



IMPACT NARRATIVE AWARDS

Call 2021



In partnership with



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1. Introduction

As the impact investing movement continues to gain traction, the community remains fragmented and does not speak with a unified voice about the impact opportunity.

How we communicate about our work varies widely and another challenge is that the impact story is being told (and developed) mainly within a closed “bubble”. We may think that awareness and understanding of impact reaches far and wide, but how many in finance and government are aware?

This all reduces awareness and slows the impact movement’s momentum. Our goal is to accelerate the adoption of impact investing to mainstream the solutions that drive a just and impact-led recovery as well as develop impact economies in the long term.

The achievement of this goal could be facilitated by the creation of a compelling impact narrative that is used by impact organisations (NABs, impact networks, market builders, etc.) to persuade two main “power brokers”: the **financial sector and governments**.

An international award will improve understanding of impact investing and help raise awareness about its transformative power. This impact narrative award is aimed at recognising the best **existing** examples of communicating impact investing as well launching a **new challenge** throughout the impact investing ecosystems to catalyse additional resources and competencies.

2. Objectives of the call

- ▲ Attract and showcase the very best impact narrative.
- ▲ Accelerate the provision and uptake of impact investing.
- ▲ Encourage staff within government and financial institutions to make impact investing #1 priority.
- ▲ Inspire key players in the ecosystem to improve how they communicate about impact.
- ▲ Amplify impact investing key messages.

3. Definitions

The word "impact" is proliferating in marketing strategies, but it is often misused and at the same time an effective and compelling narrative about true impact investing is still lacking.

This call targets **messages related to actions that meet the following impact investing definition:**

Investments made with the intention to generate positive, measured social and environmental impact alongside a financial return. This is taking place all over the world and across all asset classes.

This call is not targeting campaigns that are generally referring to corporate social responsibility activities or to campaigns exploiting mainstream social impact messages to achieve business goals and enhance their corporate image.

Impact investment means to optimise risk, return and impact to benefit people and the planet.

4. Award categories

The two categories are awarded according to the target audience are:

- A. Best Impact Narrative aimed at **Governments**
- B. Best Impact Narrative aimed at **Financial Sector**

Applicants can make submissions for either or both categories by selecting the relevant option in the application form (e.g. option A, option B, option A+B)

5. What does the award consist of?

The Award winners will be announced to 1,500 impact professionals at the GSG Summit (Oct 6-8, 2021).

It will be featured in a leading impact publication following the Summit and promoted through the GSG communication channels (Newsletter, Social Media).

6. Who can apply under this call? Eligibility criteria

Any public or private entity, for-profit or non-profit, with a legal entity from anywhere in the world can apply. The GSG's National Advisory Boards can also apply. Submissions that fall into the categories listed in point 7 (below) are not eligible.

7. Exclusion criteria

Submissions with the following content will be excluded: offensive messages, including expressions of fanaticism, racism, any form of discrimination, hatred or threats, or in any case harmful to human dignity.

The applicants, and the entities directly involved in the communication campaign, must declare that they:

- ▲ Are not related to business linked to the production and / or distribution of tobacco, pornographic material, weapons.
- ▲ Have not been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation, money laundering or any other illegal activity.
- ▲ Are not bankrupt or being wound up, are not having their affairs administered by the courts, have not entered into an arrangement with creditors, have not suspended business activities, are not the subject of proceedings concerning those matters, and are not in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
- ▲ Have not been convicted of an offence concerning its professional conduct by a judgment which has the force of *res judicata*.

- ▲ It has not been established by a final judgment or a final administrative decision that they or their organization are guilty of grave professional misconduct by having violated applicable laws or regulations or ethical standards of the profession to which they belong, or by having engaged in any wrongful intent or gross negligence.
- ▲ Their employees are regularly employed according to national laws to which it is subject, that it fully complies with laws and regulations in force in terms of social security and labour law, that it has not been established by a final judgment or a final administrative decision that their organization is in breach of its obligations relating to the payment of social security contributions in accordance with the applicable law.
- ▲ It has not been established by a final judgment or a final administrative decision that their organization is guilty of violating intellectual property rights.
- ▲ It is not subject to a conflict of interest as far as this call is concerned.
- ▲ It is not guilty of misrepresentation in supplying the information required as a condition of participation in this call for or fail to supply this information.

8. Selection criteria

- ▲ How well does the narrative address the brief?
- ▲ How well does the narrative target its main audience (financial sector and government)? Is the “call to action” clear?
- ▲ How well does it clearly explain impact investing and its benefits? Does it keep the message simple without misrepresenting what impact investing is?
- ▲ Going viral - ability to break through to the mainstream.
- ▲ Replicability – ability of the message to be adopted by other geographic regions
- ▲ Does it engage the stakeholders with an emotional connection?

9. Procedure for submission

Submissions should focus on a **single piece of content** (graphic, video, infographic, description, etc.) and indicate how it would help a senior staff of the financial sector or a government official understand what impact investing is and how to make it their organisation’s top priority.

The proposals are to be submitted by filling the application form in English and by attaching the multimedia products.

Rules for submission

- ▲ **Language matters!** Multimedia products can be in your local language or in English. Please include English translation if using a different language.
- ▲ **We appreciate brevity!** Submissions should be able to be experienced in 3 min or less. For example, if you are submitting text it should take no longer than 3 min to read it. If submitting a video, it should be no longer than 3 min in length.
- ▲ **Feel free to ‘recycle’!** We are more than happy for applicants to include material created by another organisation. However, applicants must indicate in their application that

approval from the content owner has already given and a declaration of honour of the owner would be necessary.

The proposals are to be submitted electronically by completing the online application form and including a hyperlink to your communication product. Application submitted through different channels won't be considered.

10. Prize offer

PR firm, Thinkshift, will develop a communications strategy centred on the award-winning content that includes: defining outreach goals, key audiences, story line(s), and appropriate media outlets and other communications channels; developing an outreach strategy; and coaching the winning team on executing the strategy. All work will be completed within two months.

About Thinkshift

Thinkshift Communications is a mission-first PR firm that builds brand value, fuels growth and advances mission goals for revolutionary sustainable businesses, cleantech companies, social enterprises, and other high-impact organizations.

Its PR and thought leadership programs bring the heart of a brand to life, tell stories that connect with media and markets, and deliver real business benefits. Inspired by the power of business to help solve urgent social and environmental problems, Thinkshift is a Certified B Corp and a California public benefit corporation.

11. Deadline

The deadline for submitting the proposals is **August 23, 2021 at 23:59 BST**. Applications submitted after the deadline of this Call will not be considered.

12. Selection procedure

At a first stage, the application will be reviewed by the Award secretariat that will do a first screening based on eligibility criteria, and main contents. The secretariat is composed by GSG, Social Impact Agenda per l'Italia - Italy NAB and Torino Social Impact staff.

A shortlist will then be reviewed by a selection committee which will work on the above-mentioned selection criteria to decide the finalists and the winners.

The selection committee will be announced soon.

13. Contact

In case of any questions, please contact awards@gsgii.org

14. Data protection

The Global Steering Group for Impact Investment (GSG) respects your privacy and is committed to protecting your personal information. Read [here](#) how we collect and look after your personal information in accordance with the EU General Data Protection Regulation (the GDPR).
