

A Guide to Green Investing:

The strategy of investing in environmentally conscious companies that make an effort to conserve natural resources either directly or in their business practices.

Green investing is part of the overall movement towards **ESG** investing.

What is ESG Investing?

Considers **environmental, social, and governance** issues and risks as an integrated component of your overall investment strategy

- **Environmental-** The way a company uses their resources and attempts to limit their environmental impact and protect the environment are some different aspects of the environmental impact a company may consider — water usage, carbon emission, pollution, waste disposal, and recycling.
- **Social-** The way a company treats employees, suppliers, customers and the communities they influence. A company may be evaluated in human rights, employment and pay equality, health and safety standards, employee relations, and labor conditions.
- **Governance-** The way a company establishes policy and procedure that they choose to follow. This may include diversity, business ethics, executive compensation, as well as exposure to bribery or corruption.

Studies have shown that companies with highly rated ESG practice may carry less risk and may perform better ^{1, 2}

Types of Green Investments:

- **Renewable Energy**
 - Hydropower
 - Wind Power
 - Solar Power
 - Geothermal Power
- **Combating Pollution**
- **Sustainable Food Production**
- **Waste and Recycling**
- **Utilizing Water as a Resource**

Why Should You Invest Now?

- The world is going green and new industries are expanding and forming at a rapid pace
- New technologies are being developed
- Investing green allows you to make a positive impact on the planet while earning positive returns

How to Invest:

- **Directly Invest in Renewable Energy Projects**
- **Mutual Funds & Exchange Traded Funds**
- **Actively Managed Separate Accounts**
- **Purchases of Individual Company Shares and Bonds**

1. Standard + Poor's Global Market Intelligence, April 13, 2020

2. Financial Times, April 3, 2020