

# Ngā tikanga mo e tohu matihiko o TAHITO

## Guidelines for the TAHITO digital badge

Nov 2020



## He Kupu Arataki: Introduction

TAHITO is ethical and sustainable investing. We have developed a unique way of measuring companies using Māori ancestral knowledge. TAHITO was established in July 2019 and launched its first fund the TAHITO Te Tai o Rēhua (Trans-Tasman) Fund in October 2019.

The TAHITO investment philosophy focuses on providing high quality ethical investment services to investors based upon the following principles:

- We are ethical investors. We actively seek companies that are well run and meet our stringent Māori ethical screening tests.
- We are values-based investors. We invest in high quality investments that display connectivity and relational behaviours and qualities, have or are committed to a low environmental impact and have a high level of social and corporate responsibility.
- We integrate MSCI Environmental, Social and Governance (ESG) research on a values basis in our indigenous ethical screening.
- All securities undergo fundamental valuation and financial quality analysis followed by in-depth research and peer review.
- We take a long-term view.
- We are active investors.
- We have a disciplined approach to risk management.

We have created this guide to help people who are awarded the TAHITO tohu matihiko, to understand its origin, the values and the best ways of getting the most out of it.

## **Te Aronga o te Arataki nei: Purpose of this guide**

The TAHITO Te Tai o Rēhua (Trans-Tasman) Fund is based upon indigenous values. The fund actively managed and applies positive screens in its selection process (Te Kowhiringa Tapu). TAHITO sets a very high standard in terms; carbon footprint, ESG quality, sustainability, ethics and impact when assessing list companies. The TAHITO tohu matihiko (digital badge) is an acknowledge of quality to the respective companies in the TAHITO portfolio.

This TAHITO Guide aims to make it as easy and convenient as possible for individuals and organisations to use the TAHITO tohu matihiko and help ensure that the integrity of the tohu is maintained.

## **The mahi o te tohu: Badge use**

The guidelines pertaining to use the badge are:

- The badge is to be used in its entirety (do not use elements separately)
- Do not distort the badge by disproportionately scaling, stretching, tilting or skewing
- Do not recolour the badge or apply special effects (such as a drop shadow)
- Do not edit the design (ie. fonts, colours, logo)
- A minimum of 25% Horizontal and Vertical white space around the badge
- Requires a hyperlink to [www.tahito.co.nz](http://www.tahito.co.nz), and the ALT text "He Waka Na Tahito Approved 20XX"
- Ensure badge is large enough so text is legible