

Theory of Change

Impact

Capital markets are fairer and work better for people and the planet



Impact is considered alongside the risk and return of all investments



More intentional, measurable and accountable impact capital goes to where it is needed



Investors choose to deliver positive impact with their investments



People are empowered to save and invest with impact



Specific outcomes



Competence in and understanding of impact investing and its benefits is widespread



Research

Investors change behaviour because of impact investing research and data



Tools

Impact financing vehicle blueprints are co-designed and distributed



Policy & advocacy

Policy-makers and regulators enable and drive the growth of impact investing



Measurement, management & reporting

High quality, global standards are widely adopted









Activities

Engage and educate

Advocate

Provide tools and information

Collaborate