

# Big picture

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We say Actual Investors look at the big picture. Not just the small print. But why does it matter?

Big shifts in social values and how society consumes are far more important in the long run than the small print in profit and loss accounts. That's why we invest billions of pounds of our clients' money in companies pioneering a cleaner world. Because we see the end of fossil fuel as part of the big picture.

Baillie Gifford. Actual Investors.