

## **EMAIL SUBJECT LINE**

Parametric thought leadership | Fossil-free investing

## **EMAIL PREHEADER**

Although the act of divestment doesn't directly influence climate change mitigation efforts itself, it's an important part of the climate-aware investor's tool kit.

## **EMAIL BODY HEADLINE**

Fossil-Free Investing

## **EMAIL BODY COPY**

Fossil-free investing began to gain widespread traction around 2011 with a surge of student-led campaigns for divestment, and it has only grown in popularity and interest since then.

Parametric began offering fossil-free investment options very early on, and it remains one of our clients' most commonly used customization options by far. In this whitepaper, managing director of investment strategy Jennifer Sireklove, CFA, and senior quantitative analyst Michael Kincheloe, CFA, explain the various ways of approaching fossil-free investing and the potential impact on a portfolio.

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