Good Money Week's
Myths of Ethical Investment

Sustainable and ethical investment means choosing specific accounts and funds which screen out unethical choices

Sustainable and ethical investing is an investment philosophy that combines environmental and social criteria with conventional investment criteria. It combines an investor's financial objectives and any social or environmental objectives they may have. It is defined by use of this philosophy, not by any specific technique.

Ethical investment means sacrificing financial performance for ethical value

There is now ample evidence that good fund managers can deliver excellent investment performance over the medium and long term using sustainable and ethical investment approaches.

According to the Investment Association, "investing ethically does not necessarily mean you have to sacrifice investment performance."

Sustainable and ethical investors are mainly teachers and social workers

Financial advisers report a wide range of 'non-traditional' clients interested in sustainable and ethical investment today, including younger entrepreneurs and those inheriting wealth.

It has to be all or nothing as far as my money's concerned

Many sustainable and ethical investors choose to dip a toe in the water by mixing some sustainable and ethical options with their other investments.

Investing ethically is just too complicated

There are resources available to help you understand the language of the finance system and make more informed decisions about where your money is going. If you are not sure of your bank's policy, you can always ask them.

It's impossible to influence big banks

Large corporations follow a steady stream of information on consumer trends. They value the trust of their customers and will listen if public opinion on conventional finance changes.

I don't have much money to invest so it won't make a difference

There are a growing number of options to invest small amounts, such as crowd-funded community projects which may accept as little as £5.