

IMAGINE A TOBACCO-FREE WORLD...

PLEDGE STAMP MEMBERSHIP



TOBACCO FREE
Portfolios



“It makes no sense to fight tobacco on one hand and to finance it on the other.”

Dr Tedros Ghebreyesus,
Director-General World Health Organization

PLEDGE STAMP MEMBERSHIP

Tobacco Free Portfolios launched the Tobacco-Free Finance Pledge in September 2018 during the UN General Assembly in New York City. Today, there are currently 160+ Signatories – leading financial organisations, from 22 countries, with combined AUM of more than US \$11.4 trillion.

To drive the tobacco-free finance movement and enhance knowledge of the detrimental impact of tobacco, we have launched the Pledge Stamp Membership – which gives access to a range of data, opportunities and benefits for members. These include:

1. THE PLEDGE STAMP

Demonstrates commitment to adopting a tobacco-free position and showcases leadership in sustainability. It can be used across all materials – for internal and external communications, with stakeholders, clients and the general public.

Current members advocate using the Stamp in the following ways:



CORPORATE WEBSITE

SUSTAINABILITY REPORTS

INVESTOR REPORTS

BUSINESS ACQUISITION

INTRANET

SOCIAL MEDIA CHANNELS

CONFERENCE & WEBINAR COLLATERAL

ANNUAL REPORTS

2. VISIBILITY AS INDUSTRY LEADERS

Your organisation will be featured on the Tobacco Free Portfolios website, displayed at our events and during finance-sector presentations, locally and globally, where appropriate. We will also promote and welcome your organisation across our social media channels when joining the Pledge Stamp Membership.



3. TOBACCO REPORTS

Keep up to date as the Tobacco Free Portfolios expert team produce regular updates on tobacco-free finance developments, issues impacting investors and finance sector concerns such as: e-cigarettes; heated tobacco product; industry litigation; tobacco industry marketing tactics; impact on the Sustainable Development Goals and more. Reports will feature links to academic papers, studies and insights.

"We have proven that it's truly possible to achieve a tobacco-free portfolio without compromising returns. Therefore to exclude tobacco should be the obvious choice for all investors."

CEO Storebrand Jan Erik Saugestad

4. GLOBAL TOBACCO FREE PORTFOLIOS EVENTS

Members have access to all Tobacco Free Portfolios global events. Our current plans include co-hosting webinars focused on tobacco's impact on achieving finance sector goals, including topics such as:



The Sustainable
Development Goals



Reduction in
ocean plastics



Human rights



Child labour in
supply chains

5. REGIONAL PLEDGE STAMP MEMBER EVENTS

Additional opportunity for members to sponsor and/or co-host an event (roundtable, closed/open webinar) with Tobacco Free Portfolios, to highlight key issues regarding tobacco to your existing and potential clients and key stakeholders.

6. REGIONAL & GLOBAL MEDIA INITIATIVES

Tobacco Free Portfolios will be raising awareness of the Pledge Stamp Membership with a program across media including print, radio, podcasts and digital. We will offer you the best opportunity to highlight your leadership in sustainable finance.

