



HIGHLIGHTS FROM

Roadmap for the Future of Impact Investing: Reshaping Financial Markets

Investors and consumers around the world are increasingly demanding positive changes in our financial and economic systems. From an effort in which the GIIN engaged roughly 350 stakeholders, the GIIN developed a vision for the future of financial markets.

The GIIN envisions a fast-approaching future when social and environmental factors are integrated into business decisions simply by default, as the ‘normal’ way of doing things.

The value proposition of impact investing (and other forms of investing that integrate impact), will enjoy wide acceptance, with plentiful evidence in their favor. Businesses and investors will hold themselves accountable to multiple sets of stakeholders, including shareholders, employees, customers, suppliers, affected communities, and the environment. The concept of ‘externalities’ will be relegated to history, with finance theory accounting for risk, return, and impact equally well. Ultimately, financial markets will be central in supporting solutions to critical threats facing the world.

THE FUTURE OF IMPACT INVESTING

Impact investing has an important role to play in achieving our vision for financial markets. As a **movement**, impact investing seeks to foster widespread behavioral change by inspiring people to seek positive impact through their decisions about how they earn, save, spend, and invest their money.

As an **industry**, impact investing is a segment of broader financial markets comprising investors, service providers, and field-builders who actively seek to address critical social and environmental challenges. This industry can accelerate the wider movement by demonstrating its own viability and developing tools and opportunities that encourage new entrants to the market.

Priority Objectives

To realize this vision of the future, the impact investing industry must continue to grow and build on its successes through three priorities:

- **Prove feasibility at scale**, by demonstrating progress against social and environmental challenges and the ability to generate satisfying financial returns for investors across the risk–return spectrum.
- **Increase accessibility** of impact investments to a much broader set of individuals and institutions, which requires developing a greater variety of investment products.
- **Provide greater clarity and standardization** among impact investors with myriad motivations, return expectations, and approaches to achieving and measuring impact. The resulting confusion must be addressed in the next phase of market evolution.

The six main categories of action depicted here are needed to execute on these priorities, exponentially enhance the scale and effectiveness of impact investing, and advance toward our vision of a future in which all investments contribute to positive social and environmental impact. For each of the six categories, we have identified a set of specific actions that need to be accomplished over the next five to seven years.

SIX CATEGORIES OF ACTION



“This is our opportunity to build a just and sustainable world where everyone understands the full power of their investment capital as a sustainable force for good.”

– AMIT BOURI, CEO OF THE GLOBAL IMPACT INVESTING NETWORK

Get Involved Now!

Intentional action and sweeping change is needed today in the financial markets. Reaching this future will require tireless leadership, bold policymaking, and innovative financial solutions — as well as increasingly demanding investors.

As a group, the leadership of impact investors will be particularly important. Impact investing is at the forefront of movements that are reshaping expectations about the responsibilities of business and finance in society. This movement must continue to set and stretch the benchmark for the types of positive impact that investing can have on the world.

The time for action is now.

The GIIN is committed to realizing this vision, propelling the impact investing industry towards its future as a permanent, substantial part of broader financial markets. But we know we cannot do so alone; success requires collective action. You, too, have an important role to play in bringing this vision to life. We urge you to join us.

If you are new to impact investing:

- **Educate yourself and your colleagues** about impact investing options by exploring the resources and information available on the GIIN website and elsewhere.
- **Lead by example**; begin aligning your assets and financial decisions with your values.
- **Connect** with your local impact investing network and peers to discover how to get involved through knowledge sharing and field building.

If you are already involved in impact investing, we urge you to **commit to furthering those actions in the Roadmap that are most relevant to your work**. It is essential that you do your part to achieve this future, both in advancing your own practice and in collaborating with others.



To download the report and find more information about opportunities to get involved, visit roadmap.thegiin.org.

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info@thegiin.org | www.thegiin.org | [@theGIIN](https://twitter.com/theGIIN)