



*For immediate release*

## **2013 NOVETHIC LABELS: OVER 100 SRI-CERTIFIED FUNDS AND A NEW ENVIRONMENTAL LABEL**

**Paris, 12 September 2013.** The 2013 Novethic SRI Label has been awarded to 104 funds. This quality certification, currently unique in Europe, guarantees that socially responsible investment (SRI) processes are both transparent and instructive for investors, and also that analysing companies on the basis of environmental, social and governance (ESG) criteria has a material impact on portfolio selection. In 2013, Novethic has innovated by launching France's first label for green funds. This certification vouches that environmental-themed funds are actually invested in companies with a business delivering environmental benefits. Six funds have been awarded the Green Fund Label under this experimental scheme.

### **Applicant funds show a rise in quality in 2013**

The 38 management companies that applied for the SRI Label this year have filed 106 applications, compared with 140 in 2012. Only two funds were denied certification in 2013. The two main reasons for this low failure rate are the quality of the applications and the decision by managers to concentrate solely on funds with the most exacting SRI criteria. Moreover, the 2013 vintage reflects a satisfactory renewal rate, since 20 per cent of the successful applicants were awarded the Label for the first time this year.

### **Opening up to Europe: 13 per cent of funds receiving the Label are not French**

European funds not distributed in France are now eligible for the Novethic SRI Label. In all, 13 per cent of certified funds are put forward by non French management companies. This is a key signal for a sector in search of guideposts, since the growth of responsible investing is coupled with striking contrasts in SRI management practices. Accordingly, being able to offer final investors a hallmark of quality and transparency is a meaningful way of raising the profile of SRI in Europe and making it easier to interpret.

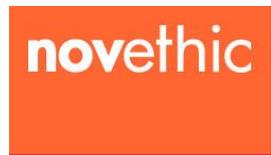
### **A green Label for environmentally sound investment**

Nearly 200 funds are marketed in Europe under a green label. And yet a portfolio analysis reveals the risk of mismatch between an environmental marketing pitch and the companies in which the funds invest. Novethic's Green Fund Label certifies that these investments are environmentally beneficial and their green objectives are clearly explained. The Label – the first initiative of its kind in France – has been awarded to six of the eight funds applying for certification.

### **To find out more:**

- [SRI Label Media Kit](#)
- [List of SRI Label funds](#)
- [Green Fund Label Media Kit](#)
- [List of Green Label funds](#)

Novethic is an expert research centre specialised in Socially Responsible Investment (SRI) and Corporate Social Responsibility (CSR). Founded as a non-profit organisation, it is independent of fund promoters. The website [novethic.fr](http://novethic.fr) provides authoritative information on sustainable development. Novethic is a subsidiary of Caisse des Dépôts. [www.novethic.com](http://www.novethic.com)



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