



PRESS RELEASE

Ethical Investment Association urges financial advisers to get involved in National Ethical Investment Week 2010

London, 7 October 2010 – Financial adviser body the Ethical Investment Association (EIA) has urged fellow advisers to use the third annual National Ethical Investment Week, 7-13 November, to engage with new and existing clients about green and ethical investment options.

With one month to go until NEIW10 advisers are encouraged to get involved with the Week. Some of the simple ways they can do so are: by attending a NEIW event, mentioning the Week in client newsletters and becoming supporters of the Week by submitting their logo for use on the NEIW website (www.neiw.org).

Julian Parrott, Chair of the EIA and partner of advice firm Ethical Futures in Edinburgh, said: ““The Ethical Investment Association is delighted to be supporting the third NEIW. It’s a great opportunity to showcase the development of the ethical and sustainable investment market. Those of us who have been active in the market for a long time know that clients come from all walks of life and that the perception of the ‘hippy’ green and ethical investor is just a stereotype. Just like fair trade coffee, ethical investment is entering the mainstream and is an important part of the growing ethical consumer movement.”

“At the EIA we’ve seen increased interest from ‘conventional’ IFA’s, responding to increasing client enquiries that are keen to find out more about sustainable investment opportunities. This significant growth in investment opportunities means that there are sufficient investments both for those clients that just want to ‘dip their toe in the water’ and for clients who want to create a fully ethical portfolio. “

Ian Green, EIA Member and Director of Green Financial Advice Ltd in

London, said: “As an IFA who is Green in both name and nature I have been pleased to participate in NEIW since its inception. Consumers are becoming increasingly interested in and aware of socially responsible investing.

“Informed advisers now understand that ethical investments can be a key part of their client advice without having to be implemented across the entire portfolio. I urge all financial advisers to find out more and become involved in NEIW10.”

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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.

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 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 The Co-operative Financial Services and Ecclesiastical Investment Management. NEIW 2010 will be held 7-13 November 2010. 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.