

ABOUT THE ITF

- Supported by the UK G7 Presidency
- Industry-led, over 120 institutions and 40 countries represented
- Led by the [Global Steering Group for Impact Investment](#) with support of the [Impact Investing Institute](#)



PROBLEM

Gap between **rhetoric** and **delivery** of commitments to **SDGs** and a **Just Transition** to **Net-Zero**

How can we accelerate the volume and effectiveness of **private capital seeking to have a positive social and environmental impact?**

How do we make sure this mobilization has a **real impact and does not leave people and places behind?**

OUR EXAM QUESTIONS



WINDOW OF OPPORTUNITY

- Shift in social values influencing corporate and investor behaviour
- Growth of ESG/Impact investment
- Impact of digital technology on business models and measurement
- Establishment of ISSB
- Climate commitments from Financial sector – eg GFANZ



CHALLENGES

- Inertia in financial system
- Investors and stakeholders have inadequate information on impact
- Fragmented approach to measurement and reporting
- Barriers to mainstream investment in high impact opportunities
- Risk of silos between social and environmental



OUR PROPOSED SOLUTIONS

IMPACT TRANSPARENCY

Give investors the power to compare the impact of investments and trigger a race to the top

SUPPLY SIDE TRANSFORMATION

New models of partnership to give institutional investors more opportunities to invest in support of the SDGs and a Just Transition



ITF RECOMMENDATIONS

1 IMPACT TRANSPARENCY

- Support ISSB in establishing a global reporting baseline on impact related to enterprise value
- Build urgently on this baseline to include impacts on stakeholders
- Commit to mandatory accounting for impact as a destination
- Support vanguard work improving the methodology of impact valuation

2 SUPPLY SIDE TRANSFORMATION

- Recognise the importance of integrating social and environmental objectives
- Adopt and develop our proposed elements for a Just Transition standard (advancing **Climate and Environmental Action**; improving **Socio-economic Distribution and Equity**; and increasing **Community Voice**)
- Empower the MDBs and DFIs to improve their mobilization of private capital
- Expand the use of guarantees and instruments to de-risk high impact opportunity



Performance Dashboard

Over
3 million
social media views

Over
2,700
total report downloads

Over
29,000
engagements on social

Over
6,300
visitors to the report page from social media

Over
10,000
visitors to the website

Over
72,000
video views on social

Over
16,000
page views on the website

16
pieces of media coverage



Social campaign contribution

▲ **36%**

more report downloads¹
727 of 2,736 downloads

▲ **520%**

more engagements on social²
256 to 1,331 engagements (YoY)

▲ **156%**

more new followers³
10,189 to 15,958 total followers

▲ **25%**

more ITF website visitors¹
2,271 of 8,840 visitors

▲ **28%**

ITF website sessions¹
3,275 of 11,535 sessions

51

**members posted at least
1 piece of content**

¹ Based on Google Analytics data for social referrals compared to direct website traffic.

² Based on Hootsuite Analytics year-on-year comparison.

³ Based on channel analytics month-on-month comparison.