

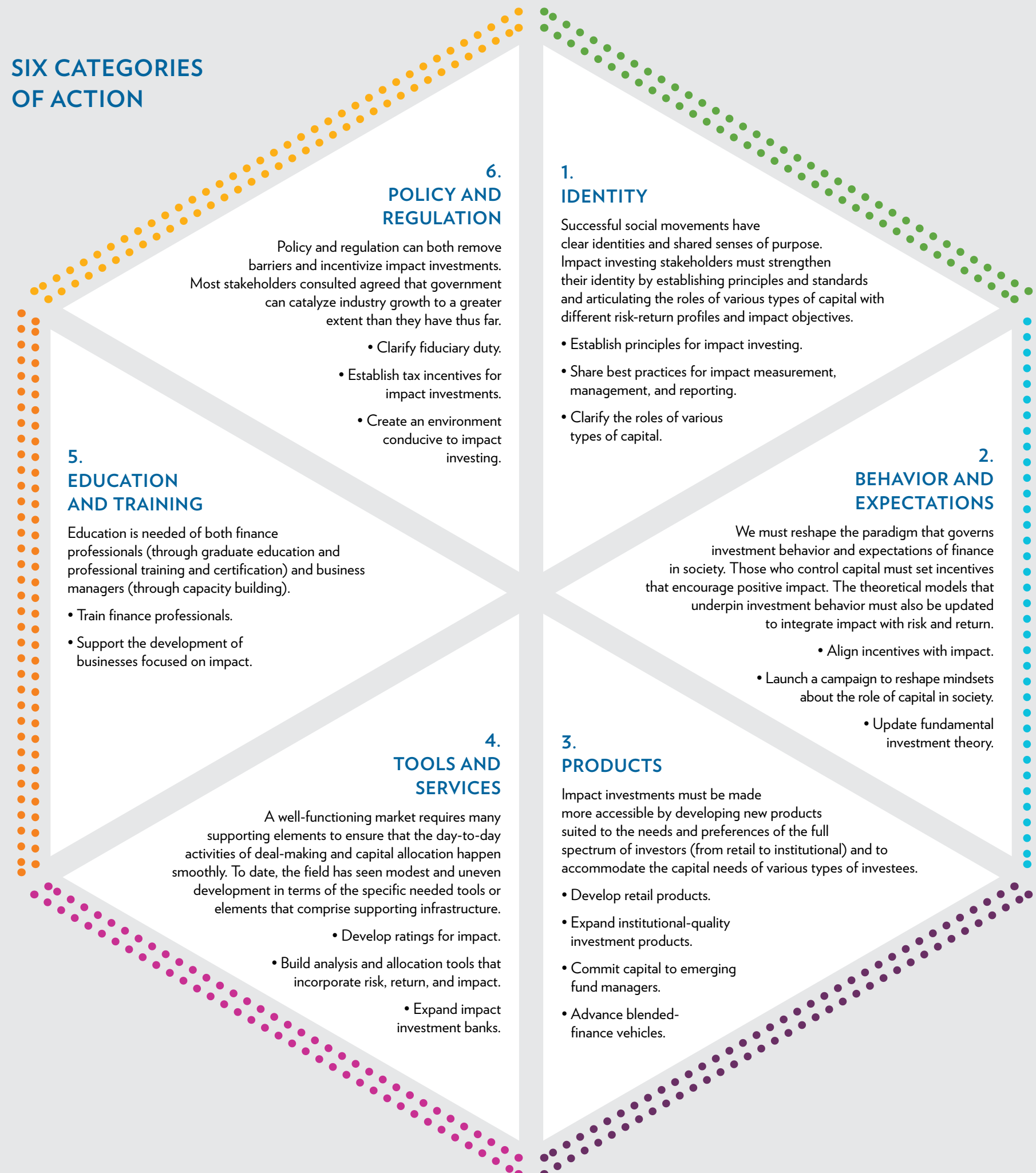
# Priority Objectives

To realize this vision of the future, the impact investing industry must continue to grow and build on its successes through three priorities:

- **Prove feasibility at scale**, by demonstrating progress against social and environmental challenges and the ability to generate satisfying financial returns for investors across the risk–return spectrum.
- **Increase accessibility** of impact investments to a much broader set of individuals and institutions, which requires developing a greater variety of investment products.
- **Provide greater clarity and standardization** among impact investors with myriad motivations, return expectations, and approaches to achieving and measuring impact. The resulting confusion must be addressed in the next phase of market evolution.

The six main categories of action depicted here are needed to execute on these priorities, exponentially enhance the scale and effectiveness of impact investing, and advance toward our vision of a future in which all investments contribute to positive social and environmental impact. For each of the six categories, we have identified a set of specific actions that need to be accomplished over the next five to seven years.

## SIX CATEGORIES OF ACTION



“This is our opportunity to build a just and sustainable world where everyone understands the full power of their investment capital as a sustainable force for good.”

– AMIT BOURI, CEO OF THE GLOBAL IMPACT INVESTING NETWORK