



*MONDAY 19 JANUARY 2009: GROUPAMA AM SPONSORS
THE 4TH FIR FINANCE AND SUSTAINABLE DEVELOPMENT
EUROPEAN RESEARCH AWARDS*

22 January 2009

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4th FIR (Forum for Responsible Investment) Awards

The FIR Award was launched to foster academic research, which is still in its early stages in the field of finance and sustainable development. This is the **third time** that Groupama Asset Management is sponsoring the FIR Award and taking part in the Jury. "*Our aim is to **encourage and support the development of university research and academic work in the field of Corporate Social Responsibility (CSR), Socially Responsible Investment (SRI) and Sustainable Development (SD)***", says **Michel Lemonnier**, SRI Development Manager at Groupama AM.

Three €5,000 prizes and three €3,000 research grants were awarded:

- Best Master's Thesis
- Best PhD Thesis
- Best Academic Article
- "Financial instruments" research grant
- "Social issues" research grant
- "SRI marketing" research grant

The ceremony will take place at 6 pm at Crédit Agricole SA and will be hosted by Jean-Louis Caffier, journalist and presenter on the French news channel LCI. The awards will be presented by Antoine Reverchon, journalist for Le Monde Economie.

Why was the award created?

By building bridges between the academic and the finance communities, as well as their stakeholders, the FIR Award aims to widen the scope of university and academic research until it brings innovative ideas to practitioners and their management practices. As well as promoting university research in France and across Europe, the Award also helps to legitimise Socially Responsible Investment (SRI) in long-term savings, which play a crucial role in financing the economy. Lastly, it helps to create a network of researchers and promote dialogue.