

KING & SHAXSON

VALUES-BASED INVESTMENT QUESTIONNAIRE

This questionnaire is important. It is needed to help determine the balance of your financial and non-financial concerns, and enables us to more accurately reflect your non-financial concerns in the management of your portfolio.

Please answer ALL questions. Failure to do so may constrain our ability to assess the suitability of any particular investment and the general composition of your portfolio.

You will probably find it helpful to refer to the notes which explain the questions and terms used in more detail. It is needed to help us determine the balance between your financial and non-financial concerns and to more accurately reflect your non-financial concerns in the general management of your portfolio.

WHEN COMPLETED, PLEASE RETURN TO:

Compliance Department, King & Shaxson Capital Limited
6th Floor, Candlewick House, 120 Cannon Street, London EC4N 6AS

PERSONAL DETAILS

Title			
First name			
Surname			
Signature			Date
FOR JOINT ACCOUNTS ONLY – DETAILS AND SIGNATURE OF 2ND HOLDER			
Title			
First name			
Surname			
Signature			Date

KEY TO CHOICES IN THE FOLLOWING SECTIONS

‘Unimportant’, ‘Not concerned’ and ‘Not interested’ means that you are taking a **NEUTRAL** view. This means that investments referred to by those choices **MAY** be considered by us for inclusion in your portfolio if (i) we judge that the company is taking steps to address relevant ethical concerns and (ii) it fits with your other expressed risk preferences.

‘Avoid’ means we will **NOT** consider affected investments for inclusion.

‘Best of Class’ means that we **MAY** consider affected investments for inclusion where the company compares favourably to other companies within the sector on social and/or environmental grounds.

SECTION 1: EXCLUSION CRITERIA

For those areas that you regard as important, please indicate the level of exclusion you would like to apply. Remember that your investable universe will reflect the stringency of your exclusions – the more stringent you are, the bigger the impact on your portfolio. We will assume you are not concerned if no answer is given.

1. ANIMAL WELFARE

Ethical issue	Avoid	Best of Class	Not concerned
Animal testing - cosmetics			
Animal testing - chemicals			
Animal testing - health			
Animal products – production			
Animal products – retail			

VALUES-BASED INVESTMENT QUESTIONNAIRE

page 2

2. ENVIRONMENT

Ethical issue	Avoid	Best of Class	Not concerned
Air transport			
Genetically modified food – production			
Intensive farming			
Nuclear power			
Poor environmental management			
Tropical hardwood – unsustainable sourcing			

3. HUMAN WELFARE

Ethical issue	Avoid	Best of Class	Not concerned
Alcohol production			
Armaments – weapons systems			
Armaments – non-weapons related			
Gambling			
Human rights			
Oppressive regimes			
Pornography			
Tobacco production			

SECTION 2: ATTITUDES TO SPECIFIC INDUSTRIES

Please indicate your preferences regarding the following.

1. COMMODITIES & ENERGY

Ethical issue	Avoid	Best of Class	Not concerned
Electricity			
Gold (price)			
Mining			
Oil & Gas (price)			
Oil & Gas – exploration and production			

2. FINANCIAL SERVICES

Ethical issue	Avoid	Best of Class	Not concerned
Banks – commercial lenders			
Banks – pure mortgage banks or with ethical lending policy			
Government borrowing			
Insurance & Investment			

3. INFORMATION, COMMUNICATION AND TELECOMMUNICATIONS

Ethical issue	Avoid	Best of Class	Not concerned
IT software			
Media			
Telecommunications			

VALUES-BASED INVESTMENT QUESTIONNAIRE

page 3

4. MANUFACTURING

Ethical issue	Avoid	Best of Class	Not concerned
Cars			
Chemicals			
Electronic & electrical			
Engineering			
Paper & packaging			

5. PROPERTY & CONSTRUCTION

Ethical issue	Avoid	Best of Class	Not concerned
Commercial property, e.g. offices, warehouses, shops			
Medical property			
Residential property			
Road construction			
Student accommodation			

6. RETAILING

Ethical issue	Avoid	Best of Class	Not concerned
Car sales/leasing			
General retailers			
Supermarkets			

SECTION 3: CONTROVERSIAL STOCKS

There are some companies whose ethical profile is known to divide opinion. We have listed some of them at Appendix I. We are not suggesting that we will invest in any of these companies. However, should we want to include any of them in client portfolios we will only do so where the client has approved their possible inclusion. If you do not complete the Appendix or answer 'No' these companies will not be considered for your portfolio.

KEY TO CHOICES IN THE FOLLOWING SECTIONS

'Very keen' means that we will actively seek to invest in relevant companies.

'Quite interested' means we will actively consider investment in relevant companies as opportunities arise.

'Not interested' does not mean that relevant companies will be excluded but that they will only be considered if they meet other expressed investment preferences and criteria.

SECTION 4: POSITIVE FOCUS

Ethical issue	Very keen	Quite interested	Not interested
Air & water quality			
Carbon trading			
Education & learning			
Energy efficiency			
Energy storage			
Environmental consultancy			
Healthcare			
Organic food			
Renewable energy			
Resource management			
Safety & security			
Sustainable forestry			
Sustainable products			
Transport			

VALUES-BASED INVESTMENT QUESTIONNAIRE

page 4

SECTION 5: SOCIALLY DIRECTED INVESTMENTS

Please identify those activities that you might like to support primarily on the basis of the social/environmental return.

Ethical issue	Very keen	Quite interested	Not interested
Community business			
Community property			
Fair trade			
Micro-credit			
Organic food			
Renewable energy – community owned			
Social welfare			
Sustainable forestry			

Appendix I

CONTROVERSIAL STOCKS

There are some companies whose ethical profile is known to divide opinion. We have listed some of them below. We are not suggesting that we will invest in any of these companies. However, should we want to include any of them in client portfolios we will only do so where the client has approved their possible inclusion. If you do not complete the Appendix or answer 'No' these companies will not be considered for your portfolio

Company	Yes	No
Adidas		
HSBC		
Siemens		
Unilever		

Why have we designated these companies as being controversial?

ADIDAS (Best of Sector – retail)

Adidas is a global sports apparel and footwear company. Like its competitors, Adidas has faced much criticism over its supplier policies. It continues to be the object of campaigns from NGOs like War on Want who accuse it of using sweatshops to produce its expensive clothing and footwear. In particular, it transpired that workers at a supplier were being paid as little as 34p an hour and it refused to pay a large number of workers who went without pay when a major supplier closed, despite Nike doing so. Adidas' argument is that it is up to the local government to set wages and its suppliers pay at least the minimum wage. This rather abdicates responsibility for paying a living wage but this isn't the full story. As a huge company with thousands of suppliers, it is not so easy to immediately bring about change.

In its defence, Adidas has implemented a systematic audit of suppliers, ranking them according to compliance with its code and seeking to bring all suppliers to a decent standard by 2015. The company has halved the number of suppliers in its lowest compliance category and discloses performance on its web site. 1500 factories are audited and 20% of all new suppliers have been rejected on lack of compliance with employment policies. Adidas gives suppliers the chance to improve by issuing warning letters and although progress is much slower than its critics would like, there is no doubt that there has been an improvement, with Adidas working with suppliers to build capacity through training. The company has also committed to only use sustainable cotton by 2018; uses recycled polyester and 95% recycled product in its boxes. New products are assessed for their environmental performance and there has been a significant increase in resource efficiency. Adidas has also worked alongside other like-minded brands in trying to eliminate hazardous chemicals in its manufacturing. (Updated 26 April 2013).

SIEMENS

Siemens has a clear strategy to focus on the megatrends of demographic change, urbanization, climate change and globalization, and to be a pioneer in energy efficiency, industrial productivity, next-generation healthcare and intelligent infrastructure solutions. This German company is already an engineering colossus with a huge range of products and services, over 43% of which directly contribute to greater efficiency and saving of resources or to generation of renewable energy. It is one of the largest manufacturers of wind turbines in the world and number one in offshore wind. Its healthcare division covers the complete spectrum from imaging and diagnostics through to treatment and information technology, with over 180,000 patients benefiting from Siemens medical equipment every hour.

However, a relatively small proportion of the company's profit is derived from the manufacture of missile defence systems and Siemens does manufacture and maintain fossil fuel plants, albeit to an energy efficient design. 330 million tonnes of carbon were saved by Siemens technologies in 2012, which is over 100 times its own carbon footprint. The company is also well managed with life-cycle analysis being used for all of its products.

UNILEVER

Unilever is one of the largest food and basic goods companies in the world, with products being sold in more than 190 countries and with sales of €51 billion in 2012. Unilever has an equally large ambition - to decouple its growth from its environmental impact, while at the same time increasing its positive social impact. Specifically it aims to:

- Help more than a billion people to improve their health and well-being
- Halve the environmental footprint of products;
- Source 100% of its agricultural raw materials sustainably and enhance the livelihoods of people across its value chain

Unilever has long been the target of NGO campaigns – palm oil, animal testing, workers' rights and more – and it still has a distance to go to become a truly sustainable company. However, through their Sustainable Living Plan, the company has a clear vision and commitment to getting there. In the words of long-time environmentalist, Jonathan Porritt: "one of the greatest strengths of the Unilever Sustainable Living Plan, is the holistic vision that lies behind it Is this a game-changer for Unilever? Absolutely. Is it the best Plan out there for big global companies? I believe it is."

By 2020, 100% of agricultural raw materials will be sustainably sourced (36% by 2012) and by 2020 more than a billion people will have been helped to improve their hygiene habits, with safe drinking water being brought to 500 million people. 450,000 tea farmers have been trained in sustainable practices. Encouragingly, Unilever has issued a green bond – finance specifically to help it meet its environmental objectives of a 50% reduction in the carbon, waste and water usage per tonne of product in new factories and 30% in refurbished factories.

Perhaps most crucial is the Unilever's adaptation to local markets in the developing world where it has been so successful in selling its products. Notably, it innovates to meet local needs at an affordable price. For example, it sells a variety of products, from margarine and washing detergent to cooking fat and toothpaste, in small packages weighing as low as four grams and costing as little as half a cent. Unilever also provides microfinance for its informal vendors thereby sustaining livelihoods for people who might otherwise struggle to find work.

HSBC, TSB – UK High Street Banks

The UK high street banks have had a great deal of negative headlines since the financial crisis, ranging from PPI to Libor scandals. In most cases their criticisms are deserved. We also expect banks to remain under the microscope for some time as other practices are examined and we would not be surprised if other issues come to the fore. Even "ethical banks" such as the Co-operative Bank have let themselves down with their conduct, both with PPI and the losses suffered by investors due to abysmal management control.

Banking remains an important economic function and from an investment perspective can provide portfolios with some larger companies that are useful for both income and growth purposes. All the banks have promised to improve their behaviour and become more consumer focussed and ethical, but this still feels intangible and remains a subjective rather than objective factor right now.

When we screen for more ethical banks our options become very limited and are restricted to small, less mainstream, investments. When considering banking going forward there is little from an ethical perspective to recommend any of the larger names, the challenger banks (TSB for example) do not undertake any ethical screening of their lending either. Our investment rationale for UK High Street Banks is purely for investment reasons. At this moment (August 2014) we would only really consider HSBC or TSB as an acceptable UK High Street bank investment.

NOTES

GENERAL:

THE EXAMPLES GIVEN OF COMPANIES THAT MAY BE CONSIDERED FOR INVESTMENT UNDER ANY HEADING BELOW ARE ILLUSTRATIVE, NOT EXHAUSTIVE.

SECTION 1: EXCLUSION CRITERIA

1. ANIMAL WELFARE

Animal testing – cosmetics

Animal testing is no longer conducted on cosmetics in the UK, but testing continues outside the UK.

Animal testing – chemicals

Chemicals including products such as paint are required by law to be tested for toxicity. This usually involves testing with animals.

Animal testing – health

New drugs and some healthcare products are required by law to be tested for their efficacy and safety. Most companies use animal testing to achieve this.

In all the above cases we will consider investing in companies that have adopted a '3Rs' policy: reduce the need for animal testing, replace animal testing with other methods and refine the testing to minimise both the suffering and extent of the testing

Animal products – production

This includes meat and dairy products, leather and fur.

Animal products – retail

This relates to the retail of meat and dairy products, leather and fur.

In the above cases we will consider investing in companies if high standards of animal welfare are in place.

2. ENVIRONMENT

Air transport

The transport of people and freight by air is a major contributor to global warming. Some companies have attempted or are attempting to reduce their environmental footprint and these may be considered.

Genetically modified food – production

There are significant concerns over the safety of genetically modified food as well as the ethics of the companies who are patenting the technology. We might consider investment if the company involved can demonstrate that it has not abused the patenting of its technology.

Intensive farming

Modern agriculture relies on intensive farming which has led to food surpluses and cheap food but at the cost of decreased variety, loss of biodiversity and polluted food. We might consider investment in companies that don't actually produce the raw food, but are secondary in the food production chain such as food processors.

Nuclear power

The global warming crisis has brought about a renaissance in nuclear energy, yet concerns remain over its safety and cost (storage issues still haven't been adequately addressed).

We might consider investment in companies providing strategic services to the nuclear industry such as safety and other engineering solutions would be deemed to be permissible.

Poor environmental management

This covers poor records of pollution, energy efficiency and use of resources. We might consider investment in companies that have historically had a poor record, but demonstrate evidence of putting their house in order.

Tropical hardwood – unsustainable sourcing

Retailers of hardwood products such as furniture have historically purchased timber without reference to the sustainability of the supply, yet much of the hardwood has been derived from pillaging tropical rainforests which have been disappearing at a fast rate as a result.

We might consider investment in companies which currently do not source the majority of their timber from sustainable sources but have implemented credible policies to address this.

3. HUMAN WELFARE

Alcohol production

Although most of us enjoy a tittle, there is no denying that alcohol is a major addiction with consequent health and social costs. We might consider investment in producers that demonstrate leading socially responsible practice in terms of the way in which their products are marketed.

Armaments – weapons systems

Weapons systems would include any product that is used for killing other people, whether this be in defence or aggression.

Armaments – non-weapons related

This includes contracts with the M.O.D. of a non-strategic nature, such as soldiers' uniforms, food or education facilities. We might consider investment in companies which supply such services where the M.O.D. is not a key customer.

Gambling

Gambling is a major addiction which ruins people's lives. Many of us might have the occasional flutter, but gambling companies make their money out of people who gamble regularly. We might consider investment in companies which retail lottery tickets or operate fruit machines as a minor part of their business.

Human rights

We might consider investment in companies where there is evidence of isolated human rights violations but they nevertheless have a commitment to human rights and have well documented procedures in place for the company as a whole.

Oppressive regimes

We might consider investment in companies that have detailed human rights policies and have no history of human rights violations, or whose business is the provision of solutions to social or environmental challenges.

Pornography

We might consider investment in wholesalers such as newsagents where pornography constitutes a relatively minor part of the business.

Tobacco production

Tobacco is incontrovertibly linked with cancer and is a major drain on the health service. It is an addictive substance, where falling markets in the West are being replaced by growing number of smokers in China and less developed markets. We might consider investment in tobacco manufacturers that have best addressed their social and environmental impact.

SECTION 2: ATTITUDES TO SPECIFIC INDUSTRIES

1. Commodities & Energy

We all use minerals, energy and metals in some form or other, so how these are extracted and processed is of key significance. You could argue that the companies that find and extract these natural elements are reliant on exploiting non-renewable resources, but you could also argue that we can't do without these things and that it is essential to reward best practice in the industry amongst the major players.

Electricity

Electricity generators and distributors. Companies that might be considered include those interested in efficiency of energy generation, a commitment to renewable energy and biodiversity management.

Gold (price)

Gold Exchange Traded Fund. This is an investment which reflects the gold price and has nothing to do with the physical mining of gold.

Mining

Mining and quarrying. Companies that might be considered include those demonstrating leading practice in terms of biodiversity management, human rights and environmental footprint.

Oil & Gas (price)

Oil and Gas Exchange Traded Funds. This is an investment in the price of the commodity, not the physical good itself or the production of that commodity. There is an argument that oil will become increasingly scarce and that the price will rise to reflect this.

Oil & Gas (exploration and production)

The exploration, refining and retailing of oil. This includes companies both directly and indirectly involved in these industries (including service companies). Companies that might be considered include those practicing pollution management, respecting human rights, focussing on efficiency of production and making efforts to replace fossil fuels with renewables.

2. FINANCIAL SERVICES

Almost everyone in the UK uses financial services in one form or another, yet for an industry which relies on trust, it is sadly mistrusted. Companies have responded with an avalanche of corporate responsibility statements to prove their worth in community endeavours, but at the heart of what financial services companies do, is how they use our money.

Banks – commercial lenders

High street banks, merchant banks, infrastructural banks, e.g. European Bank for Reconstruction & Development. Companies that might be considered include banks that demonstrate leadership in environmental management, lending policies, putting the customer first, micro-credit and social banking.

Banks – pure mortgage banks or with ethical lending policy

Banks with no commercial lending (other than on property), or a rigorous ethical policy or that concentrate on social/environmental lending. We might consider investment in banks that demonstrate leadership in treating customers fairly, community investment and environmental management.

Government borrowing

Gilts and other national debt. Governments borrow for investment in infrastructure including hospitals, education and transport and the military. Gilts and fixed interest securities in other governments therefore represent an investment in all of these areas.

Insurance & investment

Life assurers, general insurers, fund managers, financial advisers. We might consider companies that lead on socially responsible investment.

3. INFORMATION TECHNOLOGY, MEDIA AND TELECOMMUNICATIONS

Information technology, telecommunications and the media are some of the most powerful influences on our lives. In themselves they might be viewed as ethically neutral and like many technologies or innovations, it is how they are used that matters.

IT Software

Software developers and retailers. We might consider investment in companies that provide educational or business tools for social or environmental purposes.

Media

Newspaper groups, publishers, radio, TV, film and internet. We might consider investment in groups which exercise editorial freedom, operate fair business practices and make information more freely available to all.

Telecommunications

Mobile phone equipment manufacturers & retailers, mobile and fixed line phone operators. We might consider investment in companies that exhibit best practice in their internal environmental management, especially energy usage, their human rights policies & customer relations.

4. MANUFACTURING

Our economy might be ever more dependent on services, but there's no getting away from it – we still need to make things. Yet, as we have become more aware of our environmental footprint, how we make more with less becomes increasingly important.

Cars

Car and vehicle manufacturers. We might consider investment in manufacturers that minimise their use of resources or that have a pronounced focus on less polluting vehicles, especially electric, fuel cell, LPG or biodiesel vehicles.

Chemicals

Chemical manufacturers. We might consider investment in companies that have appropriate environmental management systems in place and that make products that have key environmental benefits.

Electronic & electrical

Producers of electronic and electrical goods including computer hardware, white goods and control devices. We might consider investment in companies that have a credible human rights policy and leading environmental management plans which reduce both energy and resource consumption.

Engineering

General engineers. We might consider investment in companies that minimise their environmental footprint in terms of energy and resource usage, and, if they use overseas labour either directly or indirectly, have a credible human rights policy.

Paper & packaging

Paper and packaging manufacturers. We might consider investment in companies that source paper from sustainable sources, and minimise their resource and energy usage.

5. PROPERTY & CONSTRUCTION

A growing population, more single people and an aging housing stock have created a need for more houses. As the economy changes, there's also an ever present need for commercial property like offices, industrial warehouses and shops. Furthermore, as more young people enter further education there's been pressure on accommodation for students and with more people seeing their doctor more frequently, there's a growing need for fit-for-the-purpose primary health care centres. And as we travel more and more, the roads fill up creating pressure for more road building. So all in all, there's more building going on with an increasing pressure on resources and the landscape.

Commercial property

Offices, retail outlets, industrial warehouses. 'Best of class' means funds of properties that manage their environmental impact especially well or that have a focus on brownfield development or urban regeneration.

Medical property

Property let to primary health care trusts and GPs. We might consider investment in funds of properties that manage their environmental impact especially well or that have a focus on brownfield development.

Residential property

Property used for owner occupation or buy-to-let. We might consider investment in funds of properties that manage their environmental impact especially well or that have a focus on brownfield development or urban regeneration.

Road construction

Engineering or building firms engaged in road construction. We might consider investment in companies that demonstrate best practice in terms of consultation and minimising their environmental impact.

Student accommodation

Student halls of residence. We might consider investment in funds of properties that manage their environmental impact especially well or that have a focus on brownfield development.

6. RETAILING

Retailers are an important part of everyday life and there's been increasing concerns over the relationship between the producers of the goods that they sell and the 'all-powerful' retailers. Do the producers get paid a fair price, are their working conditions good and are the retailers taking adequate steps to reduce their (often considerable) environmental footprint?

Car sales/leasing

Car sales or leasing. We might consider investment in companies that ensure fair treatment of customers.

General retailers

Retail of household, clothing, electronic, electrical or personal goods. We might consider investment in companies operating a particularly credible supply chain policy and environmental management plan.

Supermarkets

Supermarkets. We might consider investment in a company that demonstrates that it has done more than its competitors in energy management, working with suppliers on a more equitable basis, the range of healthy and organic produce available and reduction in 'food miles'.

SECTION 3: CONTROVERSIAL STOCKS

PLEASE SEE APPENDIX I – on page 4

SECTION 4: POSITIVE FOCUS

Environmental and social challenges present real opportunities for companies that are able to provide solutions to these challenges such as:

Air & water quality

As the world's population continues to grow and the world becomes increasingly urban, the demand for potable water, unpolluted air and pure water for industry grows with it. The demand for clean water and air is such that companies which can purify water and filter out pollution are likely to grow with this demand.

Carbon trading

There is almost a global consensus that global warming is scientific fact and that we need to take action to reduce our carbon emissions. Market based solutions have therefore come to the fore, whereby companies have a carbon quota. If they exceed this quota, they can buy unused permits on the open market and companies with excess permits can sell theirs. Furthermore, companies which reduce carbon emissions can sell these emission benefits on to companies which need to offset their polluting activities. This is known as carbon trading.

Education & learning

As the world industrialises and becomes wealthier, and as technology increases the pace of change, the need for education and learning grows steadily, particularly in the developing economies of China and India, but also for business learning in more mature economies where 'continuing professional development' is becoming the norm.

Energy efficiency

As the costs of energy rise, so more and more companies and organisations are incentivised to reduce their energy costs. Thus companies which can help them do this by improving efficiency will find their services of increasing value.

Energy storage

There are many needs for storing energy – portable devices like computers, fuel cells for cars, and energy for remote communities. Fuel cells could revolutionise the car industry and reduce their environmental impact considerably whilst energy storage may also allow us to have a more decentralised energy system.

Environmental consultancy

Almost every major project has to consider its environmental impact. Many companies do not have the skills or resources to do this, nor may they want to as it is probably not a core competency. This has led to a burgeoning demand for environmental engineers and consultants that can advise on the environmental aspects of any project.

Healthcare

The world's population, at least in developed countries, grows steadily older. This means that the pressure on healthcare grows inexorably. As new cures are found, so new epidemics arise. Allergies and stress related illnesses are a mark of modern society. The demand for drugs, care for the sick and healthcare equipment is underpinned by these demographic changes.

Organic food

Food scares, unexplained illnesses and growing concern over the environmental costs of intensive farming have led to a surge in demand for organically produced food. Yet supply has struggled to keep pace with demand. This presents real opportunities for companies that can address this gap.

Renewable energy

The threat of global warming has spurred governments worldwide to take action to reduce their emissions of greenhouse gases by setting targets for reductions and fostering renewable energies. From a cottage industry, renewable energy is now mainstream and looks set to become the energy of choice as the era of cheap oil comes to a close.

Resource management

We are now coming up against resource constraints – minerals, oil, land, tropical forest and water are all under pressure. Yet, demand is growing as the world continues to industrialise, sucking up further resources. This means that we have to do more with less by recycling, re-using and managing ever increasing volumes of waste. Legislation is also driving demand for waste management, recycling and re-use of 'waste'.

Safety & security

A litigious culture and improving standards throughout industry have brought about a sea of change in safety standards. This has stoked a demand for the services of companies making controls, locks, surveillance and arrest systems.

Sustainable forestry

Since the 1970s, the world's tropical forests have undergone systematic exploitation, which has resulted in their rapid decline. Given that tropical forests are 'the lungs of the world' and home to a vast range of fruits, medicines and other products, the need for re-generation is pressing. The price of tropical hardwood has also risen on a remarkably consistent basis, presenting a strong business case for sustainable forestry.

Sustainable products

Consumers have become increasingly aware of the environmental impact of their buying patterns. Companies have responded by launching products to meet this demand – things like biodegradable cups, environmentally benign washing powder, natural alternatives to synthetic chemicals, natural toiletries, certified timber and so on.

Transport

Better transport links have led to more and more people travelling more and more often. This puts huge pressures on the transport system, particularly in an overcrowded island like the UK. Not only does this generate a demand for more buses, more trains and better infrastructure, but also for products which serve this market such as real time information systems.

SECTION 5: SOCIALLY DIRECTED INVESTMENTS

Socially directed investments encompass a wide variety of businesses but common to all is the primary objective of improving social or environmental welfare through business. Most investments of this type may be difficult to sell and often generate modest financial returns relative to the risk of capital loss. Thus, the primary return is likely to be social/environmental rather than financial, although some investments of this type may also generate a competitive financial return.

Community business

Businesses that serve the local community.

Community property

Property that is occupied by organisations that benefit the local community or that have a social or environmental purpose.

Fair trade

Retailing of clothing, food, drink or other goods that are certified with the Fair Trade Mark.

Micro-credit

Small-scale loans to small business or co-operatives in developing countries.

Organic food

Producers, retailers or wholesalers of food and drink that has been certified as organic.

Renewable energy

Production and distribution of energy from renewable sources, with a focus on generators that are owned by the local community.

Social welfare

Care for disadvantaged or excluded groups.

Sustainable forestry

Investments in sustainable forestry