



## **Call for Articles**

### **An invitation to write an article for the next Philanthropy Impact Magazine Issue 26 (Autumn 2021)**

#### **Working title:**

### **Sustainable/ESG Investment and Philanthropic Giving and Social Investment Issues related Impact Including 'Greenwashing' and Measurement**

Articles should address the theme from the author's perspective, or an author may propose an alternative topic within the theme for this edition.

It is important to hear from professional advisors as well as philanthropists, social/impact investors, trusts and foundations, charities, and other key stakeholders.

When published, the magazine has an initial exposure to our contact and social media list (11,000+) composed of professional onto (U) HNWI (private client advisers, wealth management, private banking, independent financial advice, tax and legal sectors), philanthropists and social investors, trusts and foundations, and charities.

By 18 October 2021 please email John Pepin at [john.pepin@philanthropy-impact.org](mailto:john.pepin@philanthropy-impact.org) with your suggested topic prior to writing the article. The ideal article length is around 1,000 words. The deadline to submit an article is 1 November 2021.

#### **Background**

In this issue of the Philanthropy Impact Magazine we will look at the current state of and issues related to sustainable impact including measurement practices in impact/ESG investment and in charities and social enterprises and the practical challenges and issues that philanthropists and social impact investors are facing.

Social impact investors and philanthropists, as well as charitable organisations and social enterprises, are increasingly faced with the challenge of needing to demonstrate the outcomes of their actions and work and there is a growing interest in applying approaches to impact measurement – this in light of the growing trend towards applying SDGs and to ESG/impact investing.

But what does 'impact measurement' really mean and how to overcome the mystery of collecting and evaluating data?

- Is impact investing about saving the world driving positive social and environmental change? Is it in practice is it in its infancy? Is it impactful? Has there been real progress? Does it work? How can it be done right?
- What are the various approaches to impact investing and their efficacy, addressing the continuum of capital from responsible to sustainable and impact driven investment, to social enterprise to philanthropy?
- What is the importance understanding 'impact' and the impact measurement tools that fit with philanthropy and social impact investment? What is the need for a value-based conversation to understand the impact goals of clients ensuring impact can be communicated to them in a way they understand? What additional benefits are there to advising your client using values-based conversations?
- What is driving this need to measure impact?
- Is there a need to measure outcomes and impact?
- What does 'impact measurement' really mean?
- Is there a difference in measuring impact for the third sector and for ESG/impact investing? If so, what is it? Is measuring the impact of an investment the same as measuring the impact of an organisation (either a third sector organisation or a company)?
- How do SDGs fit? How does one measure investor attitudes and values? How does one measure suitability for investment?
- What role do or should philanthropist and impact investors play related to impact measurement?
- What is the current state of impact measurement practices in the social finance and third sector and what are the practical challenges and issues that philanthropists and social impact investors are facing?
- How do they incorporate this in screening and selection processes? How does one implement a good impact measurement system?
- What are the different approaches to impact evaluation? Is the only effective approach control groups - is it the only way to determine whether the outcome is related to the intervention?
- What role does formative and summative evaluation play?
- What is the current state of data management and business intelligence in the third sector? How can it be improved?
- How does one measure the impact of various approaches to philanthropic giving and to service delivery including campaigning?
- How do I know what social impact to measure?
- How to build an effective impact measurement system?
- Why is impact measurement important in the investment process? Who is driving this?
- Based on your experience, how important is understanding different trajectories of impact and financial growth?
- How to measure outcomes of impact investing?
- What are some of the issues related to 'green washing'?

- How to improve impact investing decisions using measurement metrics?
- Is there a lack of sustainable/impact investment of the billions invested by charities, including not investing to influence listed companies to improve practices, products, and contribute to the SDGs?
- Is it possible to create deal flow and a competitive financial return whilst also investing for impact? Can you meet your fiduciary duty with Impact Investing?
- What are the current trends in social/impact investing? What do people see as the future of social/impact investing?
- Working with private clients; should impact investing be viewed as a type of philanthropy or should it be treated differently? What is the balance between the two?
- What are the opportunities for collaboration across sectors working in impact? Should they be working together?