

**Simple products should be responsible and transparent, says UKSIF**  
*UKSIF responds to government consultation on simple financial products*

**London, 25 March 2011** — UKSIF, the sustainable investment and finance association, has called for “simple financial products” to deliver responsible asset ownership and be transparent on environmental, social and governance issues.

UKSIF also recommended that the government should look to the responsible investment approach launched today by the National Employment Savings Trust (NEST) when setting its vision and objectives for simple financial products.

The government should aim for simple financial products to be resilient and deliver good outcomes for both consumers and broader society, it said.

UKSIF was responding to the HM Treasury consultation document “Simple financial products: a consultation”.

Penny Shepherd, UKSIF Chief Executive said: “In this consultation, the government compared simple financial products with budget grocery ranges from supermarket chains. Society still expects these ranges to give nutritional information and meet quality standards. In the same way, simple financial products should also be transparent and responsible.”

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**Notes to Editors**

**About UKSIF**

UKSIF, the UK 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. Its 250+ members include asset managers, financial advisers, banks, pension funds, investment consultants, research providers and non-governmental organisations. For more information, visit [www.uksif.org](http://www.uksif.org).

**About the government consultation on simple financial products**

See [http://www.hm-treasury.gov.uk/consult\\_simple\\_financial\\_products.htm](http://www.hm-treasury.gov.uk/consult_simple_financial_products.htm)

**About the NEST announcement**

See <http://www.nestpensions.org.uk/investment-approach.aspx>.