

**22nd January 2008**

## **SUPPORT SUITE LAUNCHED FOR UK'S FIRST EVER NATIONAL ETHICAL INVESTMENT WEEK**

**London, 22nd January 2008** – Participating in the UK's first **National Ethical Investment Week (NEIW)** was made easier today with the launch of a new website and suite of support tools to help raise awareness and understanding of green and ethical investments.

The first ever NEIW (18th – 24th May 2008) will see grassroots consumer influencers and the financial services industry come together for the first time under one banner to encourage people to consider green and ethical investments.

The UK Social Investment Forum (UKSIF), which is leading the week, has produced an online manual for influencers – such as **community groups and NGOs** – so that they can help the financial services industry to educate people on the benefits of green and ethical investments.

The manual will sit alongside a range of other information, tools and useful background on green and ethical investment – including advice on organising events, template marketing materials and how to best support local financial advisers – on NEIW's new website at [www.neiw.org](http://www.neiw.org).

**Penny Shepherd MBE, UKSIF Chief Executive** said: *“Behaving in ways that can help benefit the environment or society is becoming increasingly mainstream. Choosing a green and ethical investment can be another way of*

**18th - 24th May 2008**

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*acting responsibly but many people are still not aware of this option. We hope that a wide range of organizations and individuals will use National Ethical Investment Week to spread the word about green and ethical investments.*

*“The support of local champions will be critical in making the first NEIW a success so we have made it as easy as possible for them to do that, with our new website and Guide for Participants.”*

The week is being sponsored by Henderson Global Investors, Norwich Union and Friends Provident.

**George Latham, Head of SRI Investment at Henderson Global Investors** (Gold Sponsor) said: *“National Ethical Investment Week will provide the foundation for investors and their advisers to gain a greater understanding of the case for ethical investing. We are already seeing a shift in consumer behaviour to spend more ethically. NEIW aims to encourage people to also align their savings and investments according to their values and beliefs.”*

**James Dalby, Fund Development Manager at Norwich Union** (Gold Sponsor) said: *“Anyone who recycles their waste will appreciate that collectively many small actions can make a big difference. The same applies to investing, as the pooling of investors’ money in ethical funds can help to shape the future approaches of corporate organisations. National Ethical Investment Week will provide the support to help advisers to engage with their clients about ethical investment issues.”*

**Julia Dreblow, SRI Marketing Manager at Friends Provident** (Silver Sponsor) said: *“Influencers and advisers wishing to make the most of this growing opportunity should make use of the free online materials ahead of NEIW. For financial advisers there is also a link to UKSIF’s comprehensive training course which will aid them in the provision of advice on green and ethical investments to clients.”*

**- ENDS -**

**For further information please contact:**

Sara Barrow, Lexis PR, 0207 908 6481, sbarrow@lexispr.com

**Editors Notes**

**About the UK Social Investment Forum (UKSIF)**

The UK Social Investment Forum (UKSIF) is the membership network for sustainable and responsible financial services. UKSIF promotes responsible investment and other forms of finance that support sustainable economic development, enhance quality of life and safeguard the environment. It also seeks to ensure that individual and institutional investors can reflect their values in their investments.

UKSIF brings together the different strands of sustainable and responsible financial services within the UK and acts as a focus and voice for the industry. UKSIF's 200+ members and affiliates include financial advisers, institutional and retail fund managers, banks, pension funds and non-governmental organisations.

In addition to the NEIW website at [www.neiw.org](http://www.neiw.org), UKSIF's general web site is at [www.uksif.org](http://www.uksif.org).

**About Soaring Demand for Green and Ethical Investments**

Ethical Investment Research Services (EIRIS – [www.eiris.org](http://www.eiris.org)) estimates that about £8 billion was invested in UK ethical funds by end 2007.

The quarter to end September 2007 saw an increase of nearly 600% in net new investments in ethical funds compared with the same quarter the previous year according to the Investment Management Association (IMA) - £135.5 million in Q3 2007 compared to £23.1 million in Q3 2006. This total for net new investments was effectively unchanged compared with the previous quarter (Q2 2007) which saw £137.7 million net in new investment into ethical funds. Details at <http://www.investmentuk.org/statistics/qtrly/2007/q3.asp>