

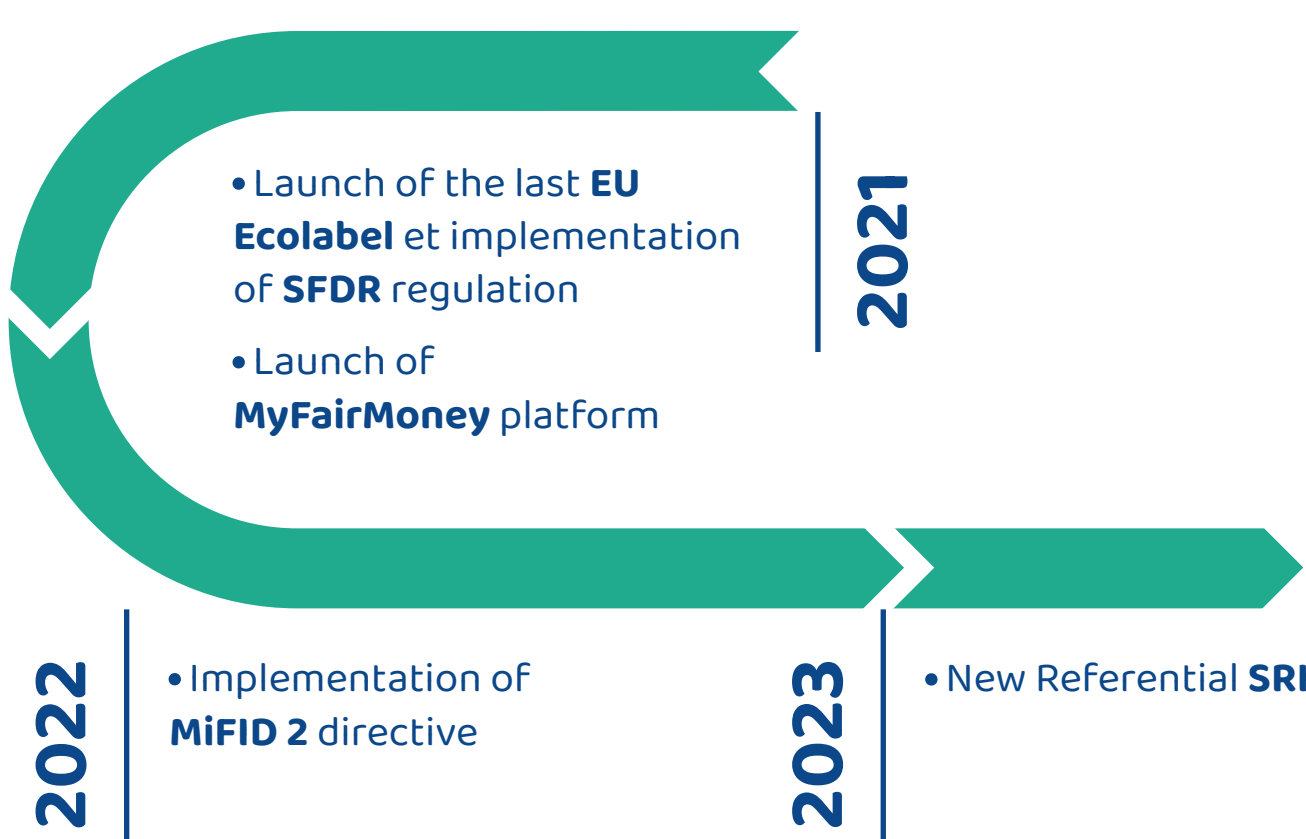
5 YEARS TO REVISE
FINANCIAL LABELS



CONTEXT

To enhance the ethicality of households' finances, works have begun to refine the **clarity of financial products and labels**. Rules have been established to ensure credibility and transparency.
Main objective : **Enable financial investments to be tools in the low carbon strategy**. Sustainability, in particular through shareholder engagement must become a priority for the markets.

KEY DATES



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SRI Label

817 Billion€ invested

1 276 financial funds

208 asset management companies

Greenfin label

34 Billion€ invested

97 financial funds

Practices assessments

5 564 analyzed funds on MyFairMoney

750 mystery visits
To shed lights on financial advisor behavior.

12 waves of surveys conducted by l'AMF & 2DII

5 What has changed in 5 years



Ecolabel Framework

Although it was not submitted to a vote, it has brought innovative concepts such as impact, taxonomy alignment and shareholder engagement.



Label SRI (Socially Responsible Investment)

Reinforcement of transition criteria through a robust policy of shareholder engagement, with fossil fuels exclusion and the assessment of companies' transition plan in accordance with Paris agreement.



Greenfin Label

Integration of european taxonomy within the eligible criteria



Reporting SFDR

Introduction of product categories : green, ESG, or without sustainable criteria.



Impact finance

The initiative contributes to the development of socially responsible investment, which aims to represent a third of investments.

FOCUS ON...

Label SRI

- Exclusion of fossil fuels
- Assessment of companies' transition plan according to Paris agreement.
- Shareholder engagement reinforced with escalation strategies for companies with robust transition plan adopted.

The different works has contributed to the revision of french labels (SRI and Greenfin) : exclusion policies, taxonomy criteria, transition plan, engagement, including ambitious strategies to contribute to the ecological transition and **reinforce credibility over houselhod savers.**

Vincent KIEFER
Project Manager Sustainable Finance - ADEME



Main deliverables



Answer to consultations

- Ecolabel consultation
- SFDR regulation consultation



Information platform

- MyFairMoney with information on Funds et sustainable finance



Participation to ongoing working group

- On impact finance



Surveys

- AMF For french household savers and responsables investing



Participation to labels revisions

- SRI (engagement et transition plan)
- Greenfin



Guides on sustainable finance

- Savers
- Financial advisors



PERSPECTIVES

1. Application of the new SRI label in 2025 and possible follow-up on the actions*
2. Application of the new Greenfin label framework in 2025 and future integration of engagement criteria
3. Measure the consistency of sustainable strategies** and their use by investors.
4. Revision of SRD 2 regulation to facilitate engagement
5. Possible revision of SFDR regulation in order to define products categories and allow transition's investment
6. Desire to resume work on European label



*Assessment of transition plans, engagement
**Taxonomy, exclusions, engagement, transition plan assessment, impact