NATIONAL ETHICAL INVESTMENT WEEK
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Press Release

PESTER POWER OF "GREEN TEENS" SIGNALS RISING DEMAND FOR ETHICAL INVESTMENT

New study launched at start of National Ethical Investment Week

London, 18 May 2008— New consumer research shows a quarter of teenagers (24%) want their parents to invest in ethical companies; while adults say children rank equal to the media in influencing green choices.

Demand for green and ethical investments will continue to soar, and socially responsible companies will profit from the spending power of the next generation predicts the UK Social Investment Forum (UKSIF), as it reveals today the results of a new study commissioned to launch the first ever National Ethical Investment Week (NEIW).

'My Generation: Social Spending Power' shows the potential impact of a more socially-conscious younger generation. Over 1,000 15 to 19-year-olds across the UK were surveyed and told researchers that 'My Generation ….

- has a responsibility to ensure investments are not used to support companies that harm the environment (85%) or do not behave ethically (82%)
- will use its spending power to make a real difference in social and environmental issues (65%)
- wants parents and families to spend with companies that behave ethically (35%) and to invest in ethical companies (24%)

A separate poll of 1,500 UK adults reveals the power of teenagers to influence their parents on green issues, with a quarter (24%) ranking 'our children' as their key influencer on social and environmental matters compared with friends and family (50%), the media (24%) and politicians (2%).

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But, while the adults share some of the same sentiments as the teenagers, they lack the knowledge to back beliefs with financial action. Six in ten (62%) say the option to support social and environmental issues is important to them in their choice of financial provider, but 67% have little or no understanding of green and ethical investments.

George Latham, Head of SRI Investment at Henderson Global Investors (Gold Sponsor of National Ethical Investment Week) said: “This report shows that ethical investment will continue to grow as the next generation embed their social conscience into every aspect of their lifestyle from spending to saving. National Ethical Investment Week is a very important step for the ethical investment community in highlighting to investors and IFAs the benefits of investing in more sustainable and socially responsible companies in order to generate competitive investment returns.”

James Dalby, Fund Development Manager, Norwich Union (Gold Sponsor of National Ethical Investment Week) commented: “It’s important to consider the key results of this research - the younger generation has strong feelings about green and ethical issues. Teenagers represent a section of the population that is a vital part of the future - they will ‘lobby’ older generations on a whole range of social and environmental issues. This will certainly help to raise the profile of green and ethical investing.”

UKSIF Chief Executive Penny Shepherd MBE said “Today’s consumers need more information and advice on green and ethical investments. National Ethical Investment Week will help to raise the profile of the support that already exists and encourage more.”

The first ever National Ethical Investment Week runs from Sunday 18 May to Saturday 24 May. It is being backed by leading product providers and non-governmental organisations. Its Gold Sponsors are Henderson Global Investors and Norwich Union. Friends Provident is a Silver Sponsor. National Ethical Investment Week’s community outreach programme is supported by WWF-UK.

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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 are the organisers of National Ethical Investment Week (18th – 24th May 2008) whose aim is to raise awareness of green and ethical investments. For more information on NEIW, visit www.neiw.or/media-centre.

For comments from the National Ethical Investment Week sponsors, please contact the following:

Henderson Global Investors: Laura Cook, Media Relations Manager, 020 7818 4704, laura.cook@henderson.com
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About non-governmental organisations backing National Ethical Investment Week:

For background on WWF-UK, the major conservation and sustainable development charity, see www.wwf.org.uk/core/about/whoweare.asp.

Other non-governmental organisations backing national ethical investment week include:

Oxfam

See "Oxfam announces support for National Ethical Investment Week" (16 May) at www.oxfam.org.uk/applications/blogs/pressoffice/2008/05/oxfam_announces_support_for_na.html
For background on Oxfam, see www.oxfam.org.uk/oxfam_in_action/what_we_do/index.html

RSPB

See "As a supporter of green and ethical investment, the RSPB is supporting National Ethical Investment Week 2008" (8 May) at www.rspb.org.uk/news/details.asp?id=tcm:9-188978.
For background on the RSPB, Europe's largest conservation charity with over a million members, see www.rspb.org.uk/about/.