PATH 02 / BEGINNER / REVISION SHEET

Ethical Investing

Compare ethical approaches and test whether an investment claim is supported by evidence rather than branding.

The path in three lessons

01	**Turning values into rules**	Values become investable when priorities, thresholds and evidence are explicit.
02	**Stewardship and ownership**	Ask what a portfolio does with the rights that ownership creates.
03	**Greenwashing and impact**	Ask what changed, for whom and because of what investor action.

Key language

Negative screening	Excluding activities or issuers that breach defined criteria.
Positive screening	Selecting stronger performers against a defined standard.
Stewardship	Responsible use of investor rights and influence.
Divestment	Selling or excluding an investment.
Greenwashing	Presenting a product as more responsible than its evidence supports.
Additionality	Outcome beyond what would have happened without the intervention.

RECALL / APPLY / DISCUSS

Questions worth keeping

Try answering these without notes. Then compare your reasoning with the prompts below.

01 What values, thresholds and evidence define the mandate?

02 What objective, timeline and escalation plan support engagement?

03 Does the impact claim connect process, contribution and real outcomes?

Answer prompts

01	A clear mandate makes product comparison meaningful.
02	Credible engagement is specific and explains what happens if progress stalls.
03	A green label or isolated score cannot substitute for a chain of evidence.

Continue online

Open the interactive lessons, definitions and knowledge checks at soaseifs.com/education/ethical-investing

Use this sheet as a starting point for study. Structures, standards and interpretations can vary across institutions and jurisdictions.