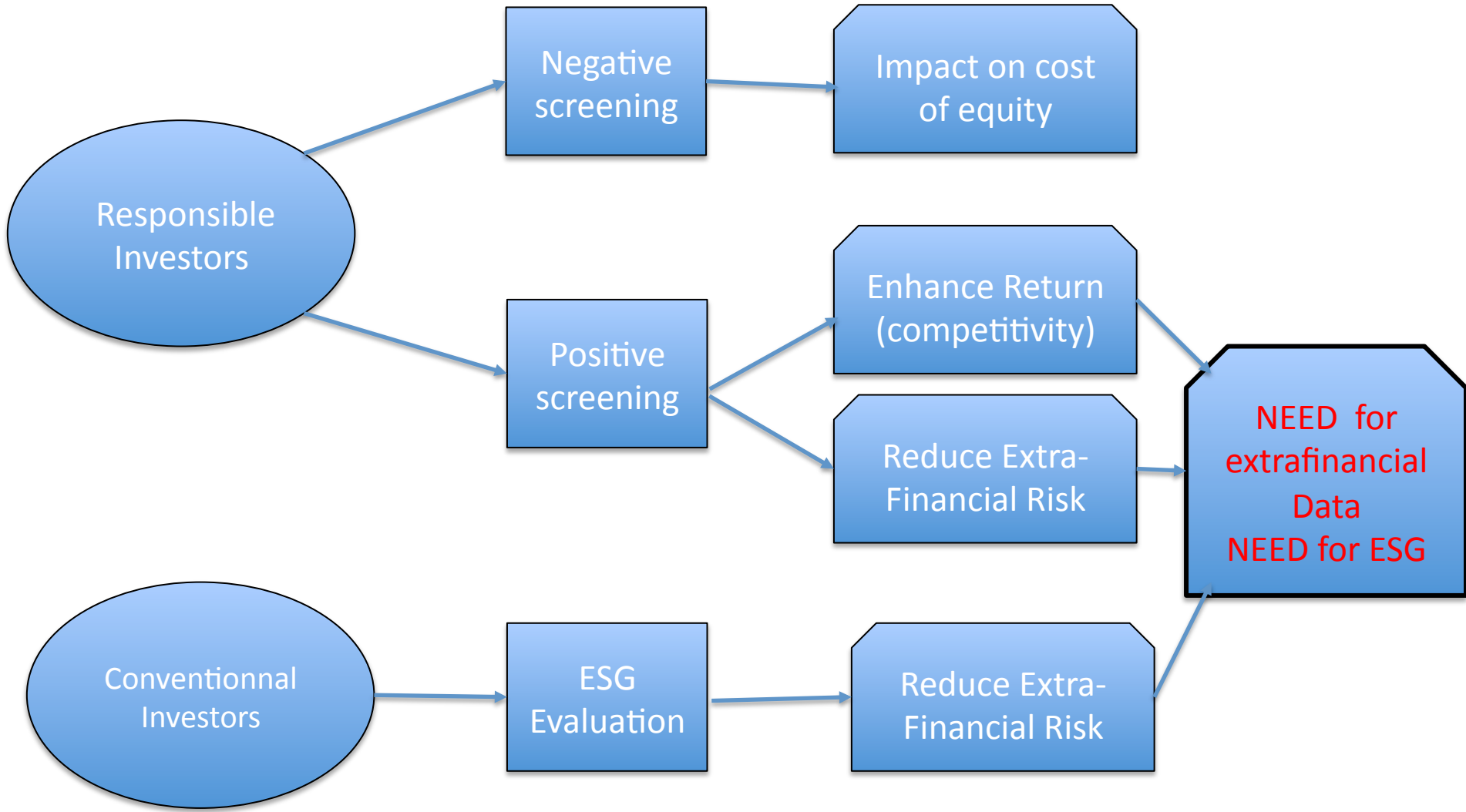


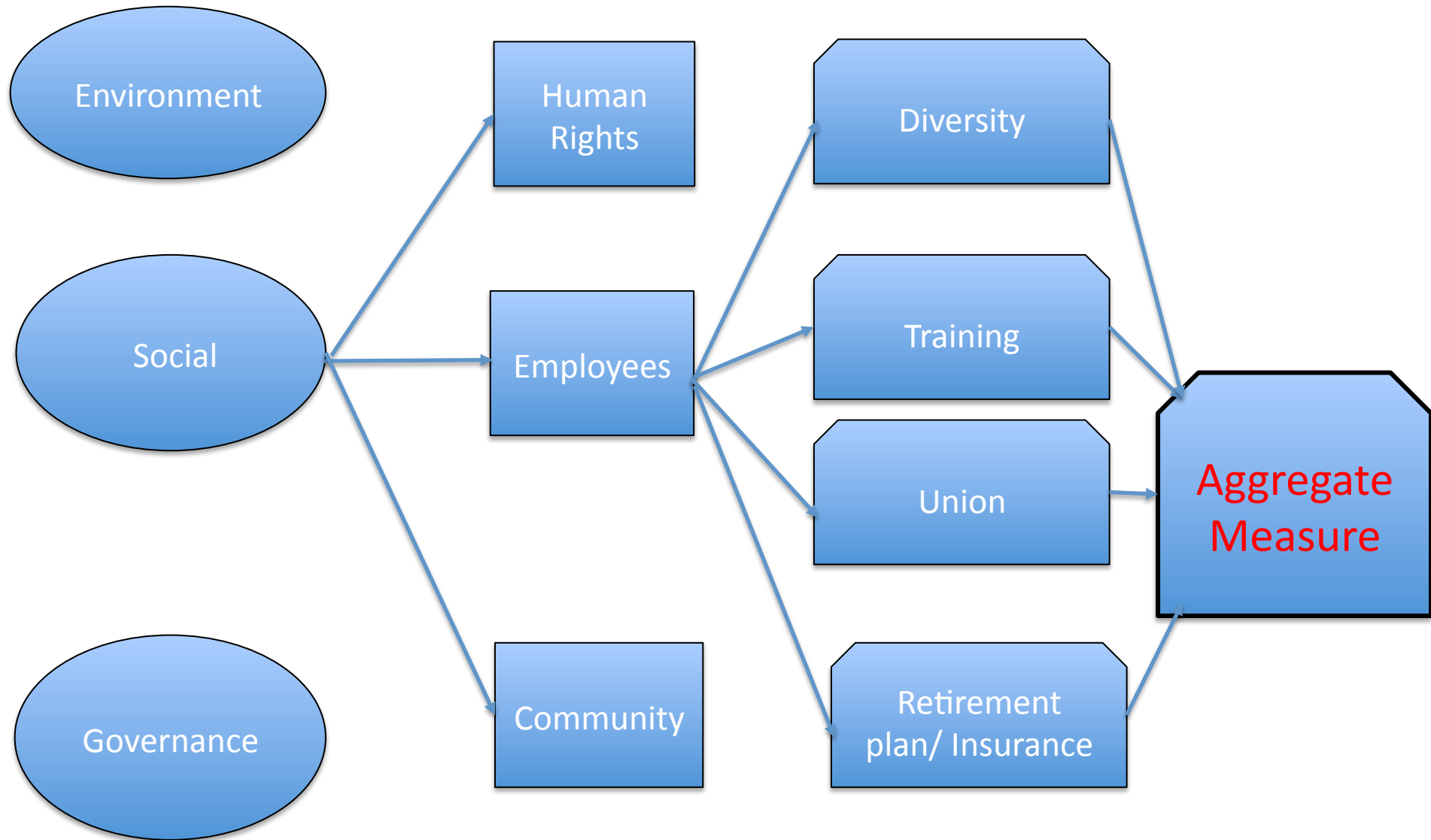
# **AI and Big Data to the benefit of Responsible Investing**

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# BIG DATA AND ESG

- External Providers:
  - MSCI
  - Sustainalytics
  - Jansti ....
  
- Gathering Data:
  - From the net: structured and unstructured data:  
using motor of research or not
  - From the social networks: facebook, etc.



# BIG DATA AND ESG

- Continuous process
  - Real-Time
  - Variety of data:
    - Videos
    - Photos
    - Texts
  - ESG:
    - Social: controversies...
    - Environment : pollution... Real Time
-

# BIG DATA AND ESG

- Coca-Cola: India
    - Information on continuous basis
    - Information on real-time
    - Ability to assess the risk of community's opposition
  
  - Data:
    - Difficult to handle and interpret the data
    - False, wrong or manipulated data
    - «Over-disclosure» to make analysis difficult
-

# BIG DATA , AI AND ESG

- How can we:
    - collect information for better risk management
    - address and mitigate externalities which impact ESG performance and then the extra-financial risk
  
  - Artificial Intelligence
    - Handle large number of various data: Siri,
    - Help to anticipate social and environmental
    - Help to make a better decision: better risk assesment
    - Help to interpret quickly various informations
-

# BIG DATA , AI AND ESG

- «Over-disclosure» : we are the best
  - False/Fake information...
  - Technical Need for:
    - Access to ALL information : from «usual» research (Google, Yahoo etc.) and from the hidden part
    - Convergence
    - Software to quickly interpret a variety of information
    - Multiple approaches: ensure robustness
-



# BIG DATA , AI AND Errors

- How will control access to this information?
  - Who has the right to access to this data?
  - How can we protect private information?
  - How can we classify the data: highly sensitive vs public data?
  - How and who can regulate the access? (VS researchers)
  - Where shall we «store» the data?
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  - How can we classify the data: highly sensitive vs public data?
  - How and who can regulate the access? (VS researchers)
  - Where shall we «store» the data?
  - What about cyberattacks?
-