The aim of this work is to present a panoramic vision of Socially Responsible Investment (SRI), which not only seeks a return sustainable but evaluates other criteria such as, for example, social, environmental and governance. All of this has enabled that SRI to show a positive growth in financial markets through the creation of products with SRI financial components, one of this, Funds Investment Socially Responsible (FISR). Since its inception in the 70s, the use of ISR has been expanding worldwide, as we can see, in recent years there has been a great boom in this type of investment in Europe. However, to have a real impact of SRI on global finances, it is necessary that there be a direct involvement of the states in their promotion, not only through the establishment of favorable regulatory frameworks about SRI, but above all, through the development of a sustained ecosystem in the SRI and its applications; this will allow the states to walk in the path of the objectives of sustainable development.