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ESMA TRV Risk Analysis

Sustainable Finance

Fund names: ESG-related changes and their impact on investment flows

ESMA Report on Trends, Risks and Vulnerabilities Risk Analysis

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Fund names: ESG-related changes and their impact on investment flows

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Summary

Fund names are most likely the first piece of information investors encounter about a fund and are thus a crucial signal of the fund's strategy and aims. However, when fund names do not accurately reflect the underlying investments or actual investment strategy, they can undermine their signalling function and mislead investors. Building on a previous ESMA study on EU fund names, this article explores whether the simple decision of fund managers incorporating environmental, social, governance or sustainability-related (ESG) terms into their funds' names leads to additional investor interest. If so, this may incentivise potential greenwashing behaviour, undermine investor trust and hinder efforts to promote sustainability within EU financial markets. This work forms part of ESMA's and national authorities' risk assessment framework of investment funds, which also aims to protect retail investors and support the greening of the financial system.

In the first part of the article, we analyse the evolution of ESG names among EU-domiciled investment funds since 2009, including both UCITS and alternative investment funds (AIFs). Our results show that the proportion of funds with ESG-related names increased significantly from less than 3% before 2015 to about 9% by mid-2024. This was primarily driven by UCITS funds, for which the proportion of funds with ESG-related names accounted for 15% by mid-2024. The terminology also evolved from a wide range of unique terms to more standardised terms such as 'ESG', now representing over 40% of all ESG-related words added post-2021 by UCITS and AIFs.

In the second part, we examine the impact of adding an ESG name on investor flows. Our results indicate that adding an ESG term can significantly boost fund inflows, especially in the immediate quarter following the name change, with a sustained positive impact in subsequent quarters. However, the impact varies depending on the specific ESG terms used, with environmental-related terms showing the most substantial effect on inflows, highlighting the importance of ensuring that name changes are reflected in portfolio investments.

[1] This article was written by Adrien AMZALLAG, Nils BROUWER, Julien MAZZACURATI and Federico PIAZZA. We are grateful for the useful feedback from ESMA colleagues.

Introduction

Years of uninterrupted growth in the market for environmental, social and governance (ESG) or sustainability-related investment products have been accompanied by a significant rebranding of the EU investment fund industry. Surfing on the popularity of ESG investing, 1,834 EU funds (around 2.5% of the whole EU funds universe) have changed their name to add an ESG-related term between 2018 and 2024.

As the first piece of information that investors receive about a fund, fund names play an important role in investors' decision to allocate their money. Fund names serve as a valuable initial guide for navigating the EU fund market, as long as they accurately reflect a fund's strategy and activities. However, the opposite is also true: misaligned fund names can mislead investors, a practice commonly referred to as greenwashing.[2] When fund names fail to align with their underlying investments, this can undermine their signalling function and mislead investors into allocating capital to funds that are not aligned with their preferences.

To support the greening of the financial system, ESMA and national authorities monitor the potential misuse of sustainability-related claims by investment funds. [3] Indeed, greenwashing practices could undermine investor trust and hinder long-term efforts to promote sustainability within EU financial markets. ESMA occasionally publishes the results of its monitoring efforts. For example, in a study published in 2023, ESMA documented fund name changes of EU investment funds between 2013 and 2023, highlighting based on the literature that fund name changes are not always accompanied by corresponding portfolio adjustments (Amzallag, Mazzacurati, and Mosson 2023). In contrast, Gibbon et al. (2023) suggest that fund managers are increasingly improving ESG performance and reducing exposure to controversial businesses following a name change.

On May 14, ESMA released its final report on *Guidelines on funds' names using ESG or sustainability-related terms* [4] (hereafter "ESMA Guidelines") to specify the circumstances where the fund names using ESG- or sustainability-related terms are unfair, unclear or misleading. The key provisions of the Guidelines include:

- An 80% threshold linked to the proportion of investments used to meet the ESG characteristics or sustainability objective of the fund;
- Exclusions of companies involved in controversial weapons, the cultivation and production of tobacco, or in violation of the UN Global Compact Principles or OECD Guidelines for Multinational Enterprises;
- For funds using sustainability-related terms specifically, exclusions of companies deriving a share of their revenues from fossil fuel-related activities above specific thresholds, as well as a commitment to invest 'meaningfully' in sustainable investments.

The current analysis adds a further key element to our understanding of investors' sustainability preferences: We show that the use of ESG-related terms has increased substantially among EU fund names, and that the use of ESG terminology in fact has a material impact on the investment decisions by retail and institutional investors. Advertising an ESG stance therefore materially affects the net inflows experienced by fund managers.

Data

Our fund names analysis considers all EU-domiciled UCITS and Alternative Investment Funds (AIFs) from 2009 to mid-2024 [5]. This dataset compiled by the ECB encompasses investment funds domiciled across European countries, providing quarterly records that include detailed information on each fund, such as its name and domicile [6]. Table 1 below shows a breakdown by UCITS and AIFs and asset focus

[2] There is no single definition of greenwashing. For an overview of different definitions in the EU, see ESMA (2023a).

[3] For a recent example at the national level, see FMA (2024).

[4] See full text on the ESMA website.

[5] The Alternative Investment Fund Management Directive (AIFMD) entered into force in 2011. In this article we have classified as AIFs all funds not authorised as UCITS.

[6] The dataset does not provide specific Assets under Management (AuM) figures for funds, but instead classifies them into groups, such as EUR 1-5m, EUR 5-50m, and EUR 50-100m. Data are also not available for a

for selected cut-off dates at roughly equal intervals. It is clear that the dataset comprehensively covers the EU fund sector over time, with roughly 71,000 UCITS and AIFs covered by mid-2024.[7]

Table 1
Dataset size
Large coverage of EU fund universe

Fund type	2009	2014	2019	2024
UCITS				
Equities	7,724	7,872	9,628	10,837
Bonds	5,911	6,211	6,597	6,971
Mixed	4,760	5,971	7,591	7,712
Other	6,578	4,725	2,763	1,992
Total	**24,973**	**24,779**	**26,579**	**27,512**
AIFs				
Equities	3,034	3,181	4,101	7,153
Bonds	3,097	3,501	3,659	3,473
Mixed	7,415	8,229	7,982	9,467
Other	6,343	10,404	19,013	24,049
Total	**19,889**	**25,315**	**34,755**	**44,142**
All funds	**44,862**	**50,094**	**61,334**	**71,654**

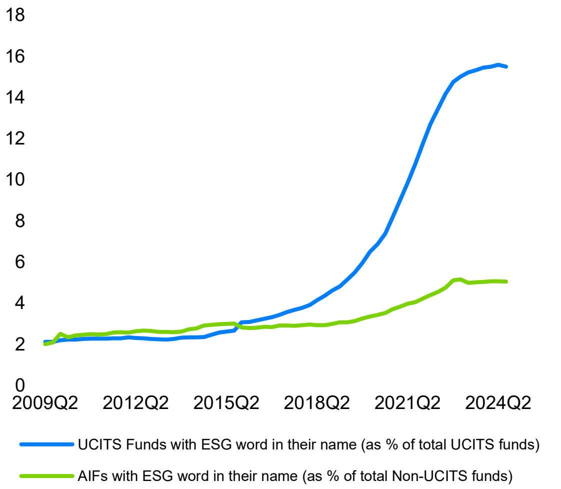
Note: Total number of unique funds in the dataset grouped by legal structure and asset focus for selected snapshots of the dataset (as of Q2 of each year).
Sources: ECB, ESMA.

To evaluate the use of ESG language in fund names, we apply the list and methodology outlined in Amzallag et al (2023). While no list of ESG-related terms can be entirely exhaustive, this approach offers two key advantages over those commonly used in academic literature: (1) it includes keywords across all major EU languages, and (2) it categorizes terms not only as ESG or non-ESG but also by the specific ESG factor they address. These features enable broader coverage and more detailed assessments.

Evolution in the use of ESG-related terms

Chart 1 provides a first overview of the evolution in fund names over time, by displaying the share of investment fund names using ESG-related terms relative to all outstanding fund names in the data sample at each snapshot date, separated by UCITS and AIFs. The chart shows that an increasing proportion of funds are including ESG-related language in their names, from less than 3% before 2015 to approximately 9% in mid-2024. Interestingly, the sharp growth in use of ESG names by UCITS funds starting in 2015 was suddenly curtailed in mid-2021 (but still remains positive since). This flattening of growth may be attributed to legislative changes, such as the application of the SFDR, as well as increasing concerns about greenwashing raised by regulatory and supervisory authorities in the EU and its Member States. A similar pattern has occurred for AIFs, although ESG terms appear less popular among these funds compared with UCITS funds.

Chart 1
Share of fund names using ESG-related terms
ESG terms increasingly popular



Note: Share of UCITS and AIFs domiciled in the EU whose name includes at least one ESG-related word, relative to all funds (respectively) domiciled in the EU, in %.
Sources: ECB, ESMA.

We extend the previous analysis by breaking down the use of ESG-related language in fund names into specific ESG components. While there are various ways to classify ESG terms, we

number of funds. For these reasons, we do not present figures classifying our fund sample in terms of AuM.

[7] While the full dataset comprised over 75,000 funds, we have excluded from the analysis 4,000 funds without information on their legal status (UCITS or AIF).

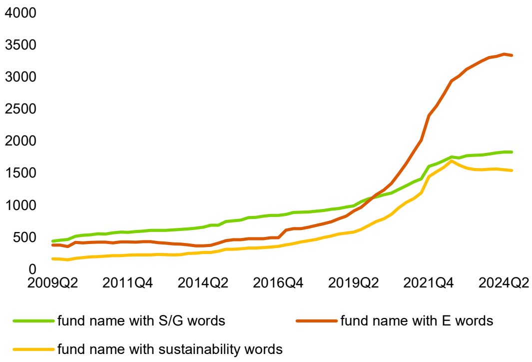
focus on the following three categories (aligned with the ESMA Guidelines):

- **Category 1: Social- or governance-related words**: any words giving the investor any impression of the promotion of social characteristics or governance, e.g. "social", "equality", "governance" etc. This also includes terms derived from the based word "transition"[8].
- **Category 2: Environmental- or impact-related words**: any words giving the investor any impression of the promotion of environmental characteristics, e.g. "green", "environmental", "climate", etc. These terms also include ESG and Socially Responsible Investments (SRI) abbreviations, and terms derived from the base word "impact"[9].
- **Category 3: Sustainability-related words**: words directly derived from the base word "sustainable", e.g. "sustainably, "sustainability", etc.

Chart 2 shows that all three categories of terms have become increasingly popular with EU-domiciled investment funds in recent years, though with notable differences. Words related to the environment have experienced the most pronounced growth, emerging as the dominant category.

While funds have also increasingly added S/G and sustainability-related words in recent years, the use of those terms remain well below the popularity of E terms. Following a common trend (moderate growth) until 2020, and a sharp rise through the end of 2022, in the last two years, growth patterns diverged: S/G terms growing slowly while sustainability-related terms experienced a slight decline. One possible explanation relates to the evolving interpretation of what the word 'sustainable' entails, while it may have originally been used interchangeably with other ESG-related expressions.

Chart 2
Number of funds using ESG-related terms
Sustainability-related terms in decline



Note: Cumulative use of ESG word types across investment funds domiciled in the EU whose name includes at least one ESG-related word. The three word categories are mutually exclusive: for example, words deemed to be 'E' words are not included in words deemed to be 'sustainability' words, and ' sustainability' words are not included in 'E' words. Words originally tagged as 'ES' and 'SG' are mapped to 'S/G'.
Sources: ECB, ESMA.

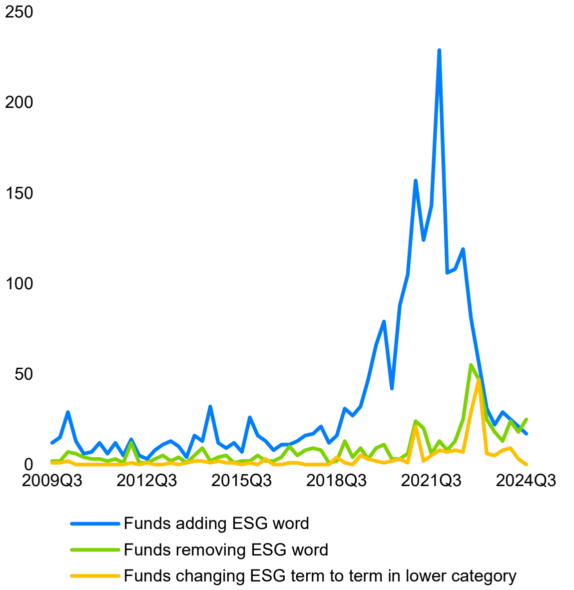
Chart 3 shows the absolute number of funds adding and removing ESG-related words to their name since 2009. The most explosive growth occurred between mid-2019 and mid-2021, while a small but growing number of funds have begun removing ESG words from their names beginning in mid-2022. We also examine funds that replace ESG language with different ESG language – such cases have also grown in recent quarters. To the extent that fund names follow investment trends (Cooper et al. 2005), this may signal that the rotation of investor portfolios towards ESG funds may have reached a peak, at least for the foreseeable future.[10]

[8] According to the ESMA Guidelines, funds using transition-related terms have to meet the same minimum portfolio threshold and apply the same exclusions as funds using social or governance-related words but must further demonstrate a clear a measurable path to transition.

[9] According to the ESMA Guidelines, funds using impact-related terms have to meet the same minimum portfolio threshold and apply the same exclusions as funds using environmental words but must further demonstrate positive and measurable impact. With respect to classification of SRI in the environmental word category, we follow the classification approach of the ESMA Guidelines.

[10] ESG funds may also be closed down; the statistics presented above only involve funds that remove ESG words from their name but remain in operation.

Chart 3
Funds adding/removing ESG-related terms in names
Fewer funds add ESG terms in their names



Note: Number of EU funds in each snapshot date that (i) have changed their name to include at least one ESG word, (ii) have removed an ESG-related word from their name, and (iii) have replaced one ESG-related term with another term pertaining to a lower category, relative to their name as at the previous snapshot date. “Lower category” refers to Categories 1, 2, and 3 as described on the previous page. Funds changing an ESG term to a term in a lower category implies funds whose name includes Category 3 words changing their name to include either a Category 1 or 2 word (and no other Category 3 words).
Sources: ECB, ESMA.

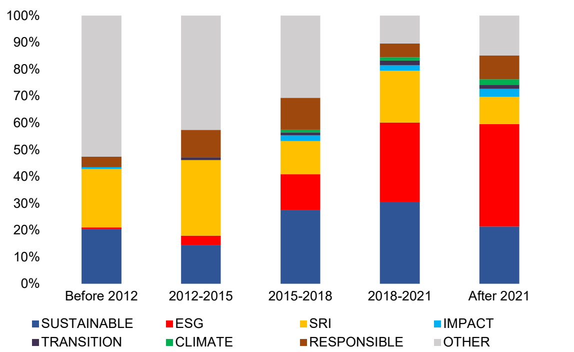
Next, we analysed the relative occurrence of specific ESG-related terms added to EU funds over time. To ensure comprehensive coverage, all ESG-related terms – including abbreviations (e.g. "sust," "sustainability") and their translations in multiple European languages [11] – were clustered together. The relative frequency of each term, as a share of all unique ESG terms added, was computed for three-year intervals.

The findings are illustrated in Chart 4. In the early years of ESG investing, there was no widely recognized set of ESG-related terms, as reflected by the large and diverse "others" category in the chart. This category, which encompasses around 30 unique terms – including "earth," "solidarity," "diversity," and "ecology" – accounted for over 50% of ESG-related terms added to fund names before 2015. These terms reveal an exploratory phase in ESG naming conventions, where funds experimented with a broad range of concepts to signal sustainability. However, as ESG investing matured and more standardized terminology emerged, the prevalence of such varied terms steadily declined, making up just 13% of all ESG-related terms added after 2021.

Conversely, the term "ESG" itself has seen a consistent rise in relative frequency since 2012, making up about 40% of all ESG-related words added to fund names post-2021. Meanwhile, other terms such as "sustainable" and "SRI" have remained relatively prominent across the entire period, though their share decreased from 46% prior to 2012 to under 30% after 2021.

Lastly, terms such as "transition," "impact," and "climate" have gained significant traction in recent years. Rarely used before 2015, these terms collectively accounted for approximately 5% of all ESG-related fund name changes between 2018–2021 and beyond, reflecting the evolving language and focus within the ESG investing space.

Chart 4
Most used ESG-related terms in fund adding an ESG word
‘ESG’ most common term after 2021



Note: Relative occurrence of ESG-related terms added to EU fund names over time (2012-2021 and beyond), categorized into key themes.
Sources: ECB, ESMA.

Impact of adding an ESG-related term on funds flows

Given these developments, it is worth examining whether adding an ESG term to fund names affects net flows into funds. Existing research on

[11] Translations and variations of ESG-related terms were included for European languages with the largest fund markets to ensure comprehensive representation. For example, for the term "sustainability," we included "durable" (French), "nachhaltig" (German), "duurzaam" (Dutch), "sostenibile" (Italian), "sostenible" (Spanish), and "vastuullinen" (Finnish), among others.

EU funds indicates that adding an ESG term to a fund's name generally leads to increased net inflows. For instance, recent studies by Gibbon et al. (2023) and Cochard et al. (2023) – both using a global sample of mutual funds – report a significant impact on net flows, with inflows rising by 10-15% in the year following the name change. This confirms that the use of ESG-related terms in fund names has become a key element of distinction for investors looking to invest in funds with ESG characteristics (ESMA, 2024).

In the first part of our analysis, we build upon the prior empirical evidence using our novel dataset, which has expanded coverage both of funds and across time, relative to the above studies. This analysis focuses on UCITS funds that adopted ESG-related terms between 2016 and 2024, as these funds represent the majority of such name modifications since 2009.[12] Data on net flows were obtained from Morningstar Direct.

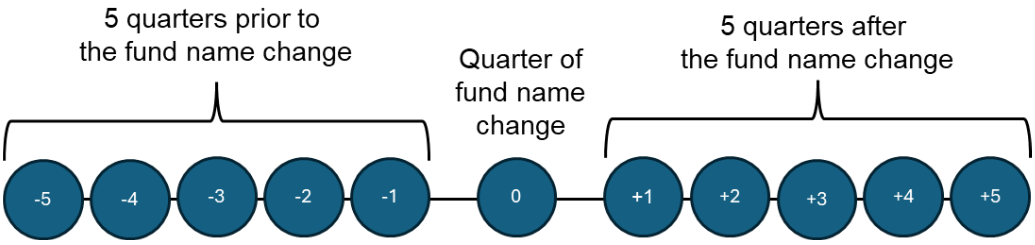
The second part of the analysis examines the effects of name changes on fund flows in greater detail. While prior research has typically treated ESG terms as a single, uniform group, we distinguish between three main categories based on the ESMA Guidelines (see previous section). To address this, we disaggregate ESG terms into three subgroups – sustainability, social or governance (S/G), and environmental (E) – to determine whether the observed inflow trends hold consistently across these categories. This approach allows us to evaluate potential differences in investor responses to name changes in each category.

Main results

The variable of interest to our study is fund flows, measured as the cumulative net flows of a fund during a quarter (positive indicates net inflows, negative for net outflows). To allow better comparison across funds of different sizes, these flows are expressed as share of a fund's total assets under management.

We employ an event-study framework: to assess the impact of adding an ESG term to a fund’s name, we introduce a binary (dummy) variable that takes the value of 1 if the fund includes an ESG term in its name in a given quarter but did not have it in the previous quarter. To capture the effect of adding an ESG term over time, we include ten dummy variables. Aside from a dummy for the quarter of the name change, we include four dummies representing the quarters before the quarter including name change (capturing flows in the year leading up to the change), a dummy for the quarter of the name change, and five dummies for the quarters following the name change to measure the impact. The quarter preceding the name change serves as the benchmark period. This period is used because we assume that most investors are not aware of the name change until it actually occurs, so the impact materialises afterwards rather than before. Chart 5 below depicts this estimation strategy.

Chart 5
Panel event-study specification
5 quarters around fund name change



Note: Illustration of temporal window taken into consideration in the panel event-study model.
Sources: ESMA.

[12] In this part of the analysis, our sample includes 1,554 instances of ESG term additions to fund names.

We include a wide range of control variables ($X'_{i,t}$) that could potentially influence fund flows:

– **Performance**: Historical performance is a critical driver of investor behaviour, as improved returns may attract additional inflows. To capture this effect, we include the percentage return over the past 12 months.

– **Fund size**: The natural logarithm of the fund's total assets under management is included as a control. This is motivated by findings from Espenlaub (2017), which suggest a significant relationship between fund size and fund flows.

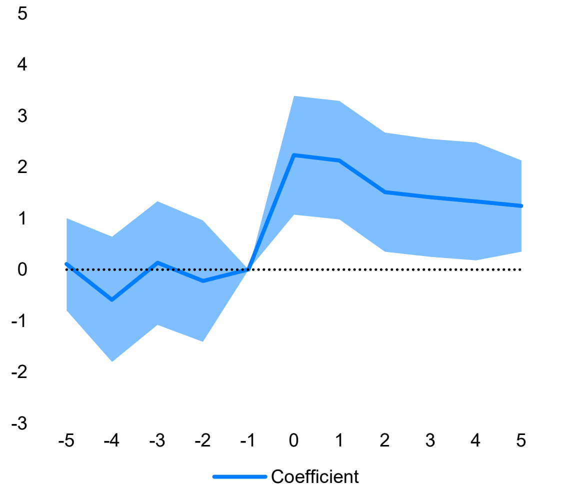
– **Fund age**: To control for potential differences in behaviour based on the fund's inception date, we introduce a binary variable indicating whether the fund was launched before 1 January 2015. Recent funds may be more inclined to add ESG-related terminology to their names as part of their initial branding or to capture emerging trends.

– **Sustainability characteristics**: We include two proxies for a fund's sustainability performance: the portfolio's carbon intensity and the ESG risk rating (both from Morningstar-Sustainalytics). By controlling for these factors, we aim to mitigate potential bias in our results and distinguish the effect of adding an ESG name from the influence of substantive sustainability characteristics.

It is possible that additional factors may influence net inflows experienced by funds. To handle this possibility, we also include fund fixed effects to capture any unobservable, time-invariant characteristics of the fund as well as time fixed effects, to reflect broader market-wide shocks. These sets of fixed effects ensure that our estimates isolate the specific influence of the ESG name change, independent of other fund-specific or temporal factors.[13]

The results are presented graphically in Chart 6 and the full estimation results are provided in Annex A.[14] The reference period for this analysis is the quarter immediately preceding the name change where the coefficient is 0 by definition. For subsequent quarters, coefficients are represented by dots, with their 95% confidence intervals displayed as a light blue area. If the coloured area at any given time is above zero, it signals a significant positive inflow during that period.

Chart 6
Impact of adding an ESG-related term on net inflows
Adding ESG words leads to extra inflows



Note: Estimated impact of adding an ESG-related term on net inflows. The x-axis represents the quarter relative to the event (where the event is in quarter 0), the y-axis the quarterly increase in fund flows (as % of AuM). The light blue area represents the 95% confidence interval.
Source: ESMA.

Our findings indicate that adding an ESG term has a significant impact on fund inflows during the five quarters following the name change. The effect is most pronounced in the quarter of the change and immediately after, with inflows increasing by 2.2% in both quarters. In subsequent quarters, the effect remains relatively stable between +1.3% and 1.4%. The cumulative increase in inflows over the first-year amounts to

[13] The estimated equation is: $Fund\ flows_{i,t} = \alpha + \sum_{j=4}^{J} \beta_j (Lag\ J)_{i,t} + \sum_{k=5}^{K} \gamma_k (Lead\ K)_{i,t} + \mu_i + \lambda_t + X'_{i,t}\,\Gamma + \varepsilon_{i,t}$ where μ_i represents fund fixed effects, λ_t denotes time fixed effects, and $X'_{i,t}\,\Gamma$ is the vector of control variables discussed in the main text. While our analysis includes the same control variables identified by previous studies, we acknowledge that other (less easily observable) factors related to the fund name change could plausibly influence the strength of investor reactions. For instance, any marketing campaign by the fund manager or management company around the time of the name change could have an impact.

[14] We estimate our model using an Ordinary Least Square (OLS) estimation in which we use robust standard errors to address potential heteroskedasticity.

8.9%, which is slightly smaller than the 10-15% effect reported in prior studies.[15]

Results by ESG words category

As the impact of adding ESG terms to a fund's name may vary based on the term, we refine the event study by distinguishing between three specific events: the addition of a sustainability-related term, an environmental term, and a social/governance-related term. For each of these events, we re-run the regression from the previous analysis, replacing the single event dummy with the corresponding category-specific dummy variable.

The results are presented in Table 2, which displays findings for the three categories of ESG name changes. The table includes coefficients and standard deviations for the four quarters following the name change, as the event dummies for other periods were found to be insignificant, consistent with the previous analysis.

Our findings indicate that the impact of adding ESG terms to fund names is primarily driven by funds incorporating an environmental-related term. The effect on fund flows for this subgroup is significant across all periods, resulting in a cumulative increase (in terms of net inflows) of 16% in the first year compared to funds that did not add such a term to their name.[16]

In contrast, the results for the other two subgroups – S/G and sustainability-related terms – are largely insignificant across periods, with the sole exception being a significant effect in the fourth quarter for sustainability terms. These results suggest no consistent evidence that adding social/governance- or sustainability-related-terms leads to significant inflows into a fund.

Table 2
Event study results
Impact most pronounced for E words

Number of quarters after name change	Adding S or G terms	Adding E terms	Adding sustainability terms
Quarter of name change	0.99 (1.08)	3.66*** (0.97)	1.78 (1.03)
+ 1 quarter	1.63 (1.08)	3.46*** (0.96)	1.09 (1.03)
+ 2 quarters	-0.62 (1.09)	3.67*** (0.97)	0.90 (1.03)
+ 3 quarters	-0.51 (1.08)	2.80** (0.96)	1.47 (1.02)
+ 4 quarters	0.13 (1.07)	1.69* (0.97)	1.96* (1.02)
+ 5 quarters	0.35 (0.82)	2.08** (0.76)	0.95 (0.78)

Note: Estimated coefficients and standard errors from an OLS regression using an event study approach assessing the impact of adding various ESG-related terms in a fund name on net flows during the subsequent quarters (social or governance terms, environmental terms, or sustainability-related terms, respectively). ***, ** and * indicate statistical significance at the 1%, 5% and 10% levels. Standard errors are clustered at the level of investment funds. There are 426, 585, and 380 instances, respectively, of adding terms in the categories of social/governance, environmental, and sustainability.

Conclusions and next steps

Fund names are important signals of a fund's investment strategy and portfolio composition. However, when not properly determined, fund names can also mislead investors.

We examine the evolution of the use of ESG words in fund names, using a unique quarterly dataset that tracks EU investment funds over time since 2009. We find that funds have increasingly used ESG language in their names, particularly words relating to the environment.

We then statistically examine the financial incentives, in the form of net fund flows, that fund managers may have for adding or removing ESG

[15] As an extension of our analysis, we examined whether the observed effects remained consistent over time. The results indicate that the magnitude and statistical significance of the effect are comparable when analysed for the periods 2016-2020 and 2020-2024.

[16] As a robustness check, we examined whether the results were driven by specific popular keywords such as 'ESG' or 'Sustainability.' We found that excluding these keywords did not materially alter our results, which remained similar in both magnitude and statistical significance.

language from their name. We find that, funds adding ESG-related terms to their name enjoy a cumulative increase in flows over the first year of 8.9%, all else being equal. The effects appear to be driven by funds adding E terms to their name, rather than S/G or sustainability-related terms.

These findings demonstrate the strong financial incentives for fund managers to consider adding ESG terms to the names of funds. They highlight the importance of the ESMA Guidelines to help protect investors by ensuring that, when a fund name includes ESG language, its portfolio investments are aligned with investors' ESG preferences. Preserving investor trust in green investment products is key to ensure that the financial system continues to support the transition to a more sustainable economy.

ESMA conducts risk analyses such as these with a view to ensuring its overall risk assessment framework and monitoring activities are up to date with developments in EU financial markets. In this respect, ESMA expects to incorporate the indicators developed in the present analysis and continue to monitor fund market trends and the impact of the Guidelines on EU funds. At the same time, the present article is a high-level perspective on an intricate research question, in future research, ESMA aims to explore the above analysis in greater technical detail, including whether and how funds adjust their portfolio to align with the use of ESG terms in their name.

Related reading

Allard, A-F., Krakow, N. J., and K. Smedts (2020), When Mutual Fund Names Misinform, Working paper, June.

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Annex

Table A

Full regression results

	Adding S or G terms	Adding E terms	Adding sustainability terms
Treatment variables			
- 5 quarter	0.05 (0.37)	0.10 (0.38)	0.11 (0.46)
- 4 quarters	-0.54 (0.51)	-0.34 (0.51)	-0.59 (0.63)
- 3 quarters	0.22 (0.51)	0.41 (0.51)	0.13 (0.61)
- 2 quarters	-0.13 (0.51)	-0.10 (0.51)	-0.23 (0.61)
- 1 quarters	-	-	-
Quarter of name change	1.80*** (0.50)	1.78*** (0.51)	2.23*** (0.59)
+ 1 quarter	3.02*** (0.51)	2.95*** (0.59)	2.13*** (0.59)
+ 2 quarters	2.53*** (0.51)	2.21*** (0.51)	1.51** (0.59)
+ 3 quarters	2.29*** (0.51)	2.27*** (0.51)	1.41** (0.59)
+ 4 quarters	2.56*** (0.51)	2.44*** (0.51)	1.33** (0.59)
+ 5 quarters	2.76*** (0.38)	2.62*** (0.38)	1.24** (0.46)
Control variables			
Return		0.13*** (0.01)	0.13*** (0.00)
Fund size		-0.13*** (0.38)	1.13*** (0.06)
Fund age		0.24 (2.09)	0.60 (1.96)
Carbon intensity			-0.00 (0.00)
ESG rating			1.43*** (0.05)
Fixed Effects	Y	Y	Y
Time dummies	Y	Y	Y
Observations	582,423	513,131	212,434

Note: Estimated coefficients and standard errors from an OLS regression using an event study approach assessing the impact of adding an ESG-related terms in a fund name on net flows during the subsequent quarters. ***, ** and * indicate statistical significance at the 1%, 5% and 10% levels. Observations are in terms of fund x quarter pairs. Standard errors are clustered at the level of investment funds.