



PRESS RELEASE

Advisers get green and ethical boost from the EIA

London, 11th June 2009 — The Ethical Investment Association (EIA) has strengthened support for financial advisers who want to attract the growing number of consumers looking for advice on green and ethical investment. At today's EIA summer conference in Edinburgh, the organisation of financial advisers will announce that it has launched a new website, and joined forces with UKSIF, the sustainable investment and finance association.

EIA members will now have access to a wider range of resources and events. They will also benefit by being part of a new search facility for private investors looking for a financial adviser who can advise on green and ethical investments, available at www.ethicalinvestment.org.uk. Interested financial advisers can find out more about EIA membership and green and ethical investing by attending an EIA quarterly conference free of charge.

Robin Keyte, Chair of the Ethical Investment Association said:

“The EIA’s new website, as well as a strengthened relationship with UKSIF, will mean we can offer financial advisers better, clearer and easier-to-access information on the latest developments in green and ethical investment.”

- Ends -

Contact

Stephanie Walker, Communications – tel. 020 7749 9953,
stephanie.walker@uksif.org

Notes to Editors

About the 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 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. Its more than 200 members include pension funds, banks, asset managers, investment consultants, research providers, financial advisers and non-governmental organisations. For more information, visit www.uksif.org

About consumer interest in green and ethical investing

Research from The Co-operative Investments estimated that 18% more people were planning to invest ethically this year than in 2008. Contact The Co-operative's life, pensions and investment [press team](#) for more information.

Friends Provident recently released a study showing that nearly three quarters of Brits (74%) agree it is important that companies take social, ethical and environmental issues seriously. Further to this over half (54%) think ethical investing is far more important than it was 25 years ago when the UK was emerging from a recession. Read the full [press release](#).