

## Corporate social responsibility

**Ethical investing has come a long way from the days of a Quaker backed corporation creating an investment fund which negatively screened out stocks which had exposure to gambling, tobacco, alcohol and other vices which were contrary to their values. (This fund is still in existence today)**

Nowadays Ethical investing (or Socially responsible investing as it is more commonly called) incorporates positive screening, and stocks can be included on the basis of how they treat the environment to how they treat their staff.

This is a really exciting area of investment, and it is no surprise that companies who take their own CSR (Corporate Social Responsibility) seriously have a tendency to also be profitable businesses that an investor would want in their portfolios anyway!

We take our Corporate social responsibility seriously at Trinity and we have devoted a whole page to this subject on our website. We hope our values are reflected in how we 'live out' our CSR.

The Financial Times defines CSR as a '*Movement aimed at encouraging companies to be more aware of the impact of their business on the rest of society, including their own stakeholders and the environment.*

*Corporate social responsibility (CSR) is a business approach that contributes to sustainable development by delivering economic, social and environmental benefits for all stakeholders.'*

In an age where more investors are demanding CSR one needs to not lose sight of the services a Corporation is delivering. A quick Google of a FTSE100 tobacco company shows an impressive CSR, but let's not forget, it is a tobacco company!

This is another area of investigation that needs to be fulfilled in addition to the actual area of investment research. Has your adviser considered this?