



Good Money Week 29th September – 5th October 2018

Good Money Week (GMW), which runs from 29 September to 5 October, is an annual event all about helping people understand how they can make their money make a difference. More and more people are making ethical choices when they buy a coffee, choose a new car or select an energy provider for their home – but too few are aware that they also have options when it comes to their pensions and savings.

This year in GMW there is a particular emphasis on the topic of women and investing, with a focus on how to empower women to express their values in their everyday financial decisions.

Surveys reveal that whilst many people are interested in investing their money in a more sustainable way - particularly amongst the younger generation, just starting to make their first payments into their pensions - few have followed this through into action.

Realising the problem, the UK government set up an industry [Advisory Group](#) with the aim of creating a stronger culture of social investment in the UK. One of the key recommendations was that steps are needed to make it easier for people to invest, through raising awareness, providing better financial advice, and making sure that the right type of products are available.

Our objective for GMW is to use this as an opportunity to communicate a simple message as widely as possible – that people have the choice to invest their savings and pensions in line with their values. This will be done by the Advisory Group and its members, working closely with GMW organisers, through:

- Short videos, editorials and interviews making the case for why it's important to think about sustainability of your pensions and savings
- 'How-to' guides and top tips, showing people how they can turn their intentions into action
- Stories about how people have made these choices work in practice

GMW has run for 11 years and has been highly successful in achieving national media presence, as well as social media. Further details are available online <http://goodmoneyweek.com>. If you have any queries or would like to support Good Money Week please contact Zach.tung@sibgroup.org.uk.