



Aug-Sep 2020 | Newsletter

Keeping you up to date with all the latest news from The S Factor Co.

We put the S in ESG™

Greetings!

Welcome Back!

As we face the continued uncertainty of these next few months, the **momentum** to **#buildbackbetter** and refocus on what **material outcomes** really mean has taken off in full force.

Now that we have all had a chance to **evaluate** what is truly important, it seems that **momentum strategies** across the market are following suit.

Everyone is talking about the **S in ESG** from the **Academics**, to the **Pensions** and **Standards** bodies. It is as **critical** as it is exciting for **The S Factor Co.** Specifically because it's something we have been focussed on for decades. It is something that we have already **standardized** across the **entire market** and it is something that we have years and years of **performance data and analytics** on, ready to help **fill this gap**.

We have included lots of **news and media** highlights from the S-Factor below, but we have also rounded up some of our favourite **industry headlines** over this last month to give you more **insight** into this **emerging trend** of S in ESG.

It has always been **our mission** (for decades) to lend **clearer**, simplified **insight** with our

expertise on the social impact of companies' measurements and management.

We hope that our content will act as a **resource** for you, to help **navigate** evolving market **trends** related to COVID-19, ESG, Big Data and **companies' behaviours, responsibilities and impacts**.

The S Factor Team

Book your product demo
today!

S-Factor News

BNN Bloomberg: Companies with 'very strong social management' have been most resilient during COVID-19: S-Factor CEO

In recent weeks, our founder and CEO of the S-Factor, joined BNN's Amanda Lang to discuss why factoring the “S” in ESG investing is necessary.



[Live with BNN's Amanda Lang here.](#)



Wealth Professional: Social factors getting their turn in the ESG spotlight



[Read our interview here](#)

“It’s unfortunate that it took a pandemic to push the social issues to the forefront,” said Bonnie Lyn de Bartok, founder and CEO of the S Factor. “It has highlighted the vulnerabilities and exposure among companies who fall short in terms of their social policies and behaviours.”



Sigma Analysis, The Quant View: ESG: AN EVOLUTION IN INSTITUTIONAL ASSET MANAGEMENT

The S Factor's CEO was recently quoted in one of Sigmas latest blogs.

“I realise that ESG seems like a newer phenomenon for most, and I’m trying my best to be patient, but after 25 years focussed on social impact measurement and management, still don’t see it integrated into

what constitutes ESG today."

"In the year of COVID-19 and other Pandemics, in the year of anti-racism and the transparency of systemic racism and poverty the world over – investors need to get real about the quantification and social return on investments related to the Human Capital, or the Social Factors™".



[Read More](#)



Wealth Professional: Bridging the social gap in ESG investing



In a recent Wealth Professional Interview, the S Factor is quoted,

"working in social development for over 20 years, which has given us a unique perspective observing operations from the other side of any investment at the ground level," said the founder and CEO of The S.

Factor Co. ... "I saw that paying attention to social factors produced predictive patterns that uncovered risks of distrust and, in some cases, disruption."

[Read the full interview here](#)



The S-Factor in Humanity beyond IRR

Tune in for the S-Factor CEO's recent interview with Jeffrey Gitterman of Gitterman Wealth, New York and host of TheIMPACT on Bloomberg fintech.tv segment where we really get into the "S in ESG" components and where this takes us next.

[Watch here](#)



Product Highlights

See through the noise.
[Ahead of the market.](#)



While our COVID-19 signals continue to predict stock price movement ahead of the market, our longer-term SF Score strategic MSPI index is outperforming the market and ESG thematic index funds. Contact us today to get the data and the feeds, we've got our finger on the pulse and can help you navigate these continued tumultuous waters.

[Trial the product today.](#)



The Database Stats



What can the S-Factor dataset do, when added to what the market is currently using?

It gives the user near real-time rating of companies social impacts and inherent risks in their operating environments.

It can tell users the difference between what a company says they are doing and every other material source of content according to a standardized set of criteria - benchmarked to international norms.

It can inform users whether companies behaviours are normal when compared to its peers, industry or location.

It provides scores, ratings, and an index and it also provides visibility and transparency into raw data and standardized indicators across frameworks.

It allows users to filter by location, industry, market cap, framework, theme, and 100's of analytic queries.

It can generate on demand custom reports or feed high-volume daily API calls.

It can visualize the correlations of information and business use cases, regardless of strategy.

It can tell you how funds and portfolios are performing and where their risk exposure is based on the composite evaluation of underlying constituents.

Curious about what's coming next?

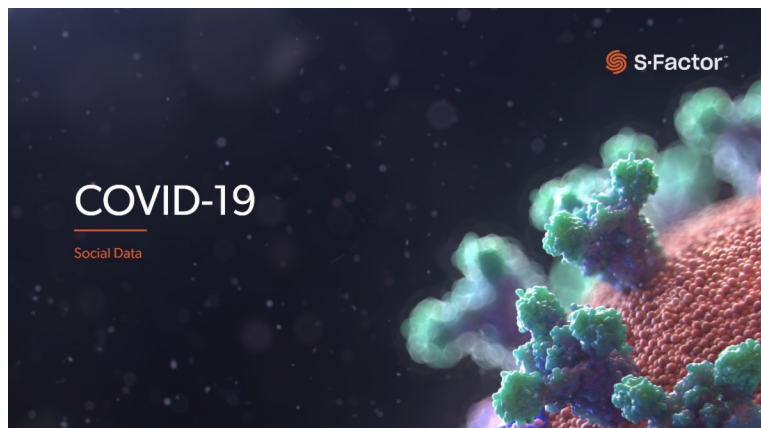
Stay informed @ [The S Factor Co. site.](#)



S-Factor COVID-19 Social Data

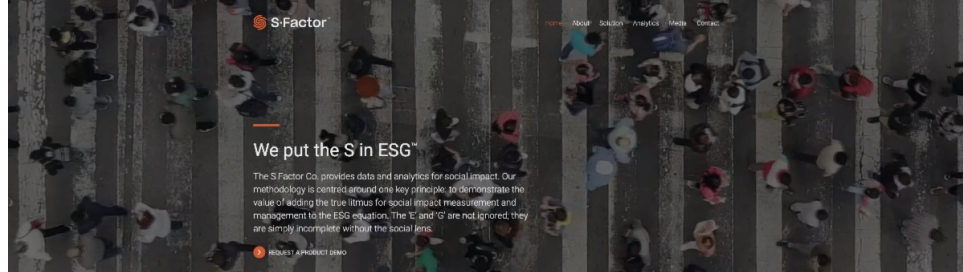
In case you missed it.

The S-Factor COVID behavioural monitoring has been live on aggregate in the system since early February. In April, the S-Factor delivered an **online session** on the latest on S-Factor **COVID-19 Pandemic social data** and trends. You can access a recording of this webinar and download the **FREE** report from our site [here](#).



Trial this data now, learn more about exposure, gains and losses from these trends now.





Statement

There are currently **US\$46 Trillion** in AUM employing Responsible and Environmental, Social and Governance ("ESG") strategies around the globe. But the "S" – the social factors in ESG, if present, are based on anecdotal costs. The entire market is facing the risk of 'impact-washing' ESG. **THIS IS AN ENORMOUS PROBLEM.** Until Now.

Mission

It is our mission to fill the social impact information gap, by comprehensively monitoring, measuring and reporting on the social impact of public companies globally. This will provide transparent, objective, material, accurate, legitimate and unbiased content to better inform.

New website. New Navigation. New tools. Loads of resources. Check it out.

thesfactor.co

Industry Headlines

EUROMONEY ON ESG DATA : MIND THE GAPS



According to Opimas, assets under management at funds incorporating ESG – whether for risk management, compliance or impact investment – now total more than \$40 trillion, up from \$12 trillion as recently as 2012.

This spectacular growth has shone a spotlight on a part of the market that has often been overlooked – namely, the data on which it is all based.

Until recently, much of this was inaccessible to investors, who had to make do with ESG scores provided by a diverse and proliferating group of rating agencies. With ever more cash flowing into ESG-related products, however, asset managers have begun demanding access to the raw data underpinning these ratings.

[Full Article Here.](#)



Harvard Law School: Time to Rethink the S in ESG

The 'middle child' label for 'S' may have been an accurate description until the first quarter of 2020. 'S' has now moved to front-of-mind for investors and is high on the agenda for company stakeholders and society.

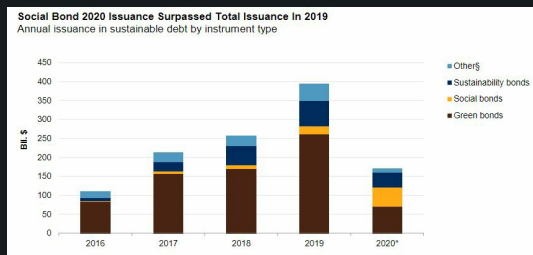
Federated Hermes, a leading 'responsible investment firm' maintains that "If you asked anyone who was in the sustainability or ESG

space a year or two years ago, they would tell you that somehow the 'S' has not been given





CNBC: ‘Social bonds’ are surging as conscious investing turns mainstream



New research shows the issuance of social bonds has reached record levels and more than quadrupled so far this year, as conscious investors combine profit and purpose to address rising inequalities created by the coronavirus.

According to S&P Global Ratings, “Recent growth in social bond issuance indicates that the COVID-19 pandemic has not turned issuers’ or investors’ attention away from sustainable finance — rather, interest

[Read More](#)



Academic ESG DATA Review UNPRI Tool

The United Nations Principals for Responsible Investment tool aims to provide an overview of ESG related data for both academics and investors to gain a better understanding of the variety of data available.

The tool has collated data on a wide variety of environmental, social and governance topics which have been used in academic research. Several the datasets found in this review were identified using the Academic ESG literature Review.

[Access it here.](#)



Pensions & Investments: COVID-19 pushes social issues to ESG forefront.

"The pandemic has taught us that if businesses are to defend against future shocks, protect workers and ultimately

support long-term growth, the social element within ESG should be considered just as critical as environmental and governance factors," said Naim Abou-Jaoude, London-based CEO of sustainable investing manager Candriam Investors Group and chairman of New York Life Investment Management International.

[Read more](#)



[Bloomberg: Wall Street Forges a New Relationship to Data in Coronavirus Age](#)

[World Bank: World Bank Launches New Fiscal Year Funding Program with USD 5 Billion Sustainable Development Bond](#)

[Foreign Affairs: The Pandemic Depression](#)

[Google: Alphabet issues sustainability bonds to support environmental and social initiatives](#)

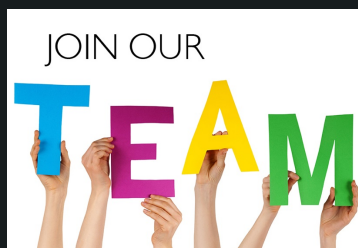
[The Guardian: Ignoring effects of Covid-19 on women could cost \\$5tn, warns Melinda Gates](#)

[Global Investors for Sustainable Development \(GISD\): Renewed, Recharged and Reinforced: Urgent Actions to Harmonize and Scale Sustainable Finance](#)

[FT Adviser: Be critical of ESG credentials to avoid greenwashing funds](#)

[Pensions & Investments: Greater adoption of ESG linked to acceptance as fiduciary duty](#)

Careers At the S-Factor Co.



**CAREERS @
The S Factor Co.**

Despite the uncertainty, 2020 continues in growth mode as we scale to serve the demand for quality ESG content, information validation and creative use cases.

Current Open Positions:

Office Manager (Accounting, Payroll) - Toronto
Marketing Assistant (Social, Design) - Toronto
Vice President, Product - Toronto

Many new openings to come - watch for these postings here - [Careers](#) @ The S Factor Co.

Get in Touch



We look forward to helping the market solve some seriously complex social impact challenges, fulfilling the gaps in information, benchmarking international norms, content validation and providing quality material evidence you can count on.

Sincerely,

Bonnie Lyn de Bartok

Founder & CEO
The S Factor Co.

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