

Controversial Activities

powered by Syntax's Affinity™ data

Values-Based Investing

Our Controversial Activities Lens allows asset owners and investment managers to screen their portfolios to exclude or quantify exposure to businesses deemed controversial or misaligned with the values of their investment mandate.

The Controversial Activities Lens includes companies that are considered controversial or traditionally misaligned with socially responsible or sustainable investment principles.

The Lens is segmented into the following groups:

- Tobacco and Nicotine
- Alcohol
- Cannabis
- Gambling
- Pornography
- Oil and Gas
- Coal
- Nuclear
- Palm Oil
- For-Profit Education
- Animal Products
- Weapons and Defense
- Civilian Firearms
- Prisons and Law Enforcement

We have defined a broad range of industries commonly considered controversial - allowing portfolios to be screened depending on the particular values of a given investment mandate.

Syntax's proprietary and patented Functional Information System (FIS®) technology is a standardized language for tagging businesses, products, and associated activities and resources with standardized functional identifiers.

Using these identifiers, FIS technology allows Integrum ESG to tag and link companies' main revenue-generating activities as well as underlying business characteristics, such as how a company's product is used by its customers or the raw materials used in the company's production process.

Once companies are tagged with such identifiers, we can group these companies by shared functional attributes or by properties and relationships that respond similarly to market events.

Controversial Activities Explained

Each group in the Controversial Activities Lens is defined using a rules-based query for underlying FIS tags.

Companies earning revenues from product lines whose classifications match the query belong to the Controversial Activities Lens.

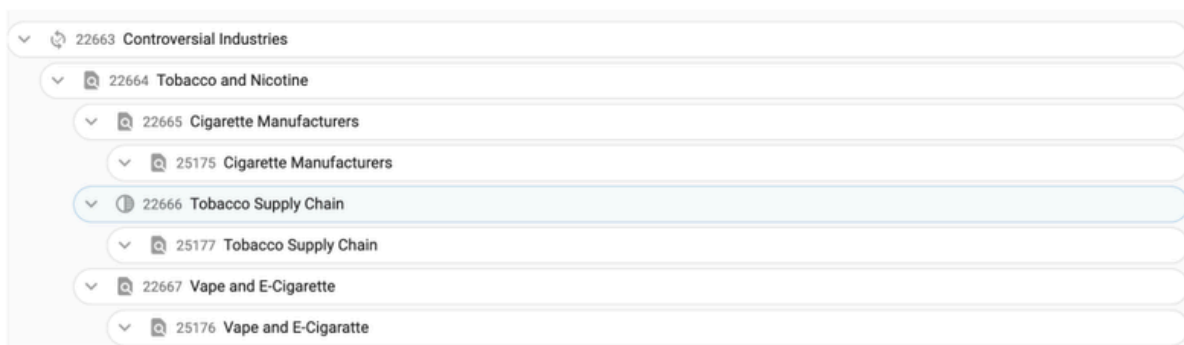
Example: Rayonier Advanced Materials Inc.

Segments		1,630,308.00	Revenue (thousands USD) ▾	
RS A1	High Purity Cellulose	1,301,622.00	100.00%	77.39%
PL A1.1	1031: Acetate for Cigarette Filters	871,752.00	66.97%	51.83%
PL A1.2	1112: Cellulose and Wood Fibers for Fluff Pulp	341,128.00	26.21%	20.28%
PL A1.3	1044.11: Chemical Additives	88,742.00	6.82%	5.28%
ADD	1 PL(s) to RS A1			
RS A2	Paperboard	227,628.00	100.00%	13.53%
PL A2.1	1132.2: Paper and Paperboard Products	227,628.00	100.00%	13.53%
ADD	1 PL(s) to RS A2			
RS A3	High-Yield Pulp	126,897.00	100.00%	7.54%
PL A3.1	1117: Pulp; sold through distributor	126,897.00	100.00%	7.54%
ADD	1 PL(s) to RS A3			
RS A4	Eliminations	-25,839.00	0.00%	0.00%

(Screenshot from Syntax's internal database frontend)

Rayonier Advanced Materials is a company that develops a range of wood-related products. Their largest product line, accounting for 51.83% of FY'2024 revenue, is Acetate for Cigarette Filters.

Now, let's examine the "Tobacco and Nicotine" category within the Controversial Activities Lens:



(Screenshot from Syntax's internal database frontend)

The "Tobacco Supply Chain" category within the "Tobacco and Nicotine" parent group is defined as follows:

"Companies in the Tobacco Supply Chain group either manufacture components for cigarettes and other tobacco products or distribute tobacco products."

Within the FIS system, we can define queries that bring in product lines according to the descriptions of these controversial industries.

We can define the "Tobacco Supply Chain" group as follows:

Companies that manufacture components FOR manufacturers of tobacco products

OR

Companies that distribute tobacco products

The Acetate for Cigarette Filters classification matches this query and is therefore a member of the "Tobacco Supply Chain" group, within the overarching "Tobacco and Nicotine" controversial activity.

None of Rayonier Advanced Materials' other product lines are affiliated with any of our Controversial Activities.

Therefore, Rayonier Advanced Materials' total exposure to Controversial Activities would be 51.83%, wholly constituted by the "Acetate for Cigarette Filters" product line.

Controversial Activities - Full Dictionary

The full set of Controversial Activities, with a definition for each category, is maintained in the Controversial Activities Dictionary. The Dictionary is updated whenever a category is added or revised, so it is always the current reference for what the dataset covers.

[Download the Controversial Activities Dictionary here.](#)

If you have any questions on this dataset or any other Integrum ESG data solutions, please email contact@integrumesg.com.

Integrum ESG has contracted with Syntax LLC ("Syntax") to use Syntax's Affinity™ data to analyse, develop and market the Controversial Activities dataset within its Business Involvement Intelligence product.

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The Integrum ESG Platform brings every element of sustainability data, scoring, analytics and reporting into one connected system, powered by proprietary AI and built for institutional investors.