

## ETHICAL FINANCE

'Ethical finance' is one of those phrases you might not have heard of, nor I suppose are you aware of the more recent 'eco-finance'. Both seem to be oxymorons in a disparate world like ours, yet we can take their emergence as a sign that some banking and finance organisations want their customers to see that they now pursue profits whilst giving environmental and humane issues due consideration.

Good I say.

So thanks to Terry Creighton from [www.prometheus.co.nz](http://www.prometheus.co.nz) for making us aware that the bar has been raised. To be fair, ethical finance has been around for a bit and is nothing entirely new. It means that some parts of the banking/finance sector are becoming accountable for the institutions, companies and practises they support. Ultimately customers should know that their bank or lending body are not making loans to or investments in schemes the customers themselves would not support.

Going to your lender and asking 'difficult questions' might raise a few eyebrows in many financial institutions at the moment (certainly not all though), but it is encouraging that a greater degree of transparency is being pioneered by some.

Whilst we still understand there will always be a ready market for a felled 200 year teak tree at least we might feel a bit better about having to borrow money!