

# South Korea

South Korea has committed to achieving net zero emissions by 2050. Green hydrogen is a key catalyst in this strategy, with the government announcing several initiatives to support its development, which is forecast to double to USD20.2 billion by 2030.

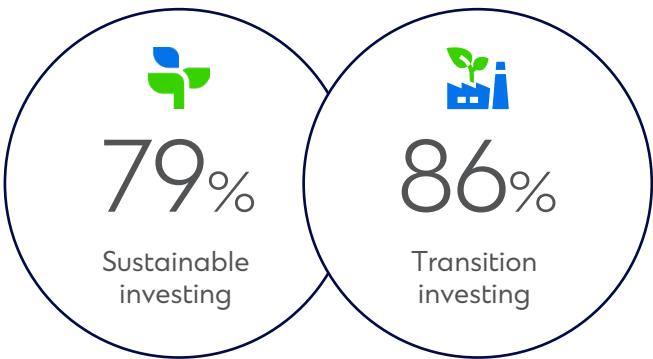
To further accelerate its decarbonisation, South Korea has unveiled a USD313 billion green financing plan, focusing on renewable energy projects, carbon capture and low-carbon industrial transitions. This plan includes a loan scheme and investment in climate technologies.

As part of efforts to enhance its sustainable finance market, South Korean regulators updated its green finance guidelines in 2024, which sets clear criteria for green economic activities, ensuring financial companies align investments with genuine sustainability goals.

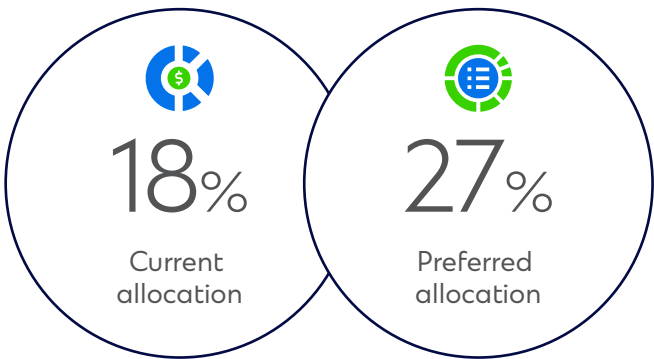


## General sentiment

Investors in South Korea who took part in our survey demonstrate strong interest in sustainable investing, with 79 per cent expressing enthusiasm, whereas more of them indicate interest in transition investing.



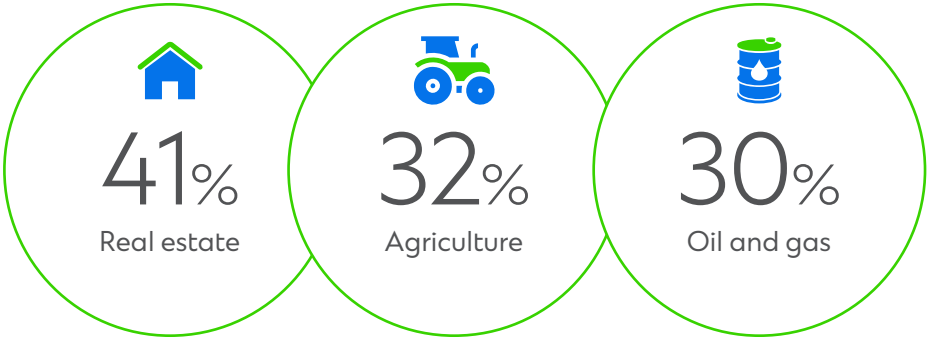
Investors' current allocation to sustainable investing stands at 18 per cent, with a preferred allocation of 27 per cent, indicating room for growth in aligning aspirations with portfolio strategies.



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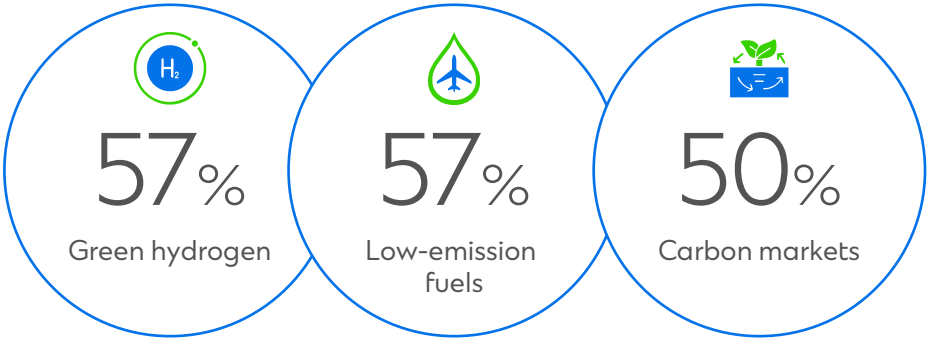
## Exposure to high-emitting sectors

More than four in 10 South Korea investors hold real estate in their portfolio, significantly higher than other markets surveyed. Agriculture also stands out, marking the highest share among all surveyed markets.



## Themes of interest

Green hydrogen, low-emission fuels and carbon markets top the list of themes of interest to investors in South Korea, and the figures are the highest among all markets surveyed.



## Investor motivations

Positive social and environmental impact emerges as the top motivation, while improving financial returns is ranked second. Complying with social norms ranks third but stands out as the highest among all surveyed markets.



## Investor barriers

Higher perceived risks is the top barrier, followed by greenwashing and a lack of benchmarks.

