

Press Release

IFA clients remain committed to green and ethical investment despite the storm

London, 28 October 2009 – A survey of IFAs has shown that despite the financial crisis consumers continue to put their faith in green and ethical investment. According to the survey 85% of advisers said the financial crisis had impacted on the investment approach of their clients. However, less than two in ten (18%) said it had impacted on the attitude of clients to green and ethical investment. The results are being released in advance of the second National Ethical Investment Week, which runs from 8-14 November.

Penny Shepherd MBE, UKSIF chief executive, said:

“The financial crisis has clearly had a major impact on consumer attitude to risk. However, it is extremely positive that their commitment to green and ethical investment remains strong. This research supports the view that consumers with an interest in green and ethical investment are committed investors who take a longer term view of their investments. Many advisers recognise that green and ethical investments are long term in nature allowing advisers to build strong and ongoing relationships with clients.

“There is a range of support available to help you advise on green and ethical investment. And we urge all advisers to use National Ethical Investment Week as an opportunity to speak to their clients about today’s green and ethical investments. With a good track record for long-term performance you can recommend green and ethical investments. And major social and environmental trends mean that green and ethical investments have significant potential for excellent future performance. ”

A range of information is available for advisers wishing to deepen their knowledge of green and ethical investing. Free events, including two seminars organised by AIFA and UKSIF in London and Southampton, are being held across the UK in the run-up to and during National Ethical



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Investment Week. A free online training course designed specifically for financial advisers is also available at www.neiw.org.

The survey was conducted with members of the Ethical Investment Association, an association of financial advisers from around the UK.

<http://www.ethicalinvestment.org.uk/>

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Notes to Editors

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, and sponsored by Aviva Investors, CCLA Investment Management, The Cooperative Financial Services and Henderson New Star. It is supported by the Association of Independent Financial Advisers (AIFA). For more information, visit www.neiw.org.

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.

