

22nd January 2008

SUPPORT SUITE LAUNCHED FOR UK'S FIRST EVER NATIONAL ETHICAL INVESTMENT WEEK

London, 22nd January 2008 – Participating in the UK's first **National Ethical Investment Week (NEIW)** was made easier today with the launch of a new website and suite of support tools to help **financial advisers** and others raise awareness and understanding of green and ethical investments.

The first ever NEIW (18th – 24th May 2008) will see the financial services industry come together for the first time under one banner to encourage consumers to consider green and ethical investments.

The week is being backed by leading product providers. Its Gold Sponsors are Henderson Global Investors and Norwich Union. Friends Provident continues its support for the ethical investment market as a Silver Sponsor.

The UK Social Investment Forum (UKSIF), the ethical investment body leading the week, has produced a practical guide for independent financial advisers and other investment professionals to make it easy to use NEIW to support their existing clients and attract new ones.

Financial Advisers will be able to publicise what they will be doing during the week by adding their activities to the NEIW calendar of events.

The guide and calendar will sit alongside a range of other marketing and support tools – including NEIW logos and posters – on NEIW's new website at www.neiw.org.

18th - 24th May 2008

GOLD SPONSORS



SILVER SPONSOR



Penny Shepherd MBE, UKSIF Chief Executive, said: *“Behaving in ways that can help benefit the environment or society is becoming increasingly mainstream. Choosing a green and ethical investment can be another way of acting responsibly but many people are still not aware of the wide range of green and ethical investment choices available today. We hope that independent financial advisers and other investment professionals will use National Ethical Investment Week to highlight how they can help.*

“Advisers and other investment professionals will be critical in making the first NEIW a success so, we have made it as easy as possible for them to get involved, with our new website and Investment Professional Guide.”

George Latham, Head of SRI Investment at Henderson Global Investors said: *“National Ethical Investment Week will provide the foundation for advisers and investors to gain a greater understanding of the case for ethical investing. We are already seeing a shift in consumer behaviour to spend more ethically. NEIW aims to encourage people to also align their savings and investments according to their values and beliefs.”*

James Dalby, Fund Development Manager at Norwich Union said: *“Anyone who recycles their waste will appreciate that collectively many small actions can make a big difference. The same applies to investing, as the pooling of investors’ money in ethical funds can help to shape the future approaches of corporate organisations. National Ethical Investment Week will provide the support to help advisers to engage with their clients about ethical investment issues.”*

Julia Dreblow, SRI Marketing Manager at Friends Provident said: *“Advisers wishing to make the most of this growing opportunity should make use of the free online materials ahead of NEIW. This includes UKSIF’s comprehensive training course which will aid them in the provision of advice on green and ethical investments to clients.”*

- ENDS -

For further information please contact:

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About the UK Social Investment Forum (UKSIF)

The UK Social Investment Forum (UKSIF) is the membership network for sustainable and responsible financial services. UKSIF 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.

UKSIF brings together the different strands of sustainable and responsible financial services within the UK and acts as a focus and voice for the industry. UKSIF's 200+ members and affiliates include financial advisers, institutional and retail fund managers, banks, pension funds and non-governmental organisations.

National Ethical Investment Week (NEIW) is organised by UKSIF and overseen by an Advisory Board, whose members are currently:

Penny Shepherd MBE	Chief Executive, UKSIF (Chair)
Brigid Benson	Independent Financial Adviser, representing the Ethical Investment Association
Chris Cummings	Director General, Association of Independent Financial Advisers (AIFA)
Lee Coates	Director, Ethical Screening
James Dalby	Fund Development Manager, Norwich Union
Sonia Di Nallo	UK Mktg Manager, Henderson Global Investors
Julia Dreblow	SRI Marketing Manager, Friends Provident
Mark Robertson	Communications and Development Manager, Ethical Investment Research Services (EIRIS)

Further advice on NEIW is kindly provided by:

David Elms Chief Executive, unbiased.co.uk

In addition to the NEIW website at www.neiw.org, UKSIF's general web site is at www.uksif.org.

UKSIF's free online training course on green and ethical investment for financial advisers is at http://www.uksif.org/consumers-advisers/online_course. This covers UKSIF's five-step model for advising on green and ethical investment, describes ethical investment issues that may be of interest to clients, explores risk and performance aspects and outlines the different approaches adopted by fund managers.

For comments from the sponsors, please contact the following:

Henderson Global Investors: Laura Cook, Media Relations Manager, 020 7818 4704, laura.cook@henderson.com
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Norwich Union: James Dalby, Fund Development Manager, 01904 452 244, James.Dalby@norwich-union.co.uk
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Friends Provident: Julia Dreblow, SRI Marketing Manager, 07802 642065, julia.dreblow@friendsprovident.co.uk
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About Soaring Demand for Green and Ethical Investments

Ethical Investment Research Services (EIRIS – www.eiris.org) estimates that about £8 billion was invested in UK ethical funds by end 2007.

The quarter to end September 2007 saw an increase of nearly 600% in net new investments in ethical funds compared with the same quarter the previous year according to the Investment Management Association (IMA) - £135.5 million in Q3 2007 compared to £23.1 million in Q3 2006. This total for net new investments was effectively unchanged compared with the previous quarter (Q2 2007) which saw £137.7 million net in new investment into ethical funds. Details at <http://www.investmentuk.org/statistics/qtrly/2007/q3.asp>.