



What does ethical investing mean? How does it relate to ESG investing?

Investing is typically perceived as a wealthy-only pastime with no regard for the environment or social issues. However, that is not always the case, and the old mindset of making money for its own sake doesn't need to stay.

People have become increasingly interested in ethical investing in recent years. Investors involved in environmental, social, and governance or ESG ethical investing urge corporations to steer clear of harmful environmental practices and improve working conditions.

But what does ethical investing mean? How does it relate to ESG investing?

ESG vs Ethical Investing

Sustainable ethical investing is a subcategory of ESG investing.

It's vital to remember that ESG investing isn't a technique for investing but rather is a focus for investors. This means that besides practising standard investment techniques, ESG investors seek

investments that are low-risk and have proven beneficial social and environmental impacts.

Ethical investing is concerned with assisting socially responsible businesses in growing. These companies usually uphold ESG activities to a high standard.

The United Nations Sustainable Development Goals serve as a starting point for investment businesses promoting these portfolios. The United Nations set 17 goals, including eradicating hunger, fostering innovation, constructing sustainable cities, and producing clean energy.

Ethical investing excludes corporations that conduct unethical business practices or whose operations negate ESG goals.

Below are some examples of businesses or activities an ethical investor will not invest in:

- Adult entertainment
- Alcohol
- Defence-related
- Gambling
- Oil and gas or fossil fuels
- Tobacco

Instead, an ethical investor would look at companies that follow strict environmental, social, and ethical guidelines. Some excellent examples of publicly traded global companies an ethical investor would be interested in include:

- Puma
- Hennes & Mauritz (H&M)
- Capgemini
- Ford
- IBM
- Volvo Cars
- Microsoft

For Australian ethical investing, you have numerous industries and businesses to choose from. These include:

- **Education:** Macquarie University, 3P Learning

Ltd., Benesse Holdings, Inc., University of Technology Sydney

- **Energy Efficiency:** Owens Corning, Jungheinrich AG Pref, Yaskawa Electric Corporation, Avnet, Inc.
- **Financial Services:** Teachers Mutual Bank Limited, Chubb Limited, Kiwibank Limited, Westpac Banking Corporation, Apollo Series, International Bank of Reconstruction and Development
- **Food Production:** Costa Group Holdings Ltd., Graincorp Limited Class A, Morrison & Co Growth Infrastructure Fund
- **Government:** Australian Government Bond, Kommunalbanken, South Australian Financing Authority, Tasmanian Public Finance Corp, New South Wales Treasury Corporation
- **Health and Wellbeing:** Health Care Providers & Services, Anthem, Inc., Cardinal Health, Inc., Healius Limited, Henry Schein, Inc., EssilorLuxottica SA
- **Media:** Pearson PLC, Sirius XM Holdings, Inc., Domain Holdings Australia Ltd.
- **Recycling, Waste Management and Water Treatment:** Asahi Holdings, Inc., Covanta Holding Corporation, Sims Ltd., Veolia Environnement SA

The above list is just the tip of the iceberg – and this is a good thing, as it means more businesses are paying attention to the ESG principles of responsible investment.

How to Get Started

The thought of getting into ethical investing may seem daunting, and yet it's quite easy to get started. There are plenty of ethical investing books and online resources you can access to learn more.

Besides, anyone whose values align with ESG goals and who has money (even a modest sum) set aside for investments can become an ethical investor.

Get in touch with a reputable investment management firm or choose a superannuation fund that shares your values. They will not only help you invest in companies that uphold ESG principles, but they will also build your portfolio prudently.

If this article has inspired you to think about your own unique situation and, importantly, what you and your family are going through right now, please contact your advice professional.

(Feedsy Exclusive)



Empowering Your Future: The Top 10 Reasons to Start Your Own Business

Starting your own business is a journey filled with challenges, opportunities, and personal growth. It's a path that many choose to embark upon for a myriad of reasons, each unique to the individual's aspirations and circumstances.

Here are the top 10 reasons why starting your own business could be one of the most rewarding decisions you make.

1. **Autonomy and Flexibility**

Owning your business offers unparalleled autonomy. You have the freedom to make decisions, steer the company's direction, and define your work schedule. This flexibility allows you to balance work and life according to your priorities, not someone else's agenda.

2. **Pursue Your Passion**

Starting your own venture provides the opportunity to turn what you're passionate about into your livelihood. Whether it's a product you believe in or a service you're passionate about providing, owning a business allows you to focus your career on what excites you the most.

professional life.

3. **Financial Independence**

While starting a business involves financial risk, it also offers the potential for financial independence. Successful entrepreneurs have unlimited earning potential, unlike employees who may be constrained by salary bands and incremental raises.

4. **Personal Growth and Development**

Running a business demands a broad skill set, from strategic thinking to detailed execution. This environment fosters rapid personal growth and learning, as entrepreneurs are constantly challenged to adapt and improve.

5. **Creating Jobs and Giving Back**

As your business grows, you'll have the opportunity to create jobs and contribute positively to your community and economy. Many business owners find great satisfaction in knowing their enterprise helps others support their families and achieve their career goals.

6. **Innovation and Impact**

Entrepreneurs are at the forefront of innovation, driving new technologies, services, and products that change the way we live and work. Starting your own business allows you to bring your unique ideas to life and make a tangible impact on society.

7. **Building Something from Scratch**

There's a deep sense of pride and accomplishment that comes from building something from the ground up. Seeing your vision turn into a reality and evolve over time is immensely rewarding.

8. **Learning to Embrace Failure**

Entrepreneurship teaches resilience like few other experiences can. Learning to view failure as a stepping stone rather than a setback is a valuable life lesson that permeates beyond business into personal growth.

9. **Control Over Your Financial Destiny**

Unlike traditional employment, where your income is largely determined by your employer, owning a business puts you in control of your financial destiny. Your efforts and decisions directly influence the financial success of your enterprise.

10. **Networking and Community**

Starting a business opens doors to meet other entrepreneurs, customers, and professionals in your industry. This network can become a valuable source of advice, support, and friendship, enriching both your personal and

Conclusion

Embarking on the entrepreneurial journey is not for everyone. It requires hard work, resilience, and a willingness to take risks. However, for those who choose to take the plunge, the rewards can be substantial. From the freedom to pursue your passion and the flexibility to set your own schedule, to the potential for financial independence and the opportunity to make a significant impact, the benefits of starting your own business are compelling. It's a path that offers not just a career, but a lifestyle that revolves around growth, learning, and fulfillment.

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Redefining Riches: Embracing a Holistic Vision of Wealth in the 21st Century

Wealth, traditionally measured by the yardstick of financial resources, has undergone a paradigm shift, mirroring the evolving values of today's society. The contemporary concept of wealth transcends the

accumulation of money, recognising that a truly prosperous life is multidimensional, incorporating education, healthcare, job satisfaction, and the richness of social connections.

In the broadened vista of prosperity, education emerges as a foundational element. It is a form of wealth that equips individuals with the tools to navigate the world, providing them with the opportunity to develop skills, foster critical thinking, and open doors to new possibilities. This intellectual capital is invaluable, offering the means for social mobility and the ability to adapt to an ever-changing economic landscape.

Healthcare, too, is a critical component of modern wealth. Access to quality healthcare ensures that individuals can live longer, healthier lives, and engage fully in society. It is the bedrock of human capital; without health, all other aspects of wealth can scarcely be enjoyed. In fact, robust health is often a precursor to the ability to generate and sustain financial wealth.

The role of job satisfaction in defining wealth has also become increasingly evident. Employment that offers fulfillment, purpose, and a sense of contribution to the greater good contributes to an individual's sense of wealth. It is not merely about earning a paycheck, but also about enjoying what one does, growing in one's career, and feeling valued and respected in the workplace. This aspect of wealth feeds into an individual's self-esteem and general well-being.

Additionally, the wealth of social connections is now acknowledged as a pillar of a prosperous life. Relationships with family, friends, and community provide emotional support, create a sense of belonging, and have been shown to have significant benefits for mental and physical health. In many respects, the quality of these connections can be more telling of one's wealth than the balance in their bank account.

This holistic approach to wealth acknowledges that financial security is important but not sufficient on its own. True prosperity is about living a life infused with joy, purpose, and connection. It recognises that an individual could be financially rich yet impoverished in other critical areas of life. Conversely, someone with modest financial means might be considered wealthy

in a more holistic sense if they have a rich network of supportive relationships, robust health, meaningful employment, and a solid educational foundation.

In rethinking wealth, society is coming to terms with the limitations of a purely materialistic view of prosperity. It is a realisation that in the pursuit of a good life, the intangible assets of well-being, fulfillment, and community are invaluable currencies. The evolving concept of prosperity is about achieving a balance, where financial wealth is one aspect of a richer tapestry of resources that individuals strive to weave together.

As the world grapples with challenges such as economic inequality, climate change, and technological disruption, this expanded definition of wealth offers a guiding light. It suggests that policies aimed at increasing societal wealth should not only focus on economic growth but also on enhancing education, healthcare access, job quality, and community strength.

This evolution in the concept of wealth is not just philosophical but practical. It has implications for how societies structure their economies, for how businesses operate and for how individuals prioritise their time and resources. In a world that is increasingly interconnected and complex, the ability to adapt, learn, collaborate, and maintain well-being is as much a part of wealth as financial resources.

Rethinking wealth to encompass these broader dimensions is about enriching the human experience and ensuring that prosperity is not just a privilege for the few, but a shared experience, accessible and attainable for all. It is about crafting a society where every individual has the opportunity to build and enjoy a mosaic of resources that together constitute a life well-lived.

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