

Excerpt from Evening Standard, U.K. December 29, 2020

<https://www.standard.co.uk/business/markets/esg-green-eco-shares-pandemic-b550022.html>

## After the green rush: 'Feelgood' ESG funds to sustain Earth and your finances in 2021

**F**EELGOOD firms which put the environment, society and corporate governance - the holy trinity of ESG - at the heart of their operations were the big winners to emerge from 2020's Covid-19 battered ...

... (ETFs) which focus their investments on ethical stocks recovered from the pandemic at a pace and scale which left other sectors standing.

"Covid was the moment," one senior investment manager told the Standard. "Covid was the stress test for ESG. Before then, people were cynical, saying ESG was a fair-weather phenomenon. They'd say 'just you wait until the next recession, everyone will hunker back in sovereign bonds.'

"Instead, valuations of companies with a strong green ethos - like green energy, EV [electric vehicles] - just blew the roof off."

For seasoned stock-watchers, it marked the point at which ESG companies began to make sound investment sense in terms of equity valuation, and smashed myth that investors must forgo returns to invest in a responsible way.

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... the WilderHill New Energy Global Innovation Index (NEX) - which follows UK and EU clean energy firms - zinged back from a low of \$156 in early March to sit above \$450, a 152% bounce.



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