

Our Strategy 2014–15

The membership network for UK sustainable and responsible financial services

Our Mission



To promote responsible investment and other forms of finance that support sustainable economic development, enhance quality of life and safeguard the environment. We also seek to ensure that individual and institutional investors can reflect their values in their investments

Our Aims



- To **grow the UK market** for sustainable investment and finance to the benefit of members and asset owners
- **Be the voice** for responsible investment to inform and influence action by policy makers, the public and other key stakeholders
- To leverage our member **network** by sharing industry insight and collaborating with sector stakeholders for maximum effect

What we will do in 2014-15



GROW THE MARKET Increase acceptance and demand	BE THE VOICE Inform and influence policy makers, the public and key stakeholders	NETWORK Maximise the impact of member intelligence and activity
Further the intellectual integrity of sustainable investment and finance by promoting research and analysis and continuing sponsored <i>Future of Investment</i> reports	Continue to contribute to public policy consultations primarily at national level e.g. by exploring the potential implications of legislative changes to pensions and annuities	Co-operate and work with members and other supportive sector organisations for maximum impact on issues that will expand the sector
Grow <i>Good Money Week</i> by moving it into new sectors and reaching new audiences	Work with the relevant agencies to implement the recommendations of the Law Commission report on fiduciary duty	Promote the Ethical Investment Association, the UKSIF chapter for Financial Advisers, to the retail market
Develop <i>Ownership Day</i> as a practical support to institutional asset owners of all types	Convene members to assist the Government and policymakers on important initiatives e.g. to offer views and advice to the Government ahead of meetings such as COP 21	Continue and expand the Analyst Programme to develop its role as a source of learning, debate and sector stimulus
Identify opportunities to engage with asset owners and their advisers since they are key to market growth	Advance the debate on resource depletion e.g. push for a Parliamentary Select Committee review of the Treasury's attitude to resource depletion	Host events throughout the country and use new technology to better integrate our geographically diverse membership
Promote the range of products and services the UK sector offers	Push for relevant sustainable investment and finance policies in party election campaigns	

...and how we will prioritise



Each activity should ideally:

- Support several member groups
- Contribute to market growth and/or contribute to policy or regulatory change
- Have a measurable quantitative and qualitative output
- Be of sufficient merit to attract sponsorship to support UKSIF's financial stability