



Ethical Investment Association to Celebrate 10th Anniversary with Open Training Seminar on Green and Ethical Investment

28 May 2008 -- Advisers to benefit from increased consumer interest in green and ethical investing

The Ethical Investment Association (EIA) will hold an Open Training Seminar for Financial Advisers following on from the success of National Ethical Investment Week. Norwich Union will sponsor the event, which will celebrate the 10th anniversary of the Ethical Investment Association.

The Training Seminar will take place on June 12 at Carrs Lane Church in central Birmingham, and is open to all UK financial advisers. The event is free to attend, though organisers will be collecting on behalf of the Myanmar (Burma) cyclone appeal.

The Training Seminar will cover the benefits of discussing ethical investments with clients, which include the ability to reach out to new clients and support existing ones, and demonstrating fair treatment of customers. The seminar will also cover common misperceptions of ethical investment, the range of products and providers available, and ethical and environmental fact finding.

Brigid Benson, Director of The GAEIA Partnership commented: "The success of National Ethical Investment Week shows that there is a growing interest among advisers for more knowledge and training around green and ethical investments. The Ethical Investment Association Training Seminars provide a great way for advisers to stay on top of the latest developments, meet

specialist fund managers and ensure that they are able to effectively serve clients who want to make a difference with their money.”

For more information contact Alex Farrow on 0161 491 5199 or e-mail at admin@iic-stockport.co.uk.

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Notes to Editors

Event Details

Registration for the event begins at 1:30, for a start time of 2:00; the event will end at 4:00. The event will be held in the main hall of Carr's Lane Church, in the centre of Birmingham. For more information on the meeting, see www.ethicalinvestment.org.uk. To register for the event, email Lisa Wootton on lisa.wootton@uksif.org

About the Ethical Investment Association

The EIA is an association of financial advisers from around the UK, dedicated to the promotion of ethical and socially responsible investment (SRI).

Members are committed to increasing access to advice in all areas of ethical and socially responsible investment, and to increasing and improving their own professional knowledge.

About growing demand for green and ethical investment

Latest EIRIS statistics show that at end 2007, nearly £9 billion was invested in UK green and ethical retail funds, with about three quarters of a million investor accounts and a choice of almost 100 funds. Details at www.eiris.org/files/press%20releases/ethicalinvestrecordhighfeb08.pdf.