

Pocketful of Change



People like us who have **bank accounts, pensions, savings and investments** (big or small!) are really **powerful.**

We have the **power to change** the **world** each time we **choose** **how** or by **who** our **money** is **looked after.**

Just like a box of **organic free-range eggs** or a **fairtrade coffee**...you have **sustainable and ethical money options.**

Ask for...
...and **choose** **sustainable and ethical bank accounts, savings, pensions and investments.**

Then **relax** knowing your **money isn't** making problems like **modern slavery, low pay, child labour, weapons and climate change worse.**

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The **co-operative bank** **Standard Life Investments**
It's good to be different

75%
of millennials said it's important or very important a company gives back to society instead of just making a profit.
- Forbes survey on millennials

Baby boomers give more to charity and millennials spend more on sustainable products.
- PEW Research

60%
of UK believes financial sector can make high returns while investing ethically and responsibly.
- GMW 2016

54%
of UK public is unaware that sustainable and ethical financial products exist.
- GMW 2016

10m
workers are estimated to be newly saving or saving more by 2018 as a result of automatic enrolment into Workplace Pensions.
- DWP statistics.