



CHALLENGE 3

LACK OF TRACK RECORD, SUCCESS STORIES AND BEST PRACTICES

Resource 3.1

Examples of helpful impact narratives

Level of detail: **Basic**

About: These engaging impact narratives, in a variety of formats, are useful when engaging with governments and financial institutions about impact investing. The narratives are grouped under three categories:

- 1 **What is impact investing?**
- 2 **Useful examples**
- 3 **What are the desired goals?**

WHAT IS IMPACT INVESTING?

Impact Narrative Content	Format	Created by	How it's useful
<u>Social Impact Investment - Turn Your Money into Real Change</u>	Video	G8 Taskforce on Social Impact Investment	An entertaining video that cleverly explains what impact investment is
<u>From Niche to Mass</u>	Video	IIX	A montage of various impact leaders explaining what impact investing is
<u>The Impact Classes of Investment</u>	Framework	Impact Management Project	A great way of communicating to investors how to deepen their impact investment

USEFUL EXAMPLES

Impact Narrative Content	Format	Created by	How it's useful
<u>What You Need to Know About Impact Investing</u>	Toolkit	The GIIN	Simple description of impact investing along with examples, market sizing and much more.
<u>Investing for Impact - Case Studies Across Asset Classes</u>	Case Studies	Bridges Fund Management	A collection of clearly presented one page impact investing case studies to "help investors understand this emerging industry."
<u>Key Actors and Levers for Widening and Deepening Impact</u>	Framework	GSG	Useful examples of how key actors (institutional investors, banks, corporates, governments, etc.) can widen and deepen the field of impact investing.
<u>The Case for Impact Investing in Public Equities</u>	Report	Blackrock	Interesting report from the world's biggest asset manager on why impact investors should invest in public equities. The synopsis on this webpage is particularly helpful as it explains in simple language how an investor can contribute to impact alongside the contribution from the investee company itself.

WHAT ARE THE DESIRED GOALS?

Impact Narrative Content	Format	Created by	How it's useful
<u>The Great Reset</u>	Video	Imperative21	This video helps frame the overarching inequalities the world is facing on a macro level. It's good at raising awareness and creating a vision for a new economic reality. The style is impactful and would need to be supported by a "how to" message, i.e. a call to action.
<u>A Message from the Future with Alexandria Ocasio-Cortez</u>	Video	The Intercept	Using simple language and engaging visuals, this powerful video imagines what a day would look like in a green, sustainable and equitable future.

Resource 3.2

Do I have to give up some profit in order to have a positive impact? Debunking the profit vs. impact fallacy.

Level of detail: **Medium**

About: A common concern amongst finance professionals is that in order for investments to have positive impact it is necessary to make a sacrifice on returns, risk, liquidity or size. [Beyond Trade-offs](#) – an Omidyar Network series published on The Economist

digital hub – features leading impact investors who have moved beyond the polarised trade-off debate to invest across the returns continuum. It features a number of cases studies from the likes of Gates Foundation, Blue Haven Initiative, Goldman Sachs, Access and Big Society Capital.

Impact Narrative Content	Format	Created by	How it's useful
<u>Beyond Trade-offs</u>	Website + report	Omidyar Network & The Economist	Compelling explanation of how greater impact doesn't necessarily affect financial returns

ADDITIONAL RESOURCES

Impact Narrative Content	Format	Created by	How it's useful
<u>The Learning Hub</u>		Impact Investing Institute	User friendly hub of resources on impact investing, organised by modules including "Introduction to impact investing"
<u>Proactive Communication for Change Makers</u>	Report	Bravo Charlie	Useful report on the opportunities, challenges, case studies and practical solutions in the field of impact investing. The section "A Proactive Solution" is particularly interesting for those interested improving storytelling in this space.