

ELIMINATE

Adult entertainment / Pornography – The production or distribution of material related to pornography or similar forms of adult-only consumption.

Cannabis – The production or distribution of marijuana or marijuana-based products.

Predatory Lending – Lending to vulnerable individuals or communities at unreasonable rates.

Human Rights Violations – Activities included but not limited to use of child labor, unfair employment practices, or similar oppressive acts.

Severe Ethics Controversies – Companies which are embroiled in some form of ethical breach, which may be to their customers, regulators, or society at large.

Abortion – Companies that produce, promote or sell abortifacients, or perform abortion procedures.

Alcohol – The production, distribution, or supply chain of alcohol for consumption.

Gambling – The production of, distribution of, supply chain of, or participation in games of chance.

Tobacco – The production of, distribution of, or supply chain of tobacco based products.

ELEVATE

Flourishing families – Companies whose products or practices contribute to healthy dynamics and support for households and/or family units.

Sanctity of life – Companies whose products or practices contribute to life-saving strategies for all and the affirmative avoidance of methods by which life is ended prematurely.

Quality healthcare – Companies whose products or practices contribute to health and longevity for their stakeholders, particularly where combatting disease or other medically suboptimal conditions.

Education access – Companies whose products or practices contribute to opportunities for formal and informal learning advancement, particularly through innovative technology or for underserved populations.

Dignifying vocations – Companies whose products or practices contribute to well-compensating, humanizing jobs with opportunities for advancement and growth.

Economic advancement – Companies whose products or practices contribute to monetary and societal success for communities, regions, and/or nations.

Environmental stewardship – Companies whose products or practices contribute to prioritization of natural resources, including but not limited to limiting air pollution, conserving lands, and/or minimizing waste.

Affordable housing – Companies whose products or practices contribute to quality, long-term shelter solutions for low, very low, or extremely low-income households.

Viewpoint diversity – Companies whose products or practices contribute to vibrant and civil discussion, exchange, dialogue, and/or respect surrounding differing opinions and perspectives, particularly among employees.

Equal opportunity – Companies whose products or practices contribute to a level playing field for stakeholders seeking to advance their societal or economic position, particularly for those traditionally underserved or underrepresented.

Thriving communities – Companies whose products or practices contribute to safe conditions and/or technological/economic innovation that serves, rather than exploits, local communities' needs.

Fair labor – Companies whose products or practices contribute to voluntary, consensual, age-appropriate, equitably paid working conditions for all, particularly in supply chains.