

# SOCIAL IMPACT INVESTMENT

Social Impact Investment (SII) provides finance to organisations addressing social and/or environmental needs with the explicit expectation of measurable social and financial returns. *It is a way of channelling new resources towards the Sustainable Development Goals (SDGs).*



**The global social impact investment market is growing rapidly**



The number of impact investors rose from fewer than **50** pre-1997 to well over **200** in 2017



SII assets under management currently represent **USD 228.1 bn**



**56%** of it is allocated to emerging markets



The OECD has mapped **590** SII policies in **45** countries

Source: Global Impact Investing Network's Annual Impact Investor Survey 2018 (GIIN, 2018)

**SII brings not only funding but innovation, accountability and sustainability.**



**But how can we make sure that investments actually deliver positive social, environmental and economic results?**

*The risk of "impact washing" is compounded by:*

**diverse definitions of impact investing**



**the lack of internationally comparable data**



**underdeveloped impact measurement practices**



**Policy makers & practitioners need to embed the impact imperative.**

# THE IMPACT IMPERATIVE

Achieving the Sustainable Development Goals is not just about financing but also shifting where the financing is going, innovating new approaches, addressing data gaps and putting the right policies in place.

## FOUR ACTION AREAS



the elements adapted from Freepik & Noun Project