

# ESG Investing Terms Your Clients Should Know



## **ACTIVE OWNERSHIP**

The use of the rights and position of ownership to influence the activity or behavior of investees. For listed equity owners, this includes engaging companies on ESG issues and exercising (proxy) voting rights. It is seen as a means of reducing investment risk, enhancing long-term shareowner value, or both.

## **BEST-IN-CLASS/POSITIVE SCREENING**

The selection of companies with better or improving ESG performance relative to sector peers. Also referred to as positive screening.

## **CARBON NEUTRAL**

A strategy which removes the equivalent amount of CO<sub>2</sub> to what's emitted through business activities. Carbon removal strategies can include carbon offsets and carbon capture.

## **CORPORATE GOVERNANCE**

The system of rules, practices and processes by which a company is directed and controlled, designed to ensure management acts in the best interests of its shareholders. Corporate governance covers a wide scope from reviewing board independence, remuneration and risk practices, to capital allocation and accounting practices.

## **CORPORATE SOCIAL RESPONSIBILITY (CSR)**

A self-regulating business model that helps a company be socially accountable—to itself, its stakeholders and the public. By practicing corporate social responsibility, also called corporate citizenship, companies can be conscious of the kind of impact they are having on all aspects of society, including economic, social and environmental.

## **ENGAGEMENT**

Refers to interactions between the investor and current or potential investees (companies, governments, municipalities, etc.) on ESG issues. Engagements are undertaken to influence ESG practices and/or improve ESG disclosure.

## **ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) CRITERIA**

A set of standards for a company's operations that socially conscious investors use to evaluate potential investments. Environmental criteria consider how a company performs as a steward of nature. Social criteria examine how it manages relationships with employees, suppliers, customers, and the communities where it operates. Governance deals with a company's leadership, executive pay, audits, internal controls, and shareholder rights.

## **ESG INTEGRATION**

An investment approach in which a range of sustainability and ESG-related risks and opportunities are considered in addition to traditional financial analysis. In principle, this can lead to a more fundamental assessment of the environment in which a company operates and its performance in managing different stakeholders.

## **EXCLUSIONARY/NEGATIVE SCREENING**

The exclusion from a portfolio of certain sectors, companies or practices based on specific ESG criteria. Also referred to as negative screening.

### **GENDER LENS INVESTING**

Investing that aims to improve the lives of women and girls, while also generating financial returns.

### **GREEN INVESTING**

Investing in companies and technologies that are considered to be positive for the environment, such as companies offering alternative sources of energy or those that have demonstrated a track record of reducing their environmental impact.

### **IMPACT INVESTING**

Investments in companies, organizations and funds with the disclosed intention to generate and measure social and environmental benefits alongside a financial return.

### **MATERIALITY**

A fact is material if there is a substantial likelihood that the fact would have been viewed by the reasonable investor as having significantly altered the 'total mix' of information made available.

### **NET ZERO**

Refers to the balance between the amount of greenhouse gases going into the atmosphere and the amount of greenhouse gases being removed from the atmosphere.

### **RESPONSIBLE INVESTMENT**

A term widely used to cover a broad range of activities and approaches, including ESG integration, engagement and active ownership.

### **SHAREHOLDER ACTIVISM (OR ADVOCACY)**

A public form of engagement whereby investors use their shareholdings to engender change at a company. This can be done through submitting shareholder resolutions or a public media campaign against a company. Shareholder activism tends to be a more confrontational approach to promoting change.

### **SOCIALLY RESPONSIBLE INVESTMENT (SRI)**

This is considered the oldest and most established term relating to sustainable investing, and is grounded in more ethically and values-focused approaches to investment.

### **STAKEHOLDER CAPITALISM**

Stakeholder capitalism is a system in which corporations are oriented to serve the interests of all their stakeholders. Among the key stakeholders are customers, suppliers, employees, shareholders and local communities. Under this system, a company's purpose is to create long-term value and not to maximize profits and enhance shareholder value at the cost of other stakeholder groups.

### **SUSTAINABILITY**

A decision-making perspective that takes into account a broad array of stakeholders and systems, present and future. Sustainable decisions aim not only to meet present needs, but to strengthen social, environmental and economic systems, while preserving the ability of future generations to make decisions that meet their own needs.

### **THEMATIC INVESTING**

Investment strategies that focus on a specific ESG issue, such as renewable energy, clean tech, sustainable agriculture, education or health.

## Five Principles of Good Governance

In the context of Responsible Investing and ESG, governance factors include those that measure the quality and robustness of a company's internal structure and practices, its consideration for shareholder rights, its accountability and wider transparency framework. Measures of governance can include board structure, board independence, executive compensation or auditor independence.

- 1 ACCOUNTABILITY**  
The mechanisms that hold people responsible for their decisions and actions. Within corporate governance, management is accountable to the board of directors, and the board is accountable to shareholders.
- 2 INDEPENDENCE**  
The structures and processes that help minimize the potential influence of conflicts of interest on decision-making process.
- 3 PARTICIPATION**  
The extent to which corporations invite and support involvement from directors, investors, and other stakeholders.
- 4 PREDICTABILITY**  
The extent to which investors can count on the board and executive team to strive to meet their stated long-term objectives.
- 5 TRANSPARENCY**  
The ease with which investors and other outsiders can meaningfully analyze a company and its actions.

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## Risk Considerations

There is no guarantee that any investment strategy will work under all market conditions, and each investor should evaluate their ability to invest for the long term, especially during periods of downturn in the market.

ESG strategies that incorporate impact investing and/or environmental, social and governance (ESG) factors could result in relative investment performance deviating from other strategies or broad market benchmarks, depending on whether such sectors or investments are in or out of favor in the market. As a result, there is no assurance ESG strategies could result in more favorable investment performance.

**A separately managed account may not be appropriate for all investors. Separate accounts managed according to the Strategy include a number of securities and will not necessarily track the performance of any index. Please consider the investment objectives, risks and fees of the Strategy carefully before investing. A minimum asset level is required.**

**For important information about the investment managers, please refer to Form ADV Part 2.**

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