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can make informed and educated investment decisions possible. We provide financial services in the form of white papers and market research reports so they can make the most informed decisions about the risks and opportunities for our clients. We then incorporate the results of this research into our investment strategies to advocate for the pursuit of excellence in corporate America. We are committed to shareholder primacy — the belief that shareholders are the ultimate arbiters of value creation. Our mission is to learn why shareholder primacy is so valuable and how to implement it in practice. We are one of the fastest growing asset management firms, and our goal is to provide services that will actually increase your bottom line. And I think that's what matters most to our clients.

Specifically, the two agreed that anything that is financially material to a company's success should be considered by management and investors, regardless of whether that financially-material risk relates to the environment, supply chain disruptions, geopolitical events, or other factors. They conceded earlier that many pro-ESG bills are indeed designed to protect the environment, but they also noted that the benefits of sustainability extend beyond the environment. They pointed to the example of Delta Air Lines, which has pledged to transition to sustainable aviation fuels. In fairness, DeLuca did claim that Delta's pledge to transition to sustainable aviation fuels is a good example of how companies can balance financial and environmental responsibilities. However, the outlet noted that the pledge was part of Delta's broader strategy to improve sustainability, which includes reducing customer emissions and increasing the use of renewable energy. The outlet also pointed out that Delta's pledge is still voluntary and that the airline industry as a whole is not making the same commitment. DeLuca further conceded that the airline industry's commitment to sustainability is not as strong as it could be, but he also noted that the industry is making progress. Specifically, he cited the example of United Airlines, which has committed to achieve net-zero greenhouse gas emissions by 2050. However, the outlet noted that United's plan to achieve this goal is largely reliant on technology and does not address the environmental impact of aircraft fuel. The outlet also pointed out that the airline industry is facing significant challenges, including rising fuel prices and geopolitical uncertainty, which could impact its ability to meet its sustainability goals.

The outlet noted that ESG has become a point of contention in the political arena, particularly in the recent presidential elections. For example, in Kentucky's treasurer's race, the Democratic candidate, Keene Bryant, has criticized the Republican candidate, Beshear, for his support of ESG. Bryant has accused Beshear of using ESG as a political tool to appeal to the liberal wing of the Democratic Party. Beshear has responded by pointing to the benefits of ESG, including improved corporate governance and increased transparency. The outlet noted that these political debates are likely to continue in the future, as ESG becomes an increasingly important issue for investors and companies alike.

In a related article, the outlet pointed out that BlackRock, the world's largest asset manager, has been criticized for its ties to fossil fuels. The outlet noted that BlackRock has invested heavily in fossil fuels, including numerous oil and gas companies. However, the outlet also pointed out that BlackRock has taken steps to promote sustainability, including investing in renewable energy and electric vehicles. The outlet noted that BlackRock's sustainability efforts have been criticized by some, who argue that the company is not doing enough to address the environmental impact of its investments.

The outlet also noted that European companies are leading the way in terms of sustainability. For example, the outlet reported that European companies are investing heavily in renewable energy and electric vehicles, while their U.S. counterparts are lagging behind. The outlet noted that this difference is likely due to a combination of factors, including differences in regulatory frameworks and consumer preferences. The outlet also pointed out that the European Union is taking a more proactive approach to sustainability, with policies such as the Paris Agreement and the Green Deal.

Finally, the outlet pointed out that sustainability is not just about environmental considerations. The outlet noted that companies are also increasingly focusing on social and governance issues, in addition to environmental issues. For example, the outlet reported that companies are investing in diversity, equity, and inclusion efforts, as well as in education and health care. The outlet noted that these efforts are likely to continue in the future, as companies recognize the importance of these issues.

The outlet noted that sustainability is becoming an increasingly important issue for investors, companies, and policymakers. The outlet noted that companies are increasingly focusing on sustainability, as consumers and investors demand greater transparency and accountability. The outlet also noted that policymakers are increasingly recognizing the importance of sustainability, as they grapple with the challenges posed by climate change and other environmental issues. The outlet concluded that sustainability is likely to continue to be an important issue in the future, as companies, investors, and policymakers recognize the importance of addressing these challenges.

What Makes Strive Different?

Late last month, Strive Co-Founder Anson Frericks published an article in the Financial Times titled "Strive: An ESG Investor's Guide."

In the article, Frericks writes that ESG is not about "dipping your chips into" sustainability. Instead, he argues that ESG is about "pushing companies to focus on responsible business practices." Frericks points out that sustainability efforts often neglect the needs of shareholders, employees, and communities. He argues that ESG investors should focus on making informed and educated investment decisions that are aligned with their values. Frericks notes that Strive's approach is to provide financial services in the form of white papers and market research reports so that investors can make the most informed decisions about the risks and opportunities for their investments. He also notes that Strive's commitment to shareholder primacy is a key factor in their success.

Frericks further argues that investing in ESG is not just about doing the right thing, but also about making good financial decisions. He points out that many sustainability efforts are financially material and should be considered by management and investors. Frericks cites the example of Delta Air Lines, which has pledged to transition to sustainable aviation fuels. In fairness, DeLuca did claim that Delta's pledge to transition to sustainable aviation fuels is a good example of how companies can balance financial and environmental responsibilities. However, the outlet noted that Delta's pledge is still voluntary and that the airline industry as a whole is not making the same commitment. DeLuca further conceded that the airline industry's commitment to sustainability is not as strong as it could be, but he also noted that the industry is making progress. Specifically, he cited the example of United Airlines, which has committed to achieving net-zero greenhouse gas emissions by 2050. However, the outlet noted that United's plan to achieve this goal is largely reliant on technology and does not address the environmental impact of aircraft fuel. The outlet also pointed out that the airline industry is facing significant challenges, including rising fuel prices and geopolitical uncertainty, which could impact its ability to meet its sustainability goals.

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