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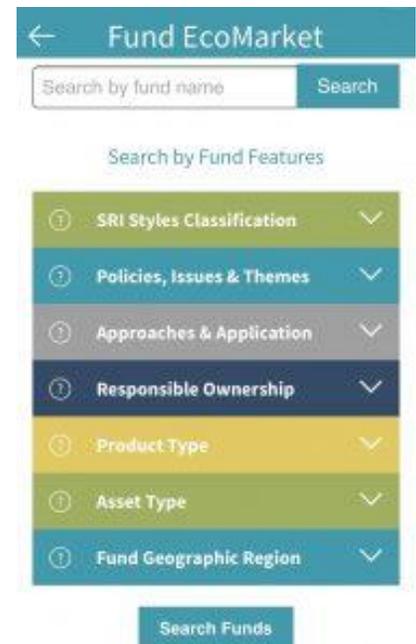
2020 - a busy year for specialist service provider SRI Services - with 'SRI Themed' being the most searched for SRI Style and 'Avoids coal, oil and gas majors' being the most searched for individual ESG issue

The horrors of COVID aside, last year was a great year for those of us in financial services who are working to help grow SRI (which includes sustainable, responsible, ethical, ESG and impact investments).

The information below is a roundup of the recent key improvements made to the free to use, adviser friendly 'Fund EcoMarket' fund database tool during 2020 as well as a list of the 'Top 100' searches carried out during 2020.

The three most significant changes made last year were all aimed at making it simpler for financial advisers and others to access fund strategy information so that it is easier than ever to match individual client aims to fund options. The three biggest changes were:

- **The launch of a new open source 'Fund EcoMarket' App** which enables people to search the fund database on their phones (and email their research findings to themselves or others if they wish). The App, a condensed version of the website, is available via both Apple and Google App stores - search 'Fund EcoMarket'. The image opposite shows the filter fields.
- **Populating Life and Pension fund** database entries with the strategy information from their corresponding (primary) OEIC funds. Users can now create a fund list (or full report) from all product types for whatever options they chose eg 'Sustainability Themed', 'Balanced Ethical', 'Excludes, coal, oil and gas majors', or 'Aims to deliver positive impacts'.
- **Splitting the 'Sustainability Themed' 'SRI Style' Classification into two** separate groups. The long existing 'SRI Themed' style was changed last year to help users understand the



different sustainable fund approaches - and reduce the risk of misselling and greenwash fears. The two new groups are:

- The '**Sustainability Themed**' SRI Style is now reserved for funds that focus on sustainability related issues, opportunities and themes – which are central to the fund's purpose and investment selection.
- The new '**Sustainability Tilt**' SRI Style classification is for funds that favour companies with higher sustainability standards or scores – but may invest across all or most sectors.

Founder Julia Dreblow explains: *'Fund EcoMarket's purpose, indeed our purpose, is to enable financial advisers and others to match fund options to clients' personal preferences so that we can help encourage greater investment in companies that take issues like climate change seriously. Understanding what funds actually do is the key to offering sound advice in this area because both client aims and fund strategies can vary so much. The fund information we publish all comes directly from fund managers so you can see how they chose to present their funds in their own words.'*

Fund EcoMarket website user information 2020

Fund EcoMarket user numbers increased rapidly again last year. The numbers were:

- Number of Unique Users in 2020: **17,000** (2019 Total Unique Users – 11,363). This marks an increase of **44.3%** from 2019.
- Number of sessions in 2020 : **26,000** (2019 Total sessions – 18,000). This marks an increase of **45.8%** from 2019.
- Average user time **4 minutes 40** (broadly unchanged)
 - Source: Google Analytics

Top 100 searches on Fund EcoMarket in 2020

The searches people carried out on the site were again very diverse this year, pointing to the need for a wide range of information being needed in order to offer advice on this area. The 'Top 100' most frequently selected options during 2020 are listed below.

Some key points of interest were...

- Four 'SRI Styles' fund classifications (shown in **bold**) are in the top 15 searches – showing that people find it useful to have funds classified into groups with broadly similar strategies.

- The most searched for SRI Style was '**Sustainability Themed**' (placed 2nd after 'OEIC'), the top individual issue was '**Avoids Coal, Oil and Gas Majors**' (13), with '**Avoids Armaments**' and '**Avoids Tobacco**' (16 & 17) not far behind. The highest 'positive' strategy was '**Invests in clean energy/renewables**' (at 28).
- The list is compiled from **46,725** individual events (clicks) from 1 January to 31 December 2020. Source: Google Analytics.

Top 100 Fund:

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| 1. OEIC/Unit Trust | 32. Property |
| 2. Sustainability Themed | 33. Social Themed |
| 3. Equity | 34. Europe Ex-UK |
| 4. Global | 35. Animal testing exclusion policy |
| 5. Mixed Asset | 36. Animal welfare policy |
| 6. Environmentally Themed | 37. Asia Pacific ex Japan |
| 7. UK | 38. Gambling avoidance policy |
| 8. Ethical – Balanced | 39. Deforestation / palm oil policy |
| 9. Environmental policy | 40. Pornography avoidance policy |
| 10. Fixed Interest | 41. DFM/Portfolio Planner* |
| 11. Equity Income | 42. Human rights policy |
| 12. Ethical – Negative | 43. Child labour exclusion |
| 13. Coal, oil &/or gas majors excluded | 44. Europe >50% UK |
| 14. Sustainability policy | 45. Ethical policies |
| 15. Investment Trust | 46. Infrastructure |
| 16. Armaments manufacturers avoided | 47. Favours cleaner, greener companies |
| 17. Tobacco production avoided | 48. Sustainability themed |
| 18. Unclassified | 49. Limits exposure to carbon intensive industries |
| 19. Passive Equity | 50. Responsible Ownership (FM company) |
| 20. Climate change / GHG policy | 51. Environmental damage and pollution policy |
| 21. ESG Plus | 52. Social policy |
| 22. Europe | 53. Clean energy themed |
| 23. Asia Pacific | 54. Not set |
| 24. USA | 55. Positive environmental impact theme |
| 25. Not Set | 56. Alcohol production excluded |
| 26. ETF | 57. Plastics policy / reviewing plastics |
| 27. Emerging Markets | 58. Indian sub-continent |
| 28. Invests in clean energy/renewables | 59. Governance policy |
| 29. Pension | 60. Other |
| 30. Fracking and tar sands excluded | 61. Arctic drilling exclusion |
| 31. SICAV/Offshore* | 62. Ethically Balanced |

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| 63. Health & wellbeing policies | 82. Positive social impact theme |
| 64. Strictly screened ethical fund | 83. Liontrust Sustainable Future Global Growth Fund |
| 65. Positive selection bias | 84. Hedge |
| 66. Avoids companies with fossil fuel reserves | 85. Excludes animal testing except for medical purposes |
| 67. Nuclear exclusion policy | 86. Aims to generate positive impacts |
| 68. Janus Henderson Global Sustainable Equity | 87. ESG integration strategy |
| 69. Oppressive regimes exclusion policy | 88. ESG/SRI engagement (company wide) |
| 70. Negative selection bias | 89. Measures positive impacts |
| 71. Available via an ISA | 90. Employ specialist ESG/SRI/sustainability researchers |
| 72. Avoids companies with poor governance | 91. Water / sanitation policy |
| 73. Aims to generate positive impacts (or 'outcomes') | 92. Resource efficiency policy or theme |
| 74. Anti-bribery and corruption policy | 93. FP WHEB Sustainability Fund |
| 75. Rathbone Ethical Bond | 94. Life |
| 76. Sustainable transport policy or theme | 95. Negative Ethical |
| 77. Faith Based | 96. UN Sustainable Development Goals (SDG) focus |
| 78. Unsustainable / illegal deforestation exclusion policy | 97. In house responsible ownership/voting expertise |
| 79. Invests in environmental solutions companies | 98. Liontrust Sustainable Future UK Growth Fund |
| 80. Responsible supply chain policy or theme | 99. Tobacco avoidance policy (AM company wide) |
| 81. Balances company 'pros and cons'/best in sector | 100. Use specialist ESG/SRI/sustainability research companies |

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About SRI Services and Fund EcoMarket

SRI Services was set up by Julia Dreblow in 2010 to support advisers in the sustainable, responsible and ethical investment market. Their work involves a combination of consultancy, research provision and drum banging.

SRI Services work with a range of retail financial services businesses to help develop their propositions in this area. Julia has worked in sustainable investment since the 1990's and was formerly SRI Marketing Manager at Friends Provident (now part of Aviva) – up to 2008. She is a director of not-for-profit industry group UKSIF and the technical author of the new PIMFA ESG Academy.

SRI Services' main product is the Fund EcoMarket database which is an open source, online, 'whole of UK retail SRI market' fund tool which offers a combination of filter options and text explanations for different fund strategies that focus on environmental, social, governance and or ethical issues. All funds are classified by our 'SRI Styles'. The database and SRI Styles were launched in 2011 and have evolved over time.



The tool is free to use thanks to the support of fund manager partners: **Rathbones, Pictet, Sarasin and Partners, Liontrust, Quilter Cheviot, Unicorn, Foresight, JanusHenderson, M&G, Triodos, Aegon, WHEB, EdenTree, BMO, Aberdeen Standard, BNY Mellon and Fidelity.** (Partner funds are listed first on the site - in randomized order, with logos shown.)

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