**ESG Investments**

Environmental, Social, and Corporate Governance (ESG) investing focuses on companies that support environmental protection, social justice, and ethical management practices.

Ethical investing is a growing force in capital markets, and ESG funds account for around 10% of worldwide fund assets, according to Reuters. More than $649 billion poured into ESG funds in 2021, a sharp increase over previous years.

* **The Future of ESG Investing**

1. If more data and technology become available, investors will relatively have
2. Increased access to and choice over the funds with respect to their investments in several companies which are either Women-driven companies, carbon-neutral companies, and so on.
3. Real time analysis which will increase the possibilities of investors making more accurate decisions with respect to their investments, empowering the companies aiming towards sustainable growth.
4. With the coming transfer of wealth to the millennial generation, many of these new potential investors will be looking to put their money to work.
5. A poll by Domini Impact Investments shows more than 50% of respondents would be willing to sacrifice performance on their investments to achieve their ESG goals.
6. In order to calculate best possible risks/return of overall portfolio, investors should adapt the ideology of optimal diversification of their ESG funds through engaging in conversations with their advisors.
7. With the advent of the “Push-Button Technology” and availability of more data, investors will be facilitated with the feature of cross comparing their choices in real time and update allocations within minutes.