



PRESS RELEASE

Advisers say transparency is more important now than before crisis

London, 8 September 2009 – “Know what you own”, say financial advisers in a survey conducted by the Ethical Investment Association of its members. 85% of respondents said that the financial crisis has brought the need for transparency from product providers to the forefront.

Nearly five in every six advisers (82%) said also that their clients’ commitment to green and ethical investment had not waned as a result of the financial crisis, even though over five in six advisers (85%) reported that it had affected the types of investments sought, with an increased emphasis on fixed income products.

The EIA will announce the winners of its 2009 Transparency Awards at its Autumn Conference tomorrow. The awards celebrate the use of the European SRI Transparency Guidelines, the leading pan-European tool for product providers to demonstrate their commitment to transparency on green and ethical issues. The EIA Transparency Awards coincide with Financial Planning Week, www.financialplanningweek.org.uk

Robin Keyte, Chair of the Ethical Investment Association said: “Looking forward, we believe that increased transparency to enable clients to “know what they own” has an essential role to play in building demand for and confidence in highly skilled professional financial planners, enabling the financial planning profession to grow and develop.”

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Notes to Editors

About the Ethical Investment Association (EIA)

The Ethical Investment Association (EIA) is an association of financial advisers from around the UK, dedicated to the promotion of green and ethical investment. Members are committed to increasing access to green and ethical investment advice for individuals, businesses and charities, and to increasing and improving their own professional knowledge. Members agree to abide by a code of conduct and to engage in a continued programme of training and development in the field of green and ethical investment and financial planning.

The EIA was started by financial advisers in 1998. In 2009, the EIA became a separate chapter of UKSIF. For more information, visit www.ethicalinvestment.org.uk

About the European SRI Transparency Guidelines

The European SRI Transparency Guidelines were created in November 2004 to increase accountability to consumers and society. As well as helping customers to make informed choices through a better understanding of funds' policies and practice, the Guidelines create greater clarity for asset managers, research providers and other stakeholders.

The Guidelines were developed by the European Sustainable Investment Forum (Eurosif) in partnership with UKSIF and other national sustainable investment and finance associations which work together to lead the marketing, promotion and implementation of the Guidelines. In May 2008, a new logo for use by signatories was launched to help further implement and raise the awareness of the Guidelines across Europe.

Further information on the European SRI Transparency Guidelines is at www.eurosif.org/publications/european_sri_transparency_guidelines.

About Financial Planning Week

Financial Planning Week is an information campaign run by the Institute of Financial Planning (IFP), an impartial and independent professional body, its members and supporters. The week takes place 7-13 September 2009. It aims to help consumers make a difference to their lives by taking some simple steps this week to improve their finance and giving them useful tips, tools and guidance. Find out more at www.financialplanningweek.org.uk.