



## **Sheffield-based Financial Adviser Martyn Green celebrates Climate Change win**

**London, 4 July 2007 – Sheffield-based financial adviser Martyn Green will be living up to his name by doing his bit to combat climate change – he has just won a year’s offsetting of his business CO<sub>2</sub> emissions.**

Green is a winner in a prize draw for financial advisers who can help clients interested in green and ethical investment. The draw was run by the UK Social Investment Forum (UKSIF) which promotes ethical investment. UKSIF will pay for an amount equivalent to the climate impact of Green’s business activities. The funds will go to emission saving projects chosen by carbon offset provider atmosfair, such as solar, hydropower, biomass or energy efficiency projects.

Green, of Green Financial Solutions, said: “I’m delighted about this win, as it helps me to do my bit to save the planet. Our firm had already been looking into carbon offsetting as well as other ways of making our business more sustainable. It is not just a concern to us, but also to our clients, who are becoming increasingly aware of climate change.”

UKSIF’s Chief Executive, Penny Shepherd, said: “People want to know that the businesses they use behave responsibly. Martyn is a great example of what financial advisers can do to ‘green’ their business – both in their day to day operations and in helping clients pick green and ethical investments that are right for them.”

The prize draw was for financial advisers participating in UKSIF’s new training course on green and ethical investment. The course is sponsored by four leading providers of green and ethical investment funds – Friends Provident, Henderson Global Investors, Jupiter Asset Management and Norwich Union. It is also supported by the Government’s “Sector Sustainability Challenge”, which works with trade associations to help businesses that want to go green.

The prize will be presented on Friday, 6 July at 11 am at the Sheffield office of Norwich Union (6 Pear Street).

Julie Skipper, Head of Marketing - Collective Investments at Norwich Union, said: “We’re very happy to present Martyn with his award. At Norwich Union we have seen a growing demand for

these funds as consumers realise they offer the opportunity to both meet their personal values and obtain financial returns. As a result it is important that IFAs continue to provide their clients with the opportunity to invest ethically by including the subject in their fact-find. We believe the growth prospects for IFAs in this sector are considerable and it's great to see advisers like Martyn acting as an ambassador in this field."

- ENDS -

### **Contacts**

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**For photographs of Martyn Green receiving his award please email [andrea.krug@uksif.org](mailto:andrea.krug@uksif.org).**

### **Editors Notes**

#### **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 institutional and retail fund managers, banks, financial advisers, pension funds and non-governmental organizations.

#### **About Green Financial Solutions**

Green Financial Solutions provides independent financial advice to businesses and personal clients in the South Yorkshire region. It is an appointed representative of Mint Financial Services Ltd, which is authorised and regulated by the Financial Services Authority.

Green Financial Solutions believes that people should be given the opportunity to invest ethically if that is what they would like to do, and is interested in dealing with anyone who has a preference for ethical issues. It offers a full range of confidential advice covering business protection, employee benefits, life assurance, critical illness, income protection, savings, investments (including ethical), pensions planning, long term care planning, endowment policy reviews, estate planning, trusts and

inheritance tax mitigation. For further information, see

[http://www.ukb2b.net/directory/sheffield\\_business\\_directory/green\\_financial\\_solutions.htm](http://www.ukb2b.net/directory/sheffield_business_directory/green_financial_solutions.htm).

### **About atmosfair**

atmosfair ([www.atmosfair.de](http://www.atmosfair.de)) is a joint initiative of the environment and development organization Germanwatch and forum anders reisen (an association of German tour operators formed to promote sustainable tourism). The German Federal Environment Ministry supported the initiative. atmosfair will soon become an independent, non-profit organization.

atmosfair assesses a price of €20 for a ton of carbon dioxide. This money is needed to prevent one ton of CO<sub>2</sub> emissions via top-quality climate protection projects in developing countries. It is used to prevent the emission of an amount of greenhouse gases that would have an effect comparable to that of the emissions released. It also covers costs for certification and administration. atmosfair received an excellent review in the May/June issue of *Ethical Consumer* magazine.

### **About Green and Ethical Investment**

Recent years have witnessed considerable growth in ethical and green investment. The Ethical Investment Research Service (EIRIS, [www.eiris.org](http://www.eiris.org)) predicts that investment in UK ethical funds now exceeds £7 billion.

Three times as many consumers looked for an adviser on ethical investments earlier this year compared with two years previously, according to IFA Promotion which promotes independent financial advice ([www.unbiased.co.uk](http://www.unbiased.co.uk)). Over the same time period, the proportion of IFAP members listing "Ethical Investment" as a specialist area doubled from 6% to 12%. For further information contact Karen Barrett, Marketing Director, IFA Promotion, tel. 020 7833 3131, [karen@ifap.org.uk](mailto:karen@ifap.org.uk).

### **About UKSIF's Online Training Course and the Adviser's Guide to Going Green**

UKSIF's online training course on green and ethical investment helps financial advisers respond to demand from clients who wish to explore sustainable finance. The course is available at [http://www.uksif.org/consumers-advisers/online\\_course](http://www.uksif.org/consumers-advisers/online_course).

The course is accompanied by 'The Adviser's Guide to Going Green', which shows simple steps advisers can take to make their business more sustainable and do their bit for the environment. The Guide includes practical tips, such as how to choose greener cars, buy recycled and save energy. It is available at [http://www.uksif.org/consumers-advisers/advisers\\_guide\\_to\\_going\\_green](http://www.uksif.org/consumers-advisers/advisers_guide_to_going_green).

### **For comments from the sponsors, please contact the following:**

- **Friends Provident:** Julia Dreblow, SRI Marketing Manager, tel. 07802 642065, email: [julia.dreblow@friendsprovident.co.uk](mailto:julia.dreblow@friendsprovident.co.uk), URL: [www.friendsprovident.co.uk](http://www.friendsprovident.co.uk)
- **Henderson Global Investors:** Nick Robins, Head of SRI Funds, tel. 0207 818 4356, email: [Nick.Robins@henderson.com](mailto:Nick.Robins@henderson.com), URL: [www.henderson.com](http://www.henderson.com)

- **Jupiter Asset Management:** Emma Howard Boyd, Director, Head of Socially Responsible Investment, tel. 020 7314 4772, email: [Ehowardboyd@jupiter-group.co.uk](mailto:Ehowardboyd@jupiter-group.co.uk), URL: [www.jupiter-group.co.uk](http://www.jupiter-group.co.uk)
- **Norwich Union:** Julie Skipper, Head of Marketing - Collective Investments, tel: 01904 452 085, email: [julie.skipper@norwich-union.co.uk](mailto:julie.skipper@norwich-union.co.uk), URL: [www.norwich-union.com](http://www.norwich-union.com)
- **Defra:** Gerry Duignan, Sustainable Production, tel. 020 7082 8671, email: [gerry.duignan@DEFRA.GSI.GOV.UK](mailto:gerry.duignan@DEFRA.GSI.GOV.UK), URL: <http://www.defra.gov.uk/>

### **About the Government's Sector Sustainability Challenge**

Recognising the continuing need to integrate sustainability into business practice and the products / services they provide, the government runs the Sector Sustainability Challenge, which helps business sectors to deliver practical actions addressing sustainable consumption and production. This forms part of its commitment to "doing more with less" reflected in its Sustainable Development Strategy "Securing the Future" and its drive for more sustainable patterns of consumption and production. The Sector Sustainability Challenge is supported by the Department for Environment, Food and Rural Affairs (Defra) and the Department of Trade and Industry (DTI). (<http://www.defra.gov.uk/environment/business/scp/actions/challenge.htm>)

### **About Norwich Union**

Norwich Union is the UK's largest insurer. It is a leading provider of life, pensions and investment products and one of the largest Financial Adviser (FA) providers. FAs provide over 70% of the company's long-term savings business in the UK.

Norwich Union is the UK's largest general insurer with a market share of around 14%, with a focus on insurance for individuals and small businesses.

Norwich Union's SRI funds are managed by Morley, the UK-based asset management business of Aviva plc. Morley has recently been awarded the "*Leading Fund Management Firm for SRI*" for the fourth year running.

Norwich Union's news releases and a selection of images are available from Aviva's internet press centre at [www.aviva.com/media](http://www.aviva.com/media).