

Green, Ethical and Socially Responsible Finance - UK - February 2019

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“For ethical and socially responsible financial services products to continue to grow, providers need to keep a firm eye on traditional competitive pressures. Consumers are generally keen to make a positive social impact with their money, but most are unwilling to do so if it comes at a personal cost.”

– **Rich Shepherd, Senior Financial Services Research Analyst**

This report looks at the following areas:

- **Consumers need to be educated about social responsibility**
- **Consideration of social issues can boost providers' reputations**
- **Ethical brands need to highlight the real cost of banking**

Socially conscious consumers are looking for financial services providers to offer products that align with their values, and brands are increasingly meeting this demand. As green, ethical and socially responsible concerns become more widely held, ethical financial products are expanding beyond the margins and being offered by mainstream providers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Consumers focus on personal, rather than corporate activities
Half say that investment firms are not socially responsible
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