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## Launch of new website “ESG for Investors” offers free impact and engagement tools to professional investors

Fulcrum Asset Management is proud to be the first investment partner in the launch of an innovative new tool, [ESGforInvestors.com](https://ESGforInvestors.com), developed by Arvella Investors, offering free-to-use environmental, social and governance (ESG) applications for professional investors that strive to boost impact and risk-adjusted returns. The tools are designed to be used as a stand-alone, or to complement existing sustainable risk rating and analytics solutions.

These investment tools, developed in conjunction with fellow investors and scholars from top institutions, integrate peer-reviewed research to identify material ESG variables. It allows investors to integrate risk-adjusted returns, which is of utmost importance to their asset allocation, and material ESG factors. It is clear from discussions with asset owners and institutional investment consultants that existing tools to integrate ESG in portfolios are not sufficiently focused on what matters most to investors: risk-adjusted returns.

The free tools available at launch on the website are: ***3D (Risk-Return-Impact) Portfolio Optimisers*** and the ***ESG Engagement Maximiser***.

The ***3D (Risk-Return-Impact) Portfolio Optimisers*** have been designed to offer a more rigorous alternative to the “rules of thumb” (such as large-scale negative screening) used by many investors. By adding *impact* as a third dimension alongside the now established risk/return framework pioneered by Nobel laureate Harry Markowitz, these 3D optimisers enable investors to maximise impact without straying from their financial goals.

The other tool available at the time of launch is the ***ESG Engagement Maximiser***. This helps investors prioritise which company-specific ESG improvements can unlock the most shareholder value for a universe of approximately 2,200 companies. This tool can be used in conjunction with analytics offerings and in-house research, to hone in on impact outcomes, allowing investors to take a data set and find out which two or three ESG improvements could boost each company’s value the most.

Fulcrum has joined as an inaugural user of the tools, and a contributor to the research. The data will in the first instance inform Fulcrum’s ESG engagement strategy, to identify engagement candidates for potential value creation, and to form the basis of collaboration with other investors and stakeholders.

**Benoît Mercereau, CIO at Arvella Investments**, says: “This tool is a potential game changer for effective engagement. Not only does it sharpen investor focus, but the notion of “more money” is likely to prove more persuasive with management and shareholders than “more impact,” creating a virtuous circle between impact and returns.”

**Nabeel Abdoula, Deputy CIO, Fulcrum Asset Management** says: “We’ve been delighted to work with Arvella over many years, including for the launch of the Fulcrum Climate Change Fund in July last year.

We're proud to be [ESG for Investors'](#) first investment house partner and are contributing an ongoing research resource to this important project."

**Matthew Roberts, Chair of the Responsible Investment Committee, Fulcrum Asset Management** added: "To create a robust responsible investing framework, it is essential that financial and sustainability factors be viewed jointly, not as operating separately from one another."

The research indicates significant financial potential: if all firms in the platform's database were to bring two of their most relevant ESG metrics in line with peers' best practices, the average potential share price upside is 20%, according to the research. Given the growing number of investors seeking to strengthen their stewardship efforts and demonstrate how ESG integration is enhancing their investment process – we believe the tools can help make a positive, data-driven contribution to the ESG debate, helping to lift ESG standards across companies and sectors.



**Please contact us:**

Chris Gower, FIA  
Global Consultants and Pensions  
T: +44 203 817 0451  
[chris.gower@fulcrumasset.com](mailto:chris.gower@fulcrumasset.com)  
Fulcrum Asset Management LLP  
Marble Arch House, 66 Seymour Street,  
London W1H 5BT

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