

PRESS RELEASE



Novethic and the Frenchsif form a partnership to produce and publish figures on the French SRI market

Paris, February 18. Figures on SRI in France in 2014 will be produced and published in partnership by Novethic and the Frenchsif in spring 2015. Led for ten years by the Novethic research centre, the market study will now be co-produced by the two organisations that work together to foster French responsible investment. The alliance will bring players data corresponding to deep-seated transformations in responsible investment in France.

The study published last year by Novethic focused on the diversification of practices, highlighting a market divided into three parts: SRI funds, now a minority with €170 billion in AuM; ESG integration, evaluated at over €440 billion; and a range of different exclusions worth over €1,636 billion. The study published with the FIR in 2015 will show how the market is trending against the backdrop of projects for government-led SRI certification and investor commitment to the fight against climate change.

Commenting, Anne-Catherine Husson-Traore, CEO of Novethic, said: “We are pleased to be extending our market analysis to two voices at a time of growing complexity. Climate engagements are showing that some investors are willing to make choices and make their voice heard. Hitherto dominated by SRI funds from asset managers, the market is undergoing a sea change. Today the focus is on integrating environmental and social criteria into a broader management approach, driven by growing demand from asset owners that are initiating shareholder engagement. France, then, is now more in line with its European neighbours.”

Bertrand Fournier, Chairman of FIR, said: “The partnership gives official form to our long-standing collaborative efforts with Novethic on promoting French SRI. As a founding member and administrator of Eurosif, a European membership organisation for responsible investment in Europe, the FIR (“Frenchsif”) can measure progress in the French market compared with its European counterparts. Looking beyond the amount of assets declared, the Code of Transparency, proposed by the FIR and imposed on all SRI funds by the French Asset Management Association (AFG), has made French SRI a standard-setter in Europe. Today France is the only European market with a certification system, designed and implemented by Novethic since 2009. The plan now is to launch new certification organised by the government. As part of this new step forward, all French SRI players must be able to approve a common set of guidelines on standards and practices. As we enter this new phase, it was a natural move to unify our respective strengths so as to further raise awareness of responsible investment.”

About Novethic

Novethic is a leading research centre on responsible investment. Founded in 2001, it produces thematic studies and awards an SRI Label. Novethic is a part of Caisse des Dépôts.

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About the Frenchsif

The French Social Investment Forum (FIR) was founded in 2001 on an initiative by fund managers, social and environmental analysts, consultants, trade unionists, academics and citizens. These last have since been joined by investors. Their key focus is promoting socially responsible investment and working to ensure that more investments integrate social cohesion and sustainable development issues. With the other Social Investment Forums (SIFs), the FIR (or French SIF) is a founding member of the European network, Eurosif. www.frenchsif.org

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