



Eurosif

Press Release: Friday May 23, 2008

Eurosif develops logo to identify signatories of the European SRI Transparency Guidelines

Eurosif (European Social Investment Forum) announces today the **launch of a logo specific to the European SRI Transparency Guidelines which can be used by signatories effective immediately**, once their responses to the Transparency Guidelines have been updated and reviewed by their national Social Investment Forum.

The European SRI Transparency Guidelines were created in November 2004 to increase accountability to consumers. **As of May 2008, there are 45 signatories of the Transparency Guidelines, representing over 140 SRI funds.** The guidelines also create greater clarity for asset managers, research providers and other stakeholders. Signatories to the guidelines should be open and honest and disclose accurate, adequate and timely information to enable stakeholders, in particular consumers, to understand the SRI policies and practices related to the fund.

Interest for the Transparency Guidelines continues to grow and this logo represents a further step in its implementation across the EU. Eurosif wishes to enhance the responding process and visibility of the Transparency Guidelines as well as the funds' responses.

Whereas Eurosif developed the Transparency Guidelines in partnership with the local Social Investment Forums (SIFs) and with input from the SRI community, the SIFs will now lead the marketing, promotion and implementation of the Guidelines in their local markets. The launch of the Transparency Guidelines logo coincides in the UK with National Ethical Investment Week (NEIW). Eurosif will retain its role as a coordinator of the project and a repository where all Transparency Guideline responses may be reviewed, through its website.

Matt Christensen, Executive Director of Eurosif, states: *"The European SRI Transparency Guidelines remain an opportunity for funds to proactively clarify their approach to SRI. Promoting the Transparency Guidelines among the SRI fund managers and increasing the public's awareness of the Guidelines will ensure that integrity and transparency remain within the SRI community"*.

The use of the logo will be strictly controlled by Eurosif and the local Social Investment Forums. In reviewing the responses, the local Social Investment Forums will assess whether the response is clearly articulated, informative and clear.



For more information, please go to <http://www.eurosif.org>.

Notes to Editors

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EUROSIF, the European Social Investment Forum, is the pan-European network whose mission is to address sustainability through the financial markets. Eurosif works as a partnership of the national Social Investment Forums (SIFs) within the EU and with the support and involvement of Member Affiliates. Recognised as the premier European forum for sustainable investment, Eurosif's Member Affiliates are drawn from leading pension funds, asset managers, NGO's, trade unions, academic institutes and research providers, together representing assets totalling over €600bn. The key benefits that Eurosif affiliate members receive include EU interfacing, SRI information and European wide initiatives that integrate ESG issues into the financial services sector. For more, please see www.eurosif.org.