

# Responsible advice integration roadmap

## Step-by-step implementation framework

No	Key milestones	Details / key considerations	Tools	Implementation
1	<b>Market research</b>	<ul style="list-style-type: none"> <li>• Products and styles available</li> <li>• Client bank needs</li> </ul>	<ul style="list-style-type: none"> <li>• Third party (TPs) sites / IA definitions</li> <li>• Survey</li> </ul>	<ul style="list-style-type: none"> <li>• CPD / documented outcomes/files</li> <li>• Mailing (electronic and hard copy)</li> </ul>
2	<b>Proposition development</b>	<ul style="list-style-type: none"> <li>• Survey outcomes</li> <li>• Business investment philosophy</li> <li>• Short listed research</li> </ul>	<ul style="list-style-type: none"> <li>• Business proposition doc</li> <li>• Due diligence (DD) – tools and TPs</li> </ul>	<ul style="list-style-type: none"> <li>• Investment Committee (IC) DD selections</li> <li>• Updated proposition documents with responsible investments</li> </ul>
3	<b>Advice integration process</b>	<ul style="list-style-type: none"> <li>• Expanded factfinding process</li> <li>• Proposition matrix</li> <li>• Suitability reports</li> </ul>	<ul style="list-style-type: none"> <li>• Responsible investing questionnaire</li> <li>• Menu style choices (all options)</li> <li>• Responsible suitability paragraphs</li> </ul>	<ul style="list-style-type: none"> <li>• Soft skills development (framing questions)</li> <li>• New marketing documents (consumer guides)</li> <li>• New templates</li> </ul>
4	<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Sales</li> <li>• Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Client guides, blogs, ESG updates / developments</li> <li>• Sales aids, brochures</li> <li>• Reports, fund manager (FM) collateral</li> </ul>	<ul style="list-style-type: none"> <li>• Website, social media, newsletters, email, mailings</li> <li>• PDFs, emails</li> <li>• Integrated into business review processes</li> </ul>
5	<b>Maintenance and development</b>	<ul style="list-style-type: none"> <li>• Ongoing market research</li> <li>• Product DD</li> <li>• Client surveys</li> <li>• Enhanced proposition and marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Webinars, websites, FMs/TPs etc</li> <li>• Standard research, TP reports, FM reports</li> <li>• Industry and client bank</li> <li>• Ongoing developments (enhanced offering etc)</li> </ul>	<ul style="list-style-type: none"> <li>• CPD and meetings</li> <li>• IC documented outcomes</li> <li>• Reading and mailing/review responses</li> <li>• IC and proposition development (as above)</li> </ul>

Source: CT for illustrative purposes only

## Adviser support – responsible investing



### CT Responsible Investment tool kit:

Content includes: Consumer facing guides, adviser templates and thought leadership articles

### Important information

The information, opinions, estimates or forecasts contained in this document were obtained from sources reasonably believed to be reliable and are subject to change at any time.

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## Adviser support – independent research

Independent resources	Description
<a href="https://fundecomarket.co.uk">fundecomarket.co.uk</a>	Fund comparison / fact finding
<a href="https://rsmr.co.uk">rsmr.co.uk</a>	SRI/responsible fund ratings
<a href="https://morningstar.co.uk">morningstar.co.uk</a>	Sustainability ratings
<a href="https://3dinvesting.co.uk">3dinvesting.co.uk</a>	3D star rating
<a href="https://msci.com">msci.com</a>	ESG fund ratings
<a href="https://worthstone.co.uk">worthstone.co.uk</a>	Impact investment resource hub
<a href="https://impactlens.com">impactlens.com</a>	Assessment of responsible funds
<a href="https://squaremileresearch.com">squaremileresearch.com</a>	Responsible fund ratings
<a href="https://ii.co.uk">ii.co.uk</a> (Interactive Investor)	Ethical investing

## Contact us

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