



Press Release

Dates for Second National Ethical Investment Week Announced

*NEIW 2009 to be held 17th-23rd May
AIFA announced as first NEIW09 Partner*

London, 20th October 2008 - The dates for the second National Ethical Investment Week (NEIW) have been announced by UKSIF. They are 17-23rd May 2009.

The second National Ethical Investment Week (NEIW09) will continue the momentum gained from this year. In particular, it will provide increased support for independent financial advisers before and during the Week to enable them to advise interested clients and benefit from the increased profile for green and ethical investment during the Week.

To enable IFAs to become more involved, UKSIF has announced that AIFA will partner with them to deliver NEIW09. AIFA will organise a programme of seminars for their members as part of their contribution to the Week.

The success of NEIW 08 shows that there is substantial support for a week focussed on green and ethical investment. An in-depth evaluation, conducted in June 2008, has underlined the key achievements of the inaugural Week, including:

- Widespread endorsement for the Week to be made an annual event from leaders in the financial services industry, journalists, advisers and NEIW sponsors.
- Breadth of coverage gained by IFAs, NGOs and other participating organisations, who earned a third of the total media coverage achieved,

proving that the “Fairtrade Fortnight” model could work for organisations that pursued their own PR initiatives.

- Significant brand recognition for the logo, which will be used again in 2009.

Chris Cummings, AIFA Director General said:

“We are delighted to be working with Penny and the team at UKSIF once again on National Ethical Investment Week (NEIW) 09. The inaugural week this year generated a great deal of interest and feedback from our members. As consumers become more knowledgeable about their finances and the environmental impact of their choices there has never been a greater need for the provision of high quality independent advice about green and ethical investment. Our own research has shown an increased demand from both IFA’s clients and IFAs on the subject, we look forward to supporting what is certain to be another successful campaign.”

Penny Shepherd, UKSIF Chief Executive said:

“National Ethical Investment Week 2009 will connect green and ethical investing with the bigger picture, not only in terms of environmental and social issues, but also in terms of sound financial approaches. Now, more than ever, it makes sense to focus on investment strategies that are sustainable in the long-term. We want to make a compelling case for investors to focus on a brighter future.”

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Editors’ Notes

About UKSIF

UKSIF (UK Social Investment Forum), the membership network for sustainable and responsible financial services, organises National Ethical Investment Week (NEIW). 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.

About National Ethical Investment Week

National Ethical Investment Week 2009 will be held on 17th – 23rd May. The week is a cooperative effort, modelled on the success of Fairtrade Fortnight, to highlight the options for consumers wanting to invest their money so that it not only generates profit, but also creates long-term value for society and the environment. For more information on NEIW, visit www.neiw.org/media-centre. If you would like to see the NEIW 08 Evaluation report, please contact Stephanie Walker (contact details above).