



Una Terra

Locations: Switzerland (HQ)
Industries: Diversified Financials

RISK LEVEL:



Medium Risk

DESCRIPTION:

Una Terra is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Una Terra occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Una Terra integrates ESG into its business practices. From its ESG Strategy, "We are committed to integrating Environmental, Social, and Governance (ESG) considerations into our investment decisions and business operations" (1). Una Terra was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (2)(3)(4). Una Terra is a signatory of the Principles for Responsible Investment, incorporating ESG issues into investment analysis, decision-making, and other business practices (5)(6). However, Una Terra has not canceled customers, suppliers, or vendors based on political views or religious beliefs (7).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Una Terra does not appear to discriminate against charitable organizations based on views or beliefs. Its charitable giving focus areas are "education, the environment, and sustainable investing" (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Una Terra appears to prioritize diversity over merit in its hiring program. From its Code of Ethics: Una Terra is "seeking diverse backgrounds and viewpoints in our hiring and research processes" (1). Una Terra does not publish a nondiscrimination policy (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Lower Risk

Una Terra endorsed the Net Zero Asset Owner Alliance, which is committed to net zero carbon emissions by 2050 (1). Otherwise, there are no publicly known cases of Una Terra using its reputation to advance ideological causes or policies (2).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

Una Terra was a member of the Global Alliance for Responsible Media (1)(2)(3). Otherwise, there are no publicly known cases of Una Terra using corporate funds to advance ideological causes, organizations, or policies (4).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Una Terra does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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