



## Press release

Paris, 2 December 2019

# SRI label scales new heights with over 321 labelled funds and a volume of EUR 121 billion

As at 2 December 2019, **321 funds have been awarded the SRI label**, representing a total volume of over **EUR 121 billion** managed by 59 investment companies based in France and abroad.

The government-issued SRI label ([www.lelabelisr.fr](http://www.lelabelisr.fr)) is the first of its kind in Europe. Launched on 18 November 2016 by the French Ministry for the Economy and Finance, the SRI label grew out of initiatives spearheaded by the industry and supported by similar efforts from the French financial sector. It now enjoys a prominent position in the world of sustainable finance.

The label helps to increase the visibility of SRI (socially responsible investment) products for investors and savers. Products seeking to obtain the label must meet a rigorous and exacting standard to demonstrate that they are managed using robust methods, are firmly committed to transparency and provide high-quality information. The auditors commissioned to assess the candidate funds and compliance with the standard are certified by a public Accreditation Committee (Cofrac<sup>1</sup>).

The volume of SRI funds and mandates managed in France amounted to EUR 417 billion at the end of 2018 (including EUR 151 billion for funds only), reflecting the key role that responsible investing now plays in the strategic priorities in the French financial sector.

To bring the French public label to a wider audience and tie in with the radio campaigns and railway station poster campaigns in Lille, Lyon and Paris, a new campaign promoting the label appears on buses in and around Paris since 26 November 2019, followed by Nantes, Bordeaux and Paris again from 17 December (see pictures in appendix). These campaigns are designed to show the general public that the SRI label allows them to help shape a more responsible world here and now through their savings choices.



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### Contacts:

When the SRI label was created, the French Asset Management Association (Association Française de la Gestion financière – AFG) and the French Social Investment Forum (Forum pour l'Investissement Responsable – FIR) were both tasked with promoting it by the Ministry for the Economy and Finance.

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<sup>1</sup>Established in 1994 on the initiative of the public authorities, the French Accreditation Committee (Comité français d'accréditation – Cofrac) is responsible for accrediting bodies that audit compliance in France.

APPENDIX : PICTURES OF THE CAMPAIGN ON BUSES

**AVEC LE LABEL ISR  
VOTRE ÉPARGNE  
AGIT ENFIN POUR  
UN MONDE PLUS  
RESPONSABLE**

POUR DONNER DU SENS  
À VOTRE ÉPARGNE,  
PARLEZ-EN À VOTRE  
CONSEILLER.



Le label ISR est un outil pour choisir des placements responsables et durables.  
ÉPARGNER, C'EST AUSSI AGIR.

Plus d'informations sur [lelabelisr.fr](http://lelabelisr.fr)

 **Label  
ISR**

**LABEL ISR,  
ET VOTRE ÉPARGNE  
PREND DE TRÈS  
BONNES RÉOLUTIONS**

POUR DONNER DU SENS  
À VOTRE ÉPARGNE,  
PARLEZ-EN À VOTRE  
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