



Vision and Strategy: The Global Impact Investing Network

THE GLOBAL IMPACT INVESTING NETWORK (GIIN) is the global champion of impact investing, dedicated to increasing the scale and effectiveness of impact investing around the world.

The GIIN builds **CRITICAL INFRASTRUCTURE** and supports **ACTIVITIES, EDUCATION, and RESEARCH** that help accelerate the development of a coherent impact investing industry.

Our Vision

Our vision is of a world where financial markets serve all members of society and where finance plays a central role in solving the social and environmental challenges facing the global community. In this future, investors integrate impact considerations into all decisions, building strong communities, a healthy environment, and a sustainable future for all people.

Impact investing can lead the way to this future.

Read more about the GIIN's Vision and the six essential Categories of Action in our [Roadmap for the Future of Impact Investing](#).

Our Strategy

To achieve this bold vision, the impact investing industry needs strong leadership to shepherd the development of the market alongside complementary movements in values-driven finance. The GIIN is committed to serving the industry through this leadership role.

To that end, the GIIN has put forward its 2019-2021 strategy which sets ambitious goals for the organization and articulates how we aim to contribute to the impact investing movement over this timeframe.

1. Mobilize more capital for impact investing globally.

Seeks to support Roadmap category 3 (Products) and action 5a (Train Finance Professionals).

- a. Grow awareness of impact investing by educating investors about market opportunities and best practice
- b. Create and curate practical information and resources that will allow new impact investors to more easily on-ramp to the industry
- c. Stimulate investment by accelerating the development of fit-for-purpose investment products

2. Safeguard the integrity of impact investing.

Seeks to support Roadmap actions 1a (Establish Principles for Impact Investing) and 1b (Share Best Practices for Impact Measurement, Management, and Reporting) and categories 2 (Behavior and Expectations) and 4 (Tools and Services).

- a. Create a shared identity for impact investors by establishing values and expectations of behavior, including setting expectations for sound impact measurement and management practices
- b. Drive adoption of these values and expectations of behavior by facilitating collective action with partners and members
- c. Continue to push the frontier of best practice beyond these baseline expectations
- d. Strengthen the industry's credibility by providing rigorous evidence about the impact and financial performance of impact investments

3. Fuel the global impact investing movement to change mindsets about the role of capital in society.

Seeks to support Roadmap action 2b (Launch a Campaign to Change Mindsets about the Role of Capital in Society).

- a. Promulgate the vision of capital as a force for good by leveraging partners, influencers, the media, and expanded outreach
- b. Elevate the perception of impact investing as a transformational agent in the capital markets by positioning it squarely in the context of major forces and trends reshaping investing and business
- c. Build momentum for public participation in the impact investing movement by advocating for the development and distribution of retail products
- d. Accelerate impact investing industry maturation by advocating for action by ecosystem players to progress the priority items laid out in the Roadmap
- e. Propel the global impact investing movement by mobilizing the industry's largest network of impact investors

These goals and strategies will serve as a guide for the development and decision-making for the GIIN's activities through 2021. To stay apprised of the GIIN's work and announcements of new programming, sign up for our [newsletter](#).