



TUESDAY 16 JANUARY 2007

For Immediate Release

UKSIF Toolkit helps Advisers meet soaring demand for Green Advice

With green issues hitting the headlines, new research from the UK Social Investment Forum (UKSIF) shows that their Toolkit on Responsible Investment is helping financial advisers to respond to the rising demand for green and ethical investment.

Their survey of financial advisers has found 84% rate the Toolkit as either “useful” or “very useful”. The survey canvassed advisers who attended UKSIF’s national training seminars on ethical and socially responsible investment last year.

This new research follows mounting evidence from IFA Promotion and others of the soaring demand for green investment advice.

The Toolkit includes a 5-step advice model, 24-page Technical Guide and two free personal fact-finds for use with clients. It tackles risk and performance concerns, outlines the different approaches adopted by fund managers and provides pointers and examples on client fact-finding. It has been circulated to more than 9,000 IFAs, of which 4,000 received paper copies.

Advisers said that the Toolkit materials and training had increased their understanding of ethical and socially responsible investment opportunities, their ability to fact-find in this area and their confidence in selling responsible investments to clients.

In addition, almost all the respondents (98%) rated the training seminars as either “useful” or “very useful”.

Almost a third (32%) of advisers who attended the training sessions now include an ethical question in their standard client factfind where they did not do so previously with 44% developing a supplementary factfind questionnaire to further assess their client’s requirements. The Toolkit provides examples and the rationale behind using separate ethical fact finding questions.

Martyn Llewellyn-Smith, Principal of MLS Financial Consultants commented:

“Following a highly informative UKSIF seminar and reading the Responsible Investment Toolkit, I have updated my fact find. I am also more confident now in asking the ethical question and delivering suitable advice to my socially concerned clients”.

Alan Moran of Interface Financial Planning Ltd said:

“I have since raised an ethical fact finding document that I now use at all client meetings. Since doing this, I have written SRI business to the value of six figures. This is only the start”.

Penny Shepherd, UKSIF’s Chief Executive commented:

“UKSIF’s Toolkit for Financial Advisers offers a one stop shop for financial advisers getting started in ethical and socially responsible investment. With climate change and other green issues in the news every day, no adviser can now afford to ignore this growing market”.

----- ENDS -----

Editors Notes

About UKSIF

The UK Social Investment Forum (UKSIF) is the UK's membership network for socially responsible investment (SRI). UKSIF's primary purpose is to promote and encourage the development and positive impact of SRI amongst UK based investors. UKSIF believes that all material social, environmental and ethical (SEE) issues should be integrated into standard investment practice and that individual investors should be able to reflect their values in their investments.

The Forum was launched in 1991 to bring together the different strands of SRI nationally and to act as a focus and a voice for the industry. UKSIF's 200+ members and affiliates include retail and institutional fund managers, financial advisers, SRI research providers, consultants, trade unions, banks, building societies, community development finance institutions, NGOs and individuals interested in SRI. For information on the UK Social Investment Forum, visit www.uksif.org.

The survey was undertaken by and for UKSIF.

About UKSIF's Toolkit and 2006 Training Events

UKSIF's guide *Responsible Investment: A practical toolkit for financial advisers* is available free at www.uksif.org.

The guide and training were sponsored by lead sponsor Friends Provident and supporting sponsors Co-operative Insurance Society, Insight Investment, Jupiter Asset Management, Morley Fund Management and EIRIS. Many of the sponsors also presented at the training seminars.

Additional support for the evaluation was provided by Jupiter Asset Management.

About Responsible Investment

Recent years have witnessed considerable growth in responsible investment with funds under management in UK ethically screened retail funds (i.e. those open to the general public) up by 70% since 2003 according to EIRIS, the Ethical Investment Research Service.

Latest data from EIRIS shows:

- £6.1billion held at 31 December 2005 - up from less than £1.5 billion in 1997.
- Held in about 500,000 accounts – up from c. 137,000 accounts in 1997.
- At July 2006, 75 retail funds in the UK with a further 3 planned.

Details at www.eiris.org/files/press%20releases/recordethicalinvestmentjul06.pdf and further data at www.eiris.org and then see "Key facts & figures".

About Increasing Demand for Advice on Green and Responsible Investment

In August 2006, IFA Promotion reported that the supply of ethical investment advice was growing with 10% of member firms focusing on ethical investments, rising from 8% in 2005 and 6% three years ago. They also reported a 100% increase in people searching for an ethical IFA with 1,933 people searching www.unbiased.co.uk for an ethical investment independent financial adviser (IFA) in Q2 2006 – an increase of over 100% over the same period in 2005. See 21 August 2006 press release at www.unbiased.co.uk.

On 11 January 2007, F&C Investments published new research from a survey done the previous month on the public appetite for green investing. They found that almost half of the public – some 48% of those surveyed – expressed an interest in investing ethically, demonstrating the opportunity for advisers. Details from Karolina.Adamkiewicz@fandc.com or sarah.deutscher@fandc.com.

Contacts

Penny Shepherd

Chief Executive

UK Social Investment Forum

penny.shepherd@uksif.org

020 7749 9950 or 07904 333019