

Impact Investing

Mobilising capital to finance solutions for today's challenges



Impact investing is a relatively new sector within the financial services industry. 2014 was a breakthrough year for this segment, as several high-level publications have noted. The Rockefeller Foundation's "The Power of Impact Investing" and "Impact Investment: The Invisible Heart of Markets", a report by the Social Impact Investment Taskforce, are just two of them. Since then, the number of participants and amount of money in the sector has been growing rapidly.

In 2015, the OECD's "Social Impact Investment – Building the Evidence Base" report added a fra-

mework for assessing the social impact investment market and highlighted the importance of further

„There has been a steady increase in the number of social sector organisations that raise revenue through government contracts or by charging for services or products they supply. Equally remarkable is the number of entrepreneurial start-ups emerging that have social mission at the heart of their organisation and the variety of business models they use.” Social Impact Investing Taskforce, 2014.



international collaboration in developing global standards on definitions, data collection, impact measurement and evaluation of policies. In the same year, all 193 members of the United Nations agreed upon the Sustainable Development Goals (SDGs). These 17 goals and 169 associated targets are the core of the UN's "2030 Agenda", a new plan of action for people, planet and prosperity. Impact investing has the power to mobilise private capital for the achievement of the SDGs by financing entrepreneurs that offer solutions to the targets and thus creating real (social) impact.

In light of these developments, Christian Kern, Chancellor of the Republic of Austria and Li Yong, Director General of UNIDO, signed a Joint Declaration last November to support the development of the

„The world is on the brink of a revolution in how we solve society's toughest problems. The force capable of driving this revolution is (social) impact investing, which harnesses entrepreneurship, innovation and capital to power social improvement.“

Social Impact Investing Taskforce, 2014.

impact investing sector within Austria. This is being achieved through the Global Impact Investing Foundation (GIIF), whose mission is to foster the development of impact investing and establish Vienna as its global hub. Furthermore, its activities will support the achievement of the SDGs. Members will include both individual countries from all over the world and international organisations supporting the mission. One of the numerous activities of GIIF is the Global Impact Investing Vienna Exchange (GIIVX), an online platform connecting impact investors with sustainable entrepreneurs meeting their investment requirements.

Given the pressing challenges the world currently faces, such as hunger, the effects of climate change and unemployment, impact investing allows investors to ensure positive impact on people and the environment while also generating returns on investment.

The evolution of impact measurement leading to a lean, objective and worldwide standard is needed to push this nascent industry to the next level. We are therefore cooperating with an international team of scientists and several industry experts on a new standard that will be presented at a global Impact Investing Conference in late 2017. For further details, please visit our websites www.giif.org and www.giivx.com, which are constantly updated, or get in touch directly with us.

