

# The ESG Conversation: Client Values Checklist

Align your investment portfolio with your personal values

Today, investors are increasingly looking for ways to align their investment portfolios with what matters to them the most. So, before you invest, you'll want to take a holistic approach to investing that considers the positive and negative impacts to society as well as financial factors. This approach is often referred to as ESG investing.



## ESG Factors

- **Environmental**—such as greenhouse gas emissions, carbon footprint, and recycling practices
- **Social**—such as gender, racial, economic equality, and worker rights and safety
- **Governance**—such as ethics policies, accounting practices, and corporate accountability



## What does ESG investing mean to you?

ESG investing generally involves the practice of incorporating ESG factors into investment analysis. Some ESG strategies can provide ways for investors to align their investment portfolios to their values.



## How might personal values influence the composition of an ESG portfolio?

ESG investors are concerned not only about **financial performance**, but also about the **environmental** and **social impact** of the products and companies from which these investment gains arise. For example, you may wish to avoid investing in companies whose social practices aren't consistent with your own convictions, or you may steer clear of companies whose products might harm the environment.



## What values are most important to you?

To help us align your investment portfolio with your personal values, we ask that you take some time to thoughtfully review the list of issues on the back of this sheet and check those that are most important to you.



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- |                                 |                             |
|---------------------------------|-----------------------------|
| Biodiversity                    | Human rights                |
| Board diversity                 | Renewable energy            |
| Climate change                  | Resource scarcity           |
| Code of ethics/ESG policy       | Supply chain sustainability |
| Data protection                 | Treatment of employees      |
| Diversity, equity and inclusion | Waste management            |
| Equal pay                       | Water usage                 |
| Executive compensation          | Worker safety               |
| Other _____                     |                             |

### Build a portfolio based on your values

Use the checklist above to facilitate your ESG conversations with your financial professional. Working together, you'll be able to fine-tune your approach to putting your ESG investing preferences into practice—and feel good about keeping your portfolio aligned with your personal principles.

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