

## **Ethical Investment on the Rise – Comment on IMA Figures**

**London, 10 November 2010** - The Investment Management Association's (IMA) quarterly statistics issued today, the fourth day of National Ethical Investment Week, show a 25% year on year increase compared to the 3<sup>rd</sup> Quarter of 2010. Net retail sales of Ethical funds totalled £74 million in the last quarter, above the average of £64 million for the past four quarters.

The full IMA figures are available here:

<http://www.investmentfunds.org.uk/press-centre/press-releases/q310>

Commenting on the IMA statistics, Penny Shepherd MBE, UKSIF chief executive, which organises National Ethical Investment Week (7-13 Nov), said:

"While these new statistics are very positive, research for National Ethical Investment Week shows there is still huge unmet demand for modern green and ethical investment options. Although only 8% of savers and investors currently hold green and ethical investments, a further 37% say they will consider doing so in the future.

"There is now interest from a wide range of investors, not just those perceived as the traditional ethical client. The success of Fairtrade shows that this interest can translate into purchases. And it is not an all or nothing option. Investors can dip their toes in the water with some exposure to green and ethical funds even if they don't want to dive straight in.

"Our research shows that we are entering a decade of financial responsibility, as more people consider how they can make money and make a difference in the world. Attitudes are changing from greed is good to green is good."

### **About UKSIF**

UKSIF, the sustainable investment and finance association, 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. Founded in 1991, it has over 200 members including financial advisers, asset managers, research providers, pension funds, banks and non-governmental organisations. For more info, visit [www.uksif.org](http://www.uksif.org).

### **About National Ethical Investment Week**

National Ethical Investment Week (NEIW), the campaign to raise awareness of green and ethical investment options, is coordinated by UKSIF – the sustainable investment and finance association. NEIW 2010 is being held 7-13 November 2010 and is sponsored by The Co-operative Financial Services and Ecclesiastical Investment Management. For more information, visit [www.neiw.org](http://www.neiw.org).

### **Contact**

Tony Cox/Simon Maule  
Linstock Communications  
020 7089 2080