SRI and ESG investing strategies have performed strongly during the pandemic, as well as over the past 10 years. Some commentators have predicted that as a result of the pandemic, Socially Responsible and ESG investing may experience record inflows, as people search out strong, resilient companies, which SRI provides. Another reason why people invest in Socially Responsible portfolios is because of their unique values. They want to invest in companies that are doing well while doing good, and that align with what they believe in. ESG screening can help to achieve this with many investors. And so there is no just cause to rule against this. Doing so would make no economic sense.