



The diversum label has been awarded to eleven financial products, managed by seven players from the French savings market

Press release

Paris, 12 October 2010 (EN)

diversum is an independent French association, founded in 2006, with a view to encouraging sustainable development policies which effectively embrace the cultural environment.

On the initiative of the first research centre focused on the cultural footprint, it awards the diversum label to recognise products and services that stand out by contributing towards safeguarding and enhancing the cultural environment.

Jérôme Gouadain
general secretary
+ 33 6 60 32 01 64
jerome.gouadain@diversum.net
www.diversum.net

In keeping with the socially responsible investment approach, the diversum label rewards significant financial investments in businesses or associations which contribute through their behaviour towards maintaining a rich and diversified cultural environment.

To determine the footprint which organisations may have on the cultural environment, an analytical methodology is used based on various criteria (communications, human resources, advertising, corporate governance, patronage), which are currently applied for 1,250 businesses and government bodies worldwide.

Eleven financial products managed by seven players from the French savings market have received the diversum label, satisfying the expectations of a new generation of investors who are looking for investments that also deliver cultural performance:

FCP Octalfa 360 (managed by 360 Asset Managers)
FCP Actions Nord Sud (managed by Alcyone Finance)
SICAV Objectif Éthique Socialement Responsable (managed by Lazard Frères Gestion)
FCP Éthique et Partage - CCFD (managed by Meeschaert Asset Management)
FCP MAM Actions Éthique (managed by Meeschaert Asset Management)
FCP MAM Obligations Éthique (managed by Meeschaert Asset Management)
FCP Nouvelle Stratégie 50 (managed by Meeschaert Asset Management)
FCP METROPOLE Value SRI (managed by METROPOLE Gestion)
FCP Montbleu Cordée (managed by Montbleu Finance)
FCP Montbleu Étoiles (managed by Montbleu Finance)
SICAV Thiriet Patrimoine (managed by Thiriet Gestion)



The awarding of the label was announced on 9 October 2010 at the Palais du Luxembourg in Paris, in the presence of Mr. Pierre Simon, President of the Chambre de commerce et d'industrie de Paris (Paris chamber of commerce and industry), Administrator of the diversum association, and under the patronage of Senator Joëlle Garriaud-Maylam, a member of the French commission for UNESCO, Senator Jacques Legendre, President of the cultural commission, and Senator Philippe Marini, General Rapporteur for the finance commission.