

# SYLLABUS

# Ethical Advice Accelerator

SPRING 2021



**WITH ALEXANDRA BROWN**

# TABLE OF CONTENTS



03 Ethical Advice Accelerator

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04 Our mission and vision

---

05 About Alexandra Brown

---

06 Why ethical advice?

---

07 Program details

---

08 Learning outcomes

---

09 Program modules

---

26 Ethical Advice Community

---

27 FAQs

---

28 Register now

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# ETHICAL ADVICE

## Accelerator

This comprehensive 8-week online program is 100% focused on the knowledge, skills, resources, and support needed by Australian financial advisers who want to provide ethical and responsible investment advice.



If you're a financial adviser who wants to upskill in ESG and ethical investing, who wants to have deep discussions with clients about the environmental and social issues that matter most to them, who wants to manage climate change risk, who wants to feel confident with incorporating responsible investments in your advice, who wants to feel a sense of purpose. This program is for you.

[LEARN MORE](#)

*"Contrary to the longstanding perception in some circles that ESG investing is associated with a performance penalty, we know companies that incorporate sustainability into their business models often outperform those that do not. As climate change impacts every sector of the economy, investors who choose responsible investing will also be choosing investment performance."*

BRIAN SCHATZ

# OUR MISSION & VISION

Invest with Ethics provides ethical investment consulting and education to purpose-driven financial advisers in a credible, friendly, and professional environment, with a positive and straight-forward vibe, helping them feel supported, confident, and aligned to build deeper relationships with their clients and broaden their scope of service.

Our mission is to reimagine the investment chain for a sustainable future, ensuring every financial adviser can offer every investor ethical investment options and opportunities.



# ABOUT ALEXANDRA BROWN

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Alexandra has been supporting financial advisers in the ethical investment space for more than five years. Whether consulting, educating, researching funds, helping with advice documents, or on an investment committee, Alexandra has been assisting advisers across Australia with their ethical investing needs.

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Alexandra first learned about ESG factors (environmental, social, and governance), while developing and modelling ESG leader and laggard portfolios as a researcher at university. Research was conducted over several years after already completing degrees in business and finance, and achieving First Class Honours in finance. During a decade in academia, Alexandra developed training materials for financial advisers, as well as supporting lecturers and teaching students. Creating learning materials at both the graduate and post-graduate level fostered a deep love for sharing knowledge.

Building her practical skills in this area, Alexandra pursued a career alongside financial advisers. Wanting to remain firmly in the ethical space, she provided consulting services to advisers such as product research and analysis, client articles and content creation, client questionnaires, and other support services in ESG and sustainability.



This led to becoming a member and on the Board of the Ethical Advisers' Co-op, a national group of advisers who specialise in ethical and responsible investing. Through this network, Alexandra has learned from, and helped, many advisers in this space.

**One thing is clear: there is no one way to provide ethical advice, and for advisers it is a special opportunity to engage with clients at a deeper level and with purpose.**

Alexandra is Head of Research at Altioem, an online sustainable finance library. Altioem's mission is to lift the finance industry higher by helping advocates within organisations to make the case for sustainable finance, and implement the steps needed to create real change. Not only a rewarding role, Alexandra shares the best research in the Altioem library with members of the Ethical Advice Accelerator program.

# WHY ETHICAL ADVICE?

**Meet client demand by incorporating ethical and responsible investments in your financial advice.**

## 88%

Australians believe it's important their financial adviser provides responsible or ethical options.

## 86%

Australians believe it's important their financial adviser asks them about their interests and values in relation to their investments.

SOURCE: RESPONSIBLE INVESTMENT ASSOCIATION AUSTRALASIA

*"Incorporating financially material ESG factors into investment decision making is integral to investors' fiduciary duty. It underpins the delivery of best possible investment outcomes to beneficiaries because we know that ESG issues are fundamental to a company's long-term performance."*

AUSTRALIAN SUPER



# PROGRAM DETAILS

The Ethical Advice Accelerator is an 8-week online program that guides and supports advisers smoothly, from the traditional to ethical advice space.

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## FORMAT

- Eight engaging modules released weekly via online program dashboard
  - Comprehensive video tutorials accessible by desktop or mobile app
  - Weekly live sessions to develop your industry knowledge and practical skills
  - Workbooks to build your own long-term resources to use with clients
  - Weekly activities to enhance your learning and benefit from community engagement
- 

## WEEKLY TIME COMMITMENT

- 2-3 hours to watch bite-sized video tutorials
- 20 mins. to complete community activity
- 1 hour live: Q&A, workshop or masterclass
- 1 hour to read, discover, and fill in workbooks
- 1 hour to experiment with online resources

Total weekly commitment: approx. 4-6 hours

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## RESOURCES

- Over 280 useful links and references
  - Three fillable workbooks: your ESG issue database, advice document commentary, responsible investment product research
  - Companies of concern excel database
  - Several templates to design your unique client ethical preference questionnaire
  - Private VIP group for feedback and support
-

# LEARNING OUTCOMES

**By the end of this program, members should be able to:**

- 
- Describe ethical and responsible investing
  - Discuss deeply, more than 30 ESG issues
  - Recognise over 65 ethical and ESG concerns
  - Express the effect of divestment on investment portfolios
  - Summarise the performance of ethical portfolios
  - Discuss the market drivers of ethical investment advice
  - Identify the different responsible investing techniques
  - Critique engagement in the investment decision process
  - List ways advisers and clients can be involved in advocacy
  - Evaluate ethical and responsible investment products
  - Discuss client ethical preferences, concerns and exposure
  - Explain ethical investment recommendations with clients
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# PROGRAM MODULES



**01** INTRODUCTION TO ESG AND RESPONSIBLE INVESTING



**02** ESG ISSUES - ENVIRONMENTAL



**03** ESG ISSUES - SOCIAL AND GOVERNANCE



**04** MARKET DRIVERS OF ETHICAL ADVICE



**05** ESG SCREENING AND RI TECHNIQUES



**06** ENGAGEMENT AND SHAREHOLDER ADVOCACY



**07** PRODUCT RESEARCH AND ESG ANALYSIS



**08** CLIENT COMMUNICATION AND ADVICE DOCUMENTS

# MODULE 1

## Introduction to ESG and responsible investing

Let's break down ESG, ethical and responsible investing, and sustainable finance, with ethical investing 101. By the end of this module you will be comfortable with all of the acronyms, terms and concepts.

### LEARNING OUTCOMES

- Describe ethical and responsible investing
- Use the RIAA spectrum to discuss responsible investing techniques and outcomes
- Express the effect of divestment on investment portfolios
- Discuss diversification regarding ethical investing
- Illustrate the performance of ethical versus traditional portfolios
- State your "why" for providing ethical advice
- Describe the benefits of providing ethical advice



*"This is not a cookie-cutter approach to ethical advice."*

ALEXANDRA BROWN

## VIDEO TUTORIALS

### INTRODUCTION

#### 1.1

Welcome to the program

#### 1.2

About Alexandra

#### 1.3

Downloading the app

#### 1.4

Getting around

### MODULE 1

#### 1.1

Module introduction

#### 1.2

Ethical and responsible investment

#### 1.3

RIAA spectrum

#### 1.4

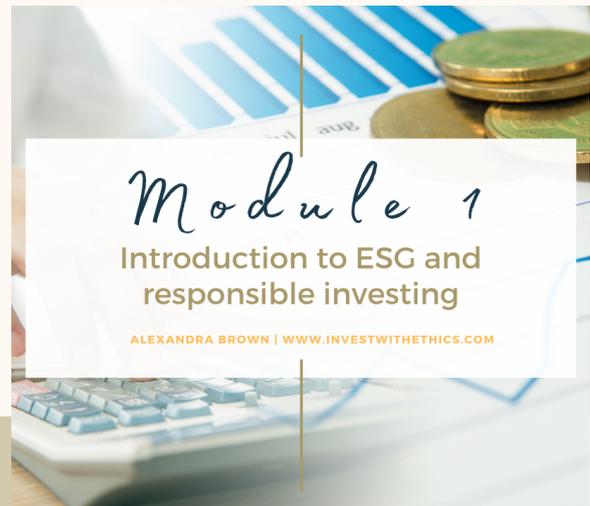
Divestment and diversification

#### 1.5

Performance and risk

#### 1.6

What's your why?



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 151 minutes

### LIVE SESSION

Q&A with Alexandra

### WORKBOOK

No

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 22

### TIME COMMITMENT

Approx. 4 - 5 hours

# MODULE 2

## ESG Issues - Environmental

We cover ESG issues over two weeks. In this first module, you will grow your confidence in responding to the environmental concerns that your client wants to discuss with you, including climate change and fossil fuels.

### LEARNING OUTCOMES

- Describe the environmental issues that may concern or align with your client's values
- Explain the difference between environmental issues that are controversial or cause harm, and those that create positive impact
- Express how environmental issues can be incorporated in both negative and positive screening of products
- Discuss fossil fuel exposure and climate change risk in relation to your client's portfolio
- Use the ESG issues workbook to establish your own resource database for client discussions



*"Failure to address climate change [is] one of the largest socioeconomic risks to modern society."*

INSTITUTE OF ACTUARIES AUSTRALIA

## VIDEO TUTORIALS

### MODULE 2

#### 2.1

Module introduction

#### 2.2

Environmental destruction

#### 2.3

Old growth logging

#### 2.4

Animal welfare

#### 2.5

Palm oil

#### 2.6

Plastics

#### 2.7

GMOs

#### 2.8

Biodiversity

#### 2.9

Climate change

#### 2.10

GHG emissions

#### 2.11

Fossil fuels

#### 2.12

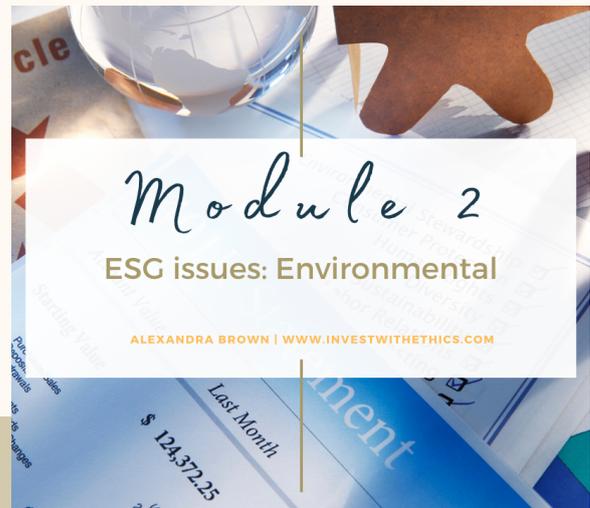
Mining

#### 2.13

Uranium and nuclear

#### 2.14

Other environmental issues



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 140 minutes

### LIVE SESSION

Q&A with Alexandra

### WORKBOOK

ESG issues: discussion resources

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 70

### TIME COMMITMENT

Approx. 5 - 6 hours

# MODULE 3

## ESG Issues - Social and Governance

We delve into social issues around human rights, plus you'll become familiar with common ethical investment exclusions: alcohol, tobacco and gambling. We also cover governance issues like bribery and corruption.

### LEARNING OUTCOMES

- Describe the social and governance issues that your client may want to support or avoid in their portfolio
- Explain the difference between social and governance issues that are controversial or cause harm, and those that are positive
- Express how social and governance issues can be used in screening ethical investment products
- Discuss risks around social and governance issues such as human rights and modern slavery in supply chains
- Use the ESG issues workbook to build your own list of ESG resources for discussions



*"Unless you address gender equality, you aren't even going to begin to start changing any form of basic human rights."*

ALICE LAUGHER

## VIDEO TUTORIALS

### MODULE 3

#### 3.1

Module introduction

#### 3.2

Tobacco

#### 3.3

Alcohol

#### 3.4

Gambling

#### 3.5

Pornography

#### 3.6

Weapons and armaments

#### 3.7

Human rights

#### 3.8

Modern slavery

#### 3.9

Inequality

#### 3.10

Gender diversity

#### 3.11

Remuneration

#### 3.12

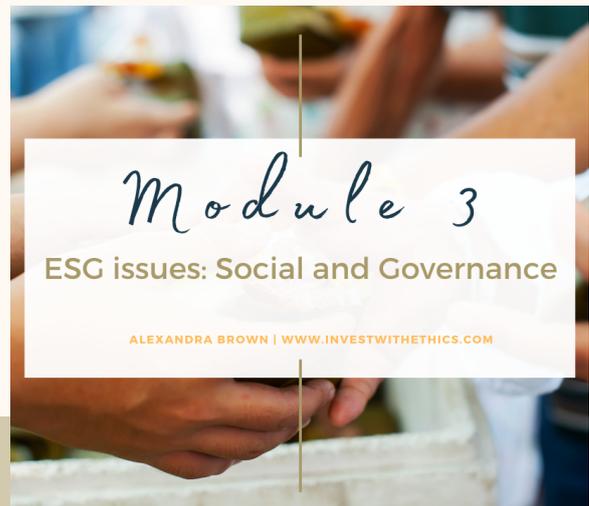
Bribery and corruption

#### 3.13

Tax

#### 3.14

Other social / governance issues



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 117 minutes

### LIVE SESSION

Workshop: role play and practice  
ESG discussions with clients

### WORKBOOK

ESG issues: discussion resources

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 61

### TIME COMMITMENT

Approx. 5 - 6 hours

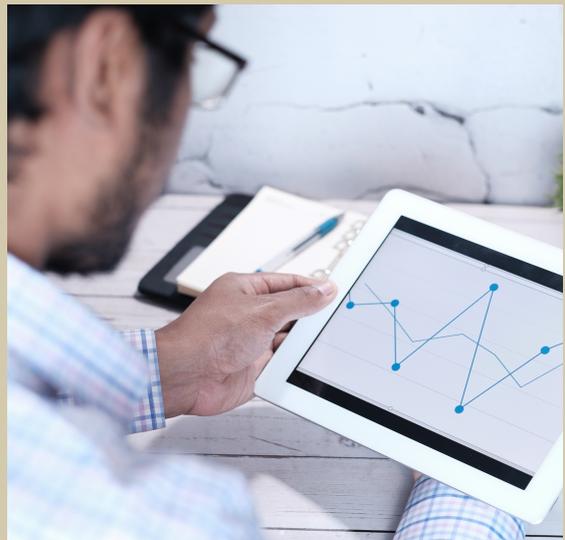
# MODULE 4

## Market drivers of ethical advice

There are several reasons why ethical advice makes good sense. We cover the changes in regulation, the increase in client demand, and the global trends that are driving sustainability, ESG, and client values in finance.

### LEARNING OUTCOMES

- Describe the global trends that are influencing ethical and responsible investing
- List the Australian financial regulators who are providing statements and guidance on risks such as climate change
- Discuss the FASEA Code of Ethics in relation to responsible investment discussions with clients
- Examine surveys and other supporting evidence of increased demand for ethical investment advice
- Explain the Sustainable Development Goals and the integral role that financial advisers play in meeting our global challenges



*"35.9% of total assets under management globally are sustainable investments."*

GLOBAL SUSTAINABLE  
INVESTMENT ALLIANCE

## VIDEO TUTORIALS

### MODULE 4

#### 4.1

Module introduction

#### 4.2

Regulator guidance

#### 4.3

FASEA Code of Ethics

#### 4.4

Consumer and adviser trends

#### 4.5

Global trends

#### 4.6

Sustainable Development Goals



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 73 minutes

### LIVE SESSION

Q&A with Alexandra

### WORKBOOK

Advice documents: elements and SOA commentary

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 30

### TIME COMMITMENT

Approx. 3 - 4 hours

# MODULE 5

## ESG screening and responsible investing techniques

To provide ethical advice, you'll need to know what techniques are used in ethical investment products. You will differentiate between positive and negative screening, impact investing and other types of ESG integration.

### LEARNING OUTCOMES

- Describe the different ethical and responsible investment (RI) techniques used by fund managers and providers
- Differentiate between RI techniques using real-world product examples
- Identify which RI technique to use when matching client values with investments
- Evaluate exclusion policies and materiality thresholds used by fund managers
- Explain the specific attributes of impact investments
- Discuss sustainability themes and approaches used to align investment holdings with positive impact areas



*"ESG issues are fundamental to a company's long-term performance."*

AUSTRALIAN SUPER

## VIDEO TUTORIALS

### MODULE 5

#### 5.1

Module introduction

#### 5.2

ESG integration

#### 5.3

Negative & norms-based screening

#### 5.4

Corporate engagement & shareholder action

#### 5.5

Positive screening, best-in-class and sustainability themes

#### 5.6

Impact investing



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 66 minutes

### LIVE SESSION

Masterclass: Delivering whole investment solutions

### WORKBOOK

Catch up on previous workbooks

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 36

### TIME COMMITMENT

Approx. 3 - 4 hours

# MODULE 6

## Engagement and shareholder advocacy

Engagement is a growing area and you will be able to distinguish current best practice from greenwashing techniques used by funds. You will learn the ways to support your clients in their own shareholder advocacy.

### LEARNING OUTCOMES

- Examine the engagement landscape using studies, fund manager reports and proxy season reviews
- Discuss the environmental, social, and governance issues that are influenced by engagement and voting
- Recognise the different levels of engagement disclosure and identify greenwashing
- Evaluate engagement and outcomes using real-world impact / engagement reports
- Recognise the benefits and drawbacks of different engagement activities
- Discuss how advisers can support clients in advocacy



*"Investors must realise their moral and financial imperatives to take this opportunity to call on coal, oil and gas companies to wind up their operations."*

MARKET FORCES

## VIDEO TUTORIALS

### MODULE 6

#### 6.1

Module introduction

#### 6.2

What is engagement and shareholder advocacy?

#### 6.3

Engagement landscape

#### 6.4

Corporate engagement

#### 6.5

Shareholder advocacy

#### 6.6

Client engagement and advocacy



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 126 minutes

### LIVE SESSION

Masterclass: Shareholder activism

### WORKBOOK

Catch up on previous workbooks

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 53

### TIME COMMITMENT

Approx. 4 - 5 hours

# MODULE 7

## Product research and ESG analysis

With the foundations now in place, you'll be able to conduct research and analysis of ethical ETFs and managed funds. Using publicly available information, we build a list of ethical products for your clients and APL.

### LEARNING OUTCOMES

- Describe the elements that make up good practice for ethical investment research
- List the platforms accessible to advisers, both free and paid, to analyse investments
- Conduct research at the portfolio level and determine exposure to industries or companies of concern
- Examine tools and resources around the different ESG issues to develop your own database of holdings that align with your client's values
- Complete your own ethical and responsible investment research and build your own model portfolio



*"88% of Australians believe it's important their financial adviser provides responsible or ethical options."*

RESPONSIBLE INVESTMENT  
ASSOCIATION AUSTRALASIA



## VIDEO TUTORIALS

### MODULE 7

#### 7.1

Module introduction

#### 7.2

Portfolio research

#### 7.3

ESG issue research

## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 81 minutes

### LIVE SESSION

Workshop: Building your company of concern database

### WORKBOOK

Ethical fund research

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 30

### TIME COMMITMENT

Approx. 5 - 6 hours

# MODULE 8

## Client communication and advice documents

This module brings everything you have learned together. You will develop unique personalised documents to help you provide ethical advice and a fact find for discussing your client's ethical investment preferences.

### LEARNING OUTCOMES

- Describe the elements that may be included in your SOA and other advice documents
- Assemble resources to assist you with client discussions from the initial conversation to ongoing engagement, education, and connection
- Discuss fund holdings, companies of concern, exposure limit levels, and engagement outcomes
- Create your own advice documents that are unique to you and your clients
- Identify the certifications and memberships available to ethical advisers, and how to stay supported in this space



*"86% of Australians believe it's important their financial adviser asks them about their interests and values in relation to their investments."*

RESPONSIBLE INVESTMENT  
ASSOCIATION AUSTRALASIA

## VIDEO TUTORIALS

### MODULE 8

#### 8.1

Module introduction

#### 8.2

Client conversations

#### 8.3

Company stories

#### 8.4

Recommending ethical  
investments

#### 8.5

Memberships and certifications



## MODULE OVERVIEW

### TOTAL VIDEO

Approx. 75 minutes

### LIVE SESSION

Workshop: Creating your client  
questionnaire

### WORKBOOK

Complete the Advice Documents  
workbook

### COMMUNITY ACTIVITY

Yes

### LINKS AND REFERENCES

Approx. 20

### TIME COMMITMENT

Approx. 4 -5 hours

# ETHICAL ADVICE COMMUNITY

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The Community is a private VIP group for Accelerator members.

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All members of the Ethical Advice Accelerator receive 12 months free membership to the Ethical Advice Community.

This VIP group is an online and private space for Accelerator alumni. Here you can ask questions, get feedback, network, share ideas, and connect with other advisers who are on the same journey.

Although the program goes for eight weeks, members have access to the Community for a whole year. It is designed to provide the support for advisers as they implement all they have learned and built through the program.

During the program, the Community is a space for completing weekly learning activities. These quick tasks demonstrate your knowledge, and cement the week's learnings. The feedback on your posts is a valuable benefit of the program.



**The Community is a hub of extra resources.**

The Community consists of a general newsfeed and individual topic areas. There are topics dedicated to questions and comments for each of the eight modules.

Plus, there is a knowledge hub for additional resources shared by members. These might be a great market presentation, or reports that bust the myths on performance and diversification of ethical investments.

You can keep up to date with ESG and ethical investing events, as well as news and media articles that are specifically relevant to advisers.

One of the greatest perks is that all masterclass recordings are kept in the Community. Accelerator members not only get to attend live masterclasses during the program, but get access to all past presentations by industry experts.



# FAQs

## 1 What is ethical advice?

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Financial advice that brings together client values, sustainability, as well as ethical and responsible investments. Ethical investments are those that incorporate values, stewardship, and ESG criteria. Ethical advice in this context does not imply that traditional advice is not ethical.

## 2 Do I need to have ethical investments on my APL?

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Although it is not a prerequisite, having ethical investment products on your approved product list (APL) is desired over the long-term. This program helps you understand ESG and ethical investments, which will assist you with making the case to your licensee for getting these products on your APL.

## 3 Do I need to be an Australian financial adviser?

---

Although advisers from across the globe would find the content helpful, several modules are based on the Australian regulatory environment. Product research and ESG analysis is conducted using Australian-accessible fund managers, so may not be appropriate in an international context.

## 4 What if I can't attend the weekly live sessions?

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Each session is recorded so you'll have the opportunity to do the workshops and masterclasses at a time that is convenient to you. If you have any questions, you can ask them in the Ethical Advice Community, a private group for Accelerator members that provides support throughout the program.

## 5 Do you offer a money-back guarantee?

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Yes, absolutely. To be eligible for the 100% money-back guarantee you will need to provide notice via email to [support@investwithethics.com](mailto:support@investwithethics.com) within 7 days of the program starting, and this must be prior to module 2 of the program becoming unlocked and live. You can expect a full refund minus any fees retained by Stripe or PayPal. You can purchase the program with peace of mind.

# REGISTER NOW!

**LEARN MORE**



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