

SRI in 10 Easy Steps



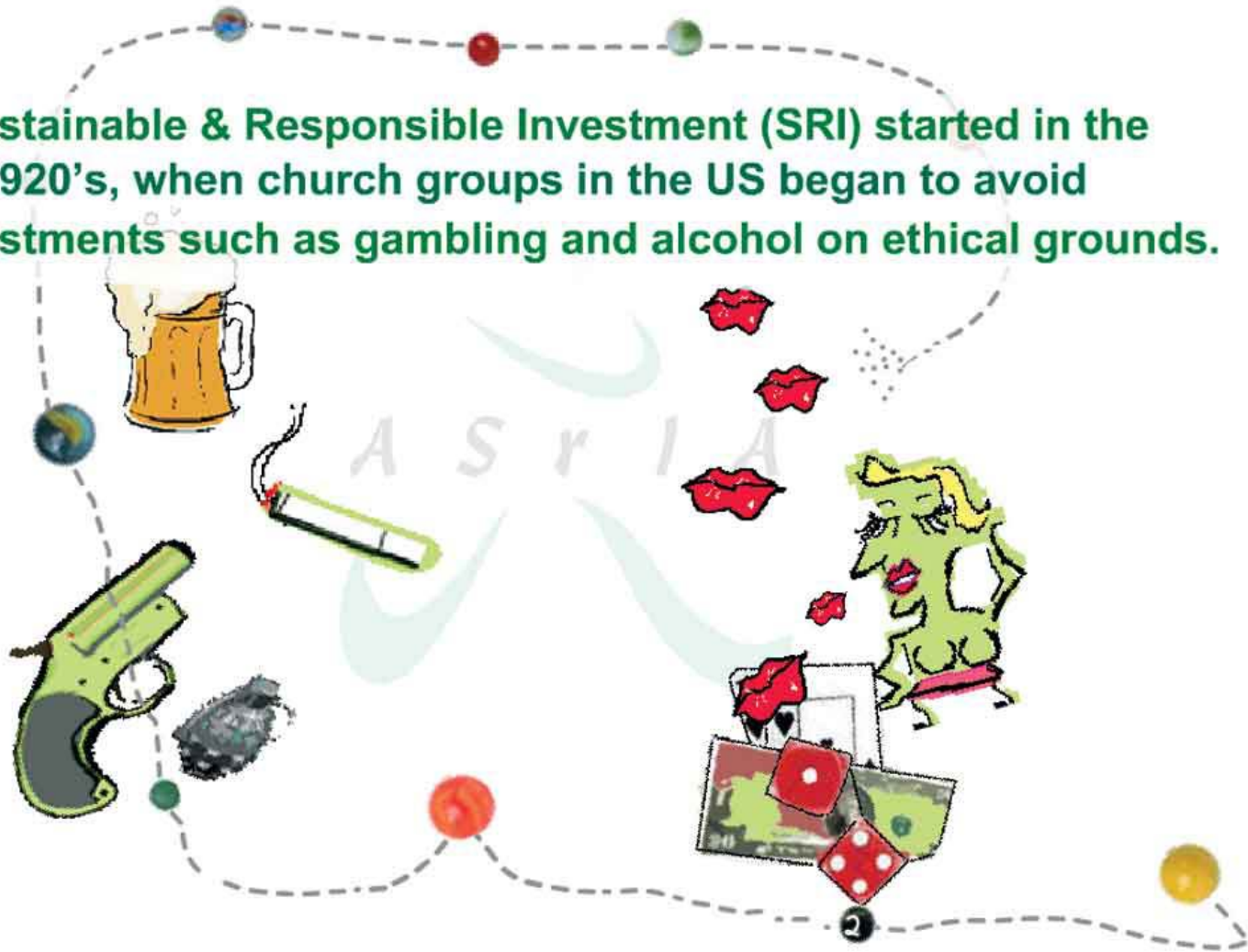
Association for Sustainable & Responsible Investment in Asia

We almost all have some stock market investments such as pension funds. Have you ever thought how they are invested?

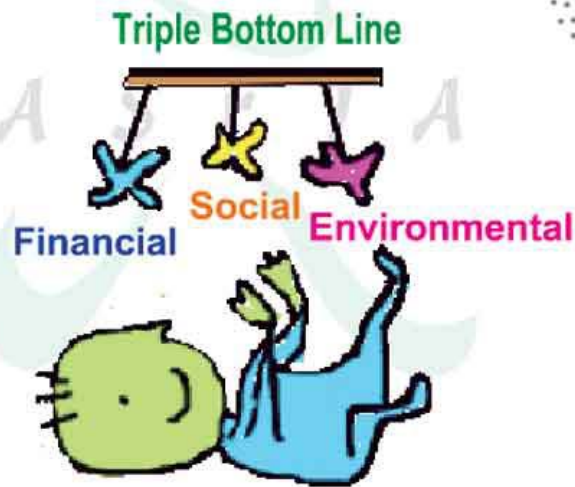
ASPIA



Sustainable & Responsible Investment (SRI) started in the 1920's, when church groups in the US began to avoid investments such as gambling and alcohol on ethical grounds.



In recent years, the SRI industry has adopted a positive approach to investment which aims to balance financial, social and environmental factors. This is known as Triple Bottom Line Investment.



Financial issues include assessment of the financial performance and prospects of a company including corporate governance issues such as the performance and independence of company directors.



SRI funds also look at a wide range of social issues including employment of under-age labour, health and safety in the workplace and also relationships with the wider community.



Environmental issues include damage to the environment, over-use of resources, pollution and waste management and also investment in green products and technologies.

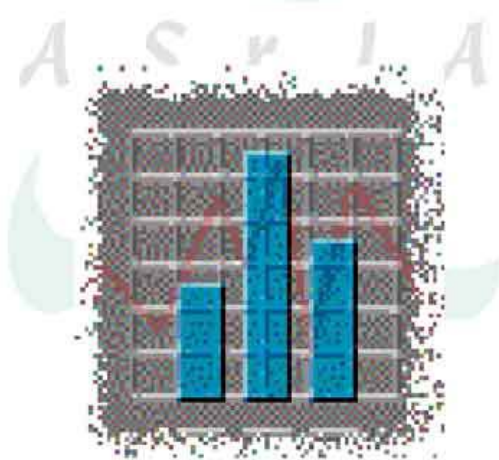


Performance: Financial indices including FTSE & Dow Jones indicate that SRI funds can perform at least as well as if not better than regular funds.



Growth:

One out of every US\$ 8 invested in the US is in SRI. Also the UK, Europe and Australia have very active SRI sectors, and there are now about 17 SRI funds in Asia.

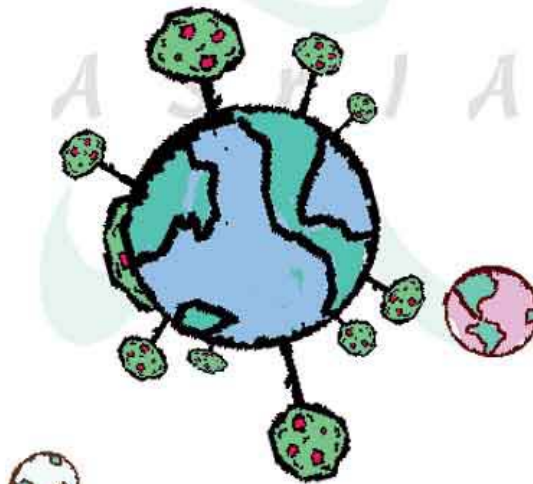




ASrIA is a not-for-profit association dedicated to promoting sustainable and responsible investment to every sector of our society, and also encouraging the financial sector to launch SRI funds, so you have more choice.

ASrIA

**If you want more SRI, then help us
make the market. Find out what
you can do by visiting our website Guide:
<http://www.asria.org/guide>**





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