

# PUBLIC SUBMISSION

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Financial Factors in Selecting Plan Investments

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Financial Factors in Selecting Plan Investments

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## General Comment

Individual investors should be able to consider whether or not companies have established diverse leadership teams, whether they foster inclusive or discriminatory workplaces, and whether they engage in a variety of other practices, including environmental reform, that may impact a company's performance.

Furthermore, Millennials are demanding that their 401k be invested in ESGs to protect their investments and align with their values. This rule-making would hinder financial managers from being able to do the bidding of those whose money is invested.

The proposed rule-making will discourage financial advisers from considering ESG criteria. At the moment, three-quarters of all asset managers considered ESG investments as a way to improve returns and minimize risk over time.