



JOIN THE POSITIVE IMPACT INITIATIVE

TOWARDS AN IMPACT-BASED ECONOMY



The Positive Impact Initiative invites banks, investors, corporations and governments to co-create commercially viable, impact-based solutions to the Sustainable Development Goals (SDGs).

In October 2015, a group of banks and investors released the Positive Impact Manifesto, calling for a new financing approach for sustainable development. The Manifesto makes clear that bridging the funding gap for sustainable development and the attainment of the SDGs requires a new, impact-based approach, based on a holistic consideration of the three economic, environmental and social pillars of sustainable development. This impact-based approach applies to two areas: financial products and services (supply) on the one hand, and public sector programmes and procurement (demand) on the other hand.

WHAT WE'RE WORKING ON

Positive Impact Financial Products and Services

To overcome the SDG funding gap, more is required than the existing approaches to financing sustainable development. The Principles for Positive Impact Finance provide a new framework for the finance community to deliver Positive Impact products and services. Their holistic approach to economic, environmental and social issues is designed to help uncover the financial value of impact and to enable the development of new lines of business and business models needed to achieve the SDGs. By applying this holistic, impact-based approach, banks and investors can actively participate in bridging the financing gap for sustainable development.

Positive Impact Programmes

Across the globe, the public sector is largely in charge of delivering on the SDGs, but cannot achieve this alone: a collaborative, solution-building approach is needed for the public and private sectors. By applying a holistic impact analysis, and with early collaboration with private finance to design 'bankable' programmes, the public sector can catalyse the development of the new, impact-based business models and financing approaches that will help address the SDG funding gap and achieve the SDGs themselves.

Join our initiative to help implement and promote impact-based analysis to overcome the SDG financing gap:

Peer to peer learning: As a bank or an investor, how can I build on the frameworks I currently use to implement holistic impact analysis? Exchange with peers to accelerate the learning curve.

Tool development:

- Impact Categories: use impact categories to identify and manage impacts in the market and inside portfolios.
- Product Guidance Notes: understand how to perform an impact-based analysis of underlying assets for financial products such as bonds, notes, export or project finance, investment funds.

Public-private dialogues:

Can the public sector at local and national levels leverage more private finance by engaging the financial sector from the design stages of its SDG planning and programming work? Construct public-private dialogues to develop impact-based tenders and catalyse impact-based business and finance.

“Previous sector-focused policy-making or a goal-by-goal approach will not achieve the 2030 Agenda for Sustainable Development or its SDGs. Stronger integrated planning, strategic thinking and policy integration will be crucial for Governments to define the best SDG implementation mix at the local level.”

Repositioning the UN development system to deliver on the 2030 Agenda – Ensuring a Better Future for All: Report of the Secretary-General, July 2017

WHY JOIN THE MOVEMENT?

By endorsing the Positive Impact Manifesto and the Principles for Positive Impact Finance you are joining a global movement to lift business and finance into the age of impact.

Banks and investors

- Seize SDG business opportunities
- Future-proof your business model
- Respond to stakeholder expectations

Auditors, analysts and rating agencies

- Respond to evolving client needs
- Seize a new business opportunity

Corporates

- Develop impact-based business models with impact-based financing solutions
- Seize SDG business opportunities
- Future-proof your business model
- Respond to stakeholder expectations

Governments, municipalities, MFIs/DFIs and donors

- Leverage and optimize public funds
- Improve and accelerate policy implementation in critical areas such as climate change, and energy transition and social inclusion

Networks and platforms

- Gain insights
- Keep your constituency informed of the impact agenda and growing opportunities

Media & opinion-makers

- Inform your audience and constituencies on the developing impact-based vision and opportunity
- Strengthen your sustainability agenda

Academics and thought-leaders

- Participate in developing the most exciting impact finance concepts
- Strengthen your existing sustainable finance research

WHO'S INVOLVED

The Positive Impact initiative is part of the UN Environment Finance Initiative. As such it is made up of and steered by UNEP FI Members (i.e. financial institutions). It is also open to Supporters, relevant stakeholders outside of the UNEP FI membership, both within and beyond the financial sector (e.g. auditors, analysts, rating agencies, corporates, development banks, government agencies and civil society organisations, among others).

All contributions to the initiative are in-kind, no fees apply.

[Click here](#) to see who is currently involved

INTERESTED IN JOINING?

Please contact us at positiveimpact@unepfi.org

Read the **[Manifesto](#)**, the **[Principles](#)** or our **[FAQ](#)**.



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Disclaimer: Being a Member or Supporter of the Positive Impact Initiative does not constitute an endorsement by UNEP FI of the organization's products or practices, nor of their qualification as Positive Impact as outlined in the Principles for Positive Impact Finance.
