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## CSSP launches global online portal for sustainable investments

*The market for sustainable investments is growing increasingly rapidly - finding one's way is becoming an ever greater challenge. A specialised online platform provides orientation help - yourSRI.com.*

Vaduz - yourSRI.com will be launched on 10 October 2011. Relying solely on the security and returns of a financial investment often no longer leads to the desired success. New aspects must be incorporated so that investments can generate sustainable positive value - not only for investors, but also for society as a whole. Environmental damage, food shortages, and higher energy demands have made it an urgent task to rethink how one does business and to bring about improvements.

In addition to returns, tradeability, and security, sustainable or socially responsible investments (SRI) take account of environmental, social, and governance criteria. It is not surprising that SRI products and services have experienced disproportionately high market growth for years. The characteristics of SRI are as diverse as the needs of different investors. Restrictions on the selection of asset classes - stocks, bonds, real estate, and even private equity - are a thing of the past. Moreover, many investors are demanding a visible impact of their investment decisions. Fields such as agriculture, water, micro-finance, fair trade, and renewable energies are immensely popular.

Accordingly, there is a steady increase of diverse market participants around the world offering a multiplicity of SRI products and services. A new challenge thus arises: finding one's way. To facilitate the search, a specially developed online platform is now available, bringing together SRI actors worldwide.

yourSRI.com stands for a global online portal created for all types of SRI actors - whether asset management, rating, advisory services, research, or basic and continuing training. On the one side, yourSRI permits an individualised and structured search; on the other side, yourSRI is an effective way for companies to present their SRI activities globally.

[www.yourSRI.com](http://www.yourSRI.com)

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