

## EVENTS PLANNED ACROSS THE COUNTRY AS FIRST EVER NATIONAL ETHICAL INVESTMENT WEEK KICKS OFF ON SUNDAY

**London, 14 May 2008 – Financial services industry gears up to celebrate the growth in green and ethical investing with more than 50,000 promotional items already circulated and a mid-week reception at the House of Commons**

With just days to go before the launch of National Ethical Investment Week, its coordinators the UK Social Investment Forum (UKSIF) have announced that they have sent out more than 50,000 promotional posters and leaflets to financial advisers and others taking part in the week. Events are being held up and down the UK, while Mike O'Brien, Minister of State, Department for Work and Pensions, will be the guest speaker at a parliamentary reception on Wednesday, 21 May, from 4:00-6:00 PM at the House of Commons.

From **Sunday, 18 May**, an impressive range of financial services providers and financial advisers, as well as NGOs, community groups and churches will combine efforts to raise awareness of green and ethical investment options with events and offers held across the UK and online. Investors will learn how they can “do their bit” for the environment and society; meanwhile financial advisers will deepen their knowledge of green and ethical investment options as they reach out to this rapidly increasing market.

Events are planned for **financial advisers** as far north as Edinburgh (23 May, organised by EIRIS) and **consumers** as far south as Plymouth (22 May, organised by Ethical Investors Group). AIFA and UKSIF will host a financial adviser seminar on 21 May in London, while Triodos is taking savers on a bus tour of the Bristol area's most inspiring ethical businesses.

**18th - 24th May 2008**

### GOLD SPONSORS



### SILVER SPONSOR



Advisers who can't attend the physical events will not miss out on NEIW, with Skandia running a series of online seminars at [www.informerlive.co.uk](http://www.informerlive.co.uk). For details of all events see [www.neiw.org/whats-going-on](http://www.neiw.org/whats-going-on).

Financial advisers are alerting their clients that they can advise on green and ethical investment by displaying posters, sending out leaflets and handing out bookmarks to clients. Investors all over the country will see the materials with the strapline "Where's your money growing?" that urge people to ask their financial adviser about green and ethical investments.

National Ethical Investment Week has also begun a national conversation on how investors can use their money to do good, with a diverse range of public figures coming forward to support the week.

**Joan Ruddock MP, Under-Secretary of State, Climate Change, Biodiversity and Waste** has commented: *"I welcome the work of UKSIF in raising awareness of sustainable and responsible investment and support the aims of the first National Ethical Investment Week."*

**TV Presenter June Sarpong** has said: *"I'm supporting National Ethical Investment Week because I think it's great that people are choosing to invest their money in a more responsible way. Ethical investment has the potential to make a real difference to big issues like human rights, global poverty and climate change. Like buying organic food or fair-trade goods, it's the everyday decisions we make that can have a positive impact on the world around us."*

**Rt Rev James Jones, Bishop of Liverpool and WWF-UK ambassador** has said: *"Too often the government says that environmental solutions are down to the market. Well, environmental and ethical investment is a way of shaping the market and making it responsive to sustainable development."*

For other comments on the week see <http://www.neiw.org/whos-backing-NEIW/whos-talking-about>

**Penny Shepherd, UKSIF Chief Executive** said: *"Consumer interest in green and ethical investment has increased year-on-year for the last five years, and*

*along with interest in organic and eco-friendly products, looks set to escalate as consumers realise that they can invest their money in ways that benefit society and the environment, and still make as good a profit as they would with traditional investments.”*

The week is being backed by leading product providers. 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.

**- ENDS -**

**For further information or to receive an invitation to the parliamentary reception please contact:**

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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](http://www.neiw.or/media-centre).

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

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#### **About growing demand for green and ethical investment**

Latest EIRIS statistics show that at end 2007, nearly £9 billion was invested in UK green and ethical retail funds, with about three quarters of a million investor accounts and a choice of almost 100 funds. Details at [www.eiris.org/files/press%20releases/ethicalinvestrecordhighfeb08.pdf](http://www.eiris.org/files/press%20releases/ethicalinvestrecordhighfeb08.pdf).