Impact Investing Institute

Putting capital to work for people

Our vision

Our vision is for lives to improve, as more people choose to use their savings and investments to help solve social challenges, as well as seeking a financial return.

Our mission

Our mission is to accelerate the growth and improve the effectiveness of the impact investing market, so that more capital contributes to achieving the UN’s Sustainable Development Goals.

We have three objectives

- **Mobilise big pools of capital.** We will focus on increasing the impact of big pools of capital, such as defined contribution pension funds.
- **Make capital more accountable.** We will work on initiatives that improve the effectiveness and accountability of capital seeking to have a positive impact.
- **Empower people to save and invest in line with their values.** We will address barriers that prevent people from investing for impact.

How we work

We work as a partnership between paid staff and volunteers, and in collaboration with other organisations and initiatives in the impact investing field. We will deliver specific projects, influence key initiatives, and amplify the work of others.

We organise our work across the following key areas of activity:

- **Engaging and influencing** – advocating for impact investing nationally and internationally, both influencing and learning from global best practice.
- **Investment opportunities** – stimulating initiatives that address social challenges at scale in the UK and developing countries.
- **Training and competency** – educating the finance sector, individual investors, foundations, and policymakers in impact investing.
- **Policy and regulation** – monitoring and advocating for changes that will promote effective and accountable impact investing.
- **International development** – driving more finance to developing countries to support economic development.
- **Measurement and reporting** – promoting transparent, consistent and comparable impact reporting.
- **Social investing** – ensuring social enterprises and charities benefit from the growth in impact capital.

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Flagship projects January 2020-March 2022

We will:

- Partner with Pensions for Purpose on a programme to improve confidence and competence in impact investing for the pensions industry.
- Collaborate with the Impact Management Project to provide digital tools to allow investors to assess and compare the impact of their investments.
- Partner on a knowledge exchange programme to support the establishment of a new national advisory board on impact investment in Ghana.
- Collaborate with the World Benchmarking Alliance to develop global benchmarks focused on SDG impact, including a financial system benchmark.

We will also:

- Collaborate on establishing a sector-wide approach to outcome and impact reporting in social and affordable housing.
- Build and disseminate an evidence base on how grant, concessionary and mainstream capital can work better together.
- Produce tools for trade and professional bodies to develop training and accreditation on impact investing.
- Run an advocacy programme on impact investing, with a particular focus on the “S” in ESG.
- Provide high-quality information about impact investing through our website, communications, briefings and events.

Our values

Inclusiveness | Independence | Integrity

Who we are

Sarah Gordon  
Chief executive

Dame Elizabeth Corley  
Chair of the Board

Sir Harvey McGrath  
Chair of the Advisory Council

Our supporters

The Institute has broad backing across the financial services and social sector, and has been supported by private firms alongside the City of London Corporation, the Department for Digital, Culture, Media and Sport and the Department for International Development. The following financial services firms and associations have agreed to be founding supporters of the Institute: Aberdeen Standard Investments, BlackRock, CFA Institute, Columbia Threadneedle Investments, Credit Suisse International, Generation Investment Management, Hermes Investment Management, Investec Asset Management, Schroders and Triodos Bank.

We welcome enquiries from individuals and organisations interested in supporting us.

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