

September 25, 2009

Dear Teachers and Stock Market Game Participants:

While many of today's business headlines are focusing on the G20 summit meeting in Pittsburgh, your Stock Market Game\* students may be interested in checking out this week's cover story in *Newsweek*, "[The Greenest Big Companies in America](#)." The 500 largest U.S. companies were evaluated based on their environmental impact as well as their green policies and reputation among their peers and environmental experts. The top spot goes to Hewlett-Packard with Dell, Johnson & Johnson, Intel, and IBM rounding out the top five. To follow up last week's Week in Review, the companies are color coded by industry sectors.

For many, being "green" means recycling plastic and glass containers and newspapers, limiting the amount of water we use, as well as turning off the lights when we leave the room. For investors, it can also mean investing in companies that do all of this as well as generate a healthy return to your investment. Socially responsible investing (SRI) includes "green" investing, which generally refers to investing in public companies whose goals and primary business practices work toward the benefit of society. "Green" companies may position themselves and their investors to limit their footprint on climate change and take advantage of profitable opportunities to provide goods and services while also adhering to acceptable environmental and human rights standards. SRI can also be driven by religious and political affiliations as well so there can be a debate on what makes a company responsible or an investment acceptable.

To assist your Stock Market Game students in finding more information about companies that adhere to "green" or socially responsible standards, have them check out [www.socialinvest.org](http://www.socialinvest.org). The site is a great place to begin as it provides research, news, and information on social investing. The site, [www.socialfunds.com](http://www.socialfunds.com), is also helpful in offering additional resources from SRI mutual funds to daily social investment news. Not only can students invest in individual stocks, but there is a huge variety of "green" mutual funds and ETFs (exchange traded funds) to choose from. Your students may also want to check out [www.kld.com](http://www.kld.com). This site provides a "screen" to determine whether or not companies are acting in ways that are consistent with sound standards of corporate conduct in the areas of climate change and human rights.

To further your students' exposure to SRI or "green" investing, please take a look at the "Going Green" project in the Teacher Support Center. This project introduces students to the concept of "environmentally responsible investing" through activities based on the book, *The Lorax*, by Dr. Seuss. Students will examine how companies balance their need for raw material with their need to manage those same resources to insure future availability and supply. It is accessible in the "Projects" section of the [Teacher Support Center](#).

On an unrelated note, The Stock Market Game program is already gearing up for Christmas as there are only 91 shopping days left (it's never too early to assist the economy with shopping). Not only did Toys R Us recently release its annual "[hot list](#)" of toys to assist parents with their shopping, but the SMG program in partnership with PNC Financial is asking you to Save the Date! PNC Financial Group's Christmas Price Index (CPI) will be released the Monday

after Thanksgiving. SMG will be holding a Webinar on November 4, 2009 to demonstrate how the website, which prices all the items in the 12 Days of Christmas song, can be used as a fun and effective educational tool. More details on the Webinar will follow in upcoming Week in Review editions. Teachers who have used the CPI in the past and are interested in discussing it with the media should contact Wayne Marks at [wmarks@sifma.org](mailto:wmarks@sifma.org). If you haven't used the CPI before, you can check out last year's site at <http://www.pncchristmaspriceindex.com/CPI/index.html>.

Have a great weekend!