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First ever impact narrative award to honour excellence in impact investing communications

LONDON - The Global Steering Group for Impact Investment (GSG), Torino Social Impact and Social Impact Agenda per l'Italia, the Italian National Advisory Board, have joined forces to launch the Impact Narrative Awards, the first ever award dedicated to outstanding communication that captures the imagination and puts impact investing centre stage.

The Impact Narrative Awards aims to identify and honour best-in-class storytelling and communications used to persuade financial institutions and governments to put their full weight behind impact investing. By honouring narrative excellence, the Awards' organisers are highlighting the importance of communications that promote impact investing and the transition to economies that work for all people and the planet. The Awards will also provide a platform to strengthen the narratives used to promote impact investing and help the movement to speak with one voice.

"Great stories help people to connect with big ideas. The Impact Narrative Awards will honour outstanding storytelling in impact investment, and recognise the central role that compelling narratives play in promoting and expanding impact investment around the world," says Cliff Prior, CEO of the GSG. "We are challenging our industry to develop compelling new narratives that can unite people around our goal of a just recovery and fairer economic systems long term."

"It is more important than ever to spread awareness about impact investment concepts and instruments that can be used to promote equality, preserve the environment, and support sustainable development. The Impact Narrative Awards are another important step in bringing impact investing into the mainstream," says Giovanna Melandri, President of Social Impact Agenda per l'Italia, the GSG's National Advisory Board for Italy.

"Impact finance can be a transformative force for society and the environment. The Impact Narrative Awards shines a light on the critical importance of communications to raise awareness about our movement and promote impact investing around the world," says Mario Calderini, spokesperson and leader of Torino Social Impact.

The Impact Narrative Awards will include two categories:

- Best Impact Narrative aimed at Governments
- Best Impact Narrative aimed at the Financial Sector

The Awards will be open to any organisation involved in impact investing as well as the wider ecosystem (social enterprises, accelerators/incubators, market builders, etc.) and will cover any kind of content used to tell the story of impact investing, from text and video, to infographics and pictures.

The winners will be announced to 1,500 impact professionals at the [GSG Global Impact Summit](#) on October 6-8, 2021.

More information and entry details are available on the GSG's website: <https://gsgii.org/impact-narrative-awards/>

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Notes to editors

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About GSG

The Global Steering Group for Impact Investment (GSG – www.gsgii.org) is an independent global steering group promoting sustainable development and advancing education in impact investment. The GSG was established in 2015 as the successor to, and incorporating the work of, the Social Impact Investment Taskforce established under the UK's presidency of the G8. The GSG's National Advisory Boards (NABs) currently cover 33 countries. It has established strategic partnerships with leading global organisations such as UNDP and the Impact Management Project. The GSG brings together leaders from finance, business, philanthropy and governments to drive a shift towards impact economies.

About Social Impact Agenda per l'Italia (SIA)

Social Impact Agenda per l'Italia (<http://www.socialimpactagenda.it/>) is the GSG's National Advisory Board for Italy and promotes the development of impact finance in Italy. The network gathers 24 organisations, representing investors, social enterprises, market builders, philanthropic institutions, which work together to establish a new economy that combines economic sustainability with positive social and environmental impact. SIA carries out advocacy, research, communication and market development activities, in order to create a favourable ecosystem for investments with positive impact.

About Torino Social Impact

Torino Social Impact (<https://www.torinosocialimpact.it/en/>) is a territorial alliance that brings together ideas, experiences and resources to foster and attract forms of entrepreneurship and investments which, taking advantage of new technological opportunities, operate to solve emerging social problems, through economically sustainable models. To this aim, over 140 public and private, profit and non-profit entities joined to strengthen the local ecosystem and to create an open platform, whose mission is to catalyse and attract investments, opportunities, projects and services aimed at making Turin the ideal ecosystem for doing social business and impact finance, by pursuing objectives of economic profitability alongside social ones.