



# EVPA & European Commission Partnership

The Partnership recognises the role EVPA plays as a network promoting societal impact through investing for impact and is aimed at encouraging further development of social finance in Europe.

## Priority 2

Reinforce the capacity of EVPA members, including through offering a platform for the exchange of good practices in the relevant field, and raising awareness on relevant EU policies

## Priority 4

Provide data / research on developments in the field and on priority topics

## Priority 1

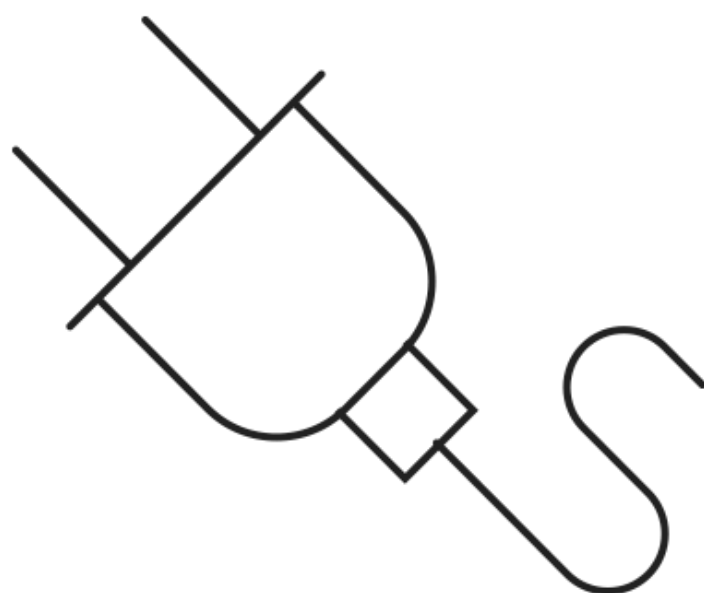
Support the Commission in its outreach activities at EU, national and local level with the aim of ensuring the implementation of European policies in the area of social entrepreneurship

## Priority 3

Voice the concerns and expectations of organisations facilitating access to finance to (potential) entrepreneurs from disadvantaged and under-represented groups / social enterprises

## EU WEBINARS

Through 3 EU policy webinars we raised awareness of 311 members and practitioners in the impact space about ESF+, the EU response to COVID19 and the Just Transition



## 35 new members

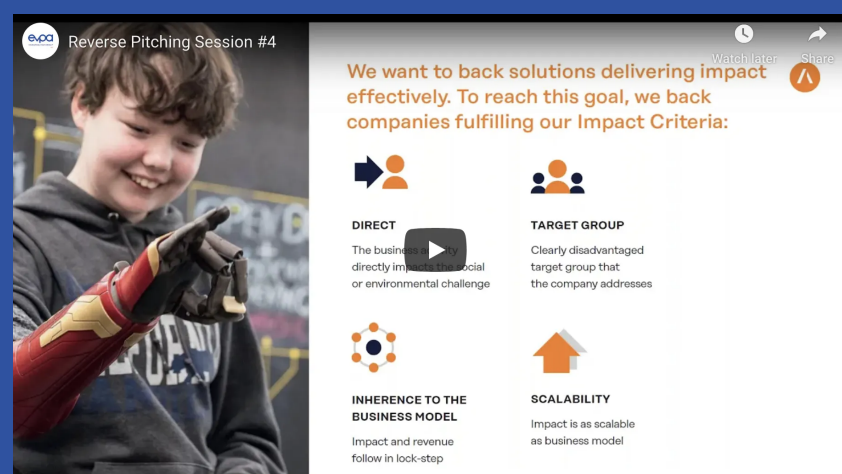
primarily in North Western Europe, but also in Southern Europe

31 exchanges with members to inform them about EU funding opportunities for social finance providers



3 policy briefs on relevant EU policy initiatives related to social innovation

In partnership with EBN and ART-ER, EVPA organised an online reverse pitching session for the Italian market, bringing a European perspective to 38 participants



We launched our 2nd public annual report highlighting EVPA's main activities and achievements in 2019

150+ participants attended our trainings and 96% would recommend them to peers



We published the Investing for Impact Toolkit as a guide for newcomers to the impact space and early-stage investors for impact

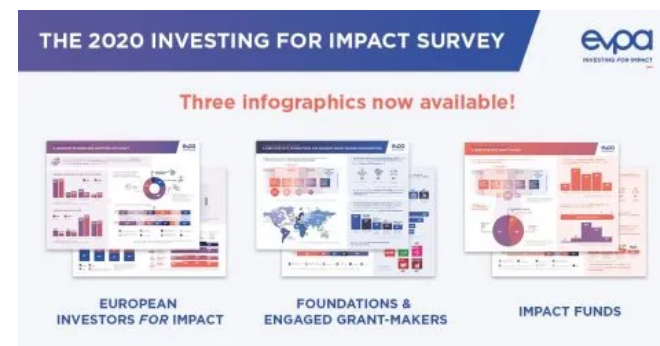
### STAY TUNED...

Interactive Charter of Investors *for impact*



Through 2 webinars we shared with **337 members**, practitioners academics and people interested in our sector, the findings and insights from of our latest research projects on incubators and accelerators and the impact ecosystem.

**54 exchanges** – research enquiries, advices and connections – with practitioners, members and non-members, academics and people interested in investing for impact and VP.



We described the investing for impact ecosystem thanks to the data **112 European practitioners** shared with us through **5 tailored-made survey questionnaires**.

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# PRIORITY 1

Support the Commission in its outreach activities at EU, national and local level with the aim of ensuring the implementation of European policies in the area of social entrepreneurship.

## Exchanges with authorities

Through various exchanges with EC officials and other multilateral authorities, EVPA enhanced its role as a main knowledge source for its members and the broader impact investing ecosystem, including on the future EU policy framework and 2021-2027 opportunities, as well as the Just Transition.

This knowledge was disseminated through webinars, policy briefs, meetings with members, and through an [interview series on the Just Transition](#) published on our communication channels.

## EU webinars

Through [3 EU policy webinars](#) we raised awareness of 311 members and practitioners in the impact space about ESF+, the EU response to COVID19 and the Just Transition. 86.1 % of the participants indicated that the webinars increased their knowledge on the related topic.



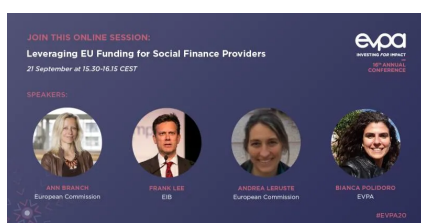
**86.1% of the participants indicated that the webinars increased their knowledge on the related topic**

## EU News

We produced [3 policy briefs](#) on relevant EU policy initiatives related to social innovation. In addition, we continued to update our [EU funding webpage](#) (3,643 total unique page views) to inform our members and social finance providers of EU funding opportunities.

## Learning opportunities for members

Through 31 exchanges with our members, we informed them about EU funding opportunities for social finance providers. We also organised a workshop on “Leveraging EU Funding for Social Finance Providers” at EVPA's online annual conference in September 2020. These exchanges increased their knowledge of several EU programmes and funds and how they can benefit from them.



**311 members and practitioners in the impact space about ESF+, the EU response to COVID19 and the Just Transition**



# Policy Webinar: COVID-19 and the EU Response - How "SURE" will Europe be?

During this webinar we heard which measures the Commission took for temporary support. We deepened our understanding of the "SURE" programme ("Support to mitigate Unemployment Risks in an Emergency") proposed by the Commission as a European instrument to ensure that workers receive an income and businesses keep their staff. Finally, we delved into the challenges faced by practitioners, sharing the best practices in confronting the current Corona-virus crisis.



Go to the next priority

# PRIORITY 2

Reinforce the capacity of EVPA members, including through offering a platform for the exchange of good practices, and raising awareness on relevant EU policies.



### EVPA community

In 2020 EVPA gained 35 new members primarily in North Western Europe, but also in Southern Europe. Our membership survey helped us better understand members' needs and interests and therefore improve the effectiveness of venture philanthropy/social investment practitioners within EVPA's membership.

### Exchanges and peer learning between practitioners

EVPA convened 106 senior venture philanthropy/social investment practitioners (Venice Gathering) to discuss current sector challenges and successes. In addition, we had 74 meetings with members and prospects (one-on-one and groups) and organised or spoke at 13 events in local markets.

### Communication to and between members

In 2020, we focused on improving the information flow and increasing the content published on EVPA's website, leading to an increase in the number of visitors (+40%) and sessions (+35%). Resources were also invested in adding new functionalities to our online platform for members to offer them better services and interaction.



**85 participants in our courses aiming to increase the skills and capacities of investors for and with impact.**

**9 in 10 would recommend them to a peer.**

### Training Academy

We organised two online courses aiming to increase the skills and capacities of investors for and with impact: the [Social Impact Management and Measurement course](#) and the [Crash Course on Venture Philanthropy and Social Investment](#). In total, 85 participants joined the courses and 9 in 10 participants would recommend them to a peer.

### Bridging the gap between supply and demand

In partnership with EBN and ART-ER (regional partner in Italy), EVPA organised an online [reverse pitching session](#) for the Italian market, bringing a European perspective to 38 participants.

### Annual Report

We launched our public [annual report](#), highlighting EVPA's main activities and achievements in 2019, and therefore raising awareness of the investing for impact space and attracting new actors to this space.



**35 new members in 2020**





We want to back solutions delivering impact effectively. To reach this goal, we back companies fulfilling our Impact Criteria:



#### DIRECT

The business activity directly impacts a social or environmental challenge



#### TARGET GROUP

Clearly disadvantaged target group that the company addresses



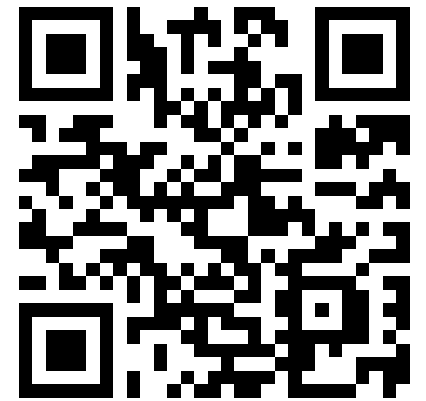
#### INHERENCE TO THE BUSINESS MODEL

Impact and revenue follow in lock-step



#### SCALABILITY

Impact is as scalable as business model



Go to the next priority

# PRIORITY 3

Voice the concerns and expectations of organisations facilitating access to finance to (potential) entrepreneurs from disadvantaged and under-represented groups/social enterprises.

### Exchanges with EVPA members

We had 8 exchanges with members to get insights on activities implemented within the national social investment ecosystem, with the potential to be replicable and scale up in other countries or at EU level.

### Best practices in public-private initiatives

We published a series of [best practices in public-private collaboration](#) within different national impact investment ecosystems. These 5 case studies enhanced the knowledge of other practitioners on public-private initiatives as well as policy makers on the initiatives which need attention for scaling up.

### Contribution to Social Business Initiative study

EVPA voiced the concerns of its members and contributed to highlighting the main financial challenges and current gaps in the social impact investing ecosystem. We also actively participated in expert group events (GECES) supporting the study.

### Awareness raising

EVPA staff represented the experiences and concerns of social investors at 10 different events. We also disseminated relevant policy practices and reports through our online channels.



**What is your say on reinforcing Social Europe?**  
Consultation on the implementation of the European Pillar of Social Rights

**EVPA and its members take part in the consultation on the implementation of the European Pillar of Social Rights**



**These best practices in public-private initiatives for social investment from across Europe (Spain, Ireland, France, United Kingdom, Netherlands) enhanced the knowledge of practitioners and policy makers**

Go to the next priority



# PRIORITY 4

Provide data / research on developments in the field and on priority topics.

## Investing for Impact Industry Survey

This survey, based on data collected from 112 investors for impact, is a unique source of data to understand the sector's trends and is used to inform data driven policy making in Europe. We disseminated [three infographics](#) highlighting key insights and trends, as well as an overview of the two main types of investors for impact: foundations and engaged grant-makers and impact funds. The full [interactive report](#) will be launched in February 2021.

## Investing for Impact Toolkit

We published this [toolkit](#) as a guide for newcomers to the impact space and for early-stage investors for impact. It also includes a compilation of the research materials developed by EVPA over the years.

## Success Stories

We showcased [new stories](#) of successful social purpose organisations with innovative business models supported by investors for impact. We also released the documentary “Investing for Impact: Ordinary Work for Extraordinary People”. In addition, we created the website [Unitus Europe](#), through which we shared best practices on how investors for impact are responding to the COVID-19 pandemic.

## Research webinars

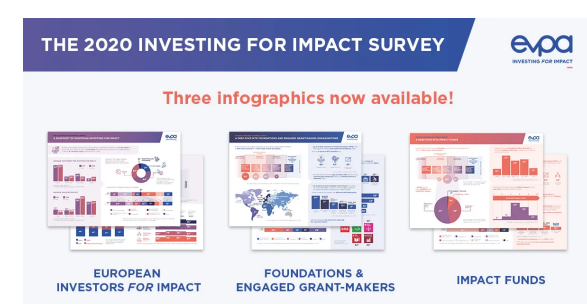
Through 2 webinars ([here](#) and [here](#)), we shared findings and insights from our latest research projects (i.e. the report on incubators and accelerators; and the Investing for Impact toolkit) with 337 members, practitioners, academics and people interested in our ecosystem, also inviting 6 external experts to contribute to the discussion.

## External publications

In order to gather and disseminate knowledge, 63 research reports of relevance to the sector were uploaded to our [External Library](#).

## Research Circle

We continued to contribute to external research and content creation, through exchanges with practitioners, members and non-members, academics and people interested in investing for impact and venture philanthropy (i.e. 54. research enquiries, advices and connections in total) and through participation in diverse research groups.



**Data collected from 112 investors for impact**

[Read more about the survey](#)

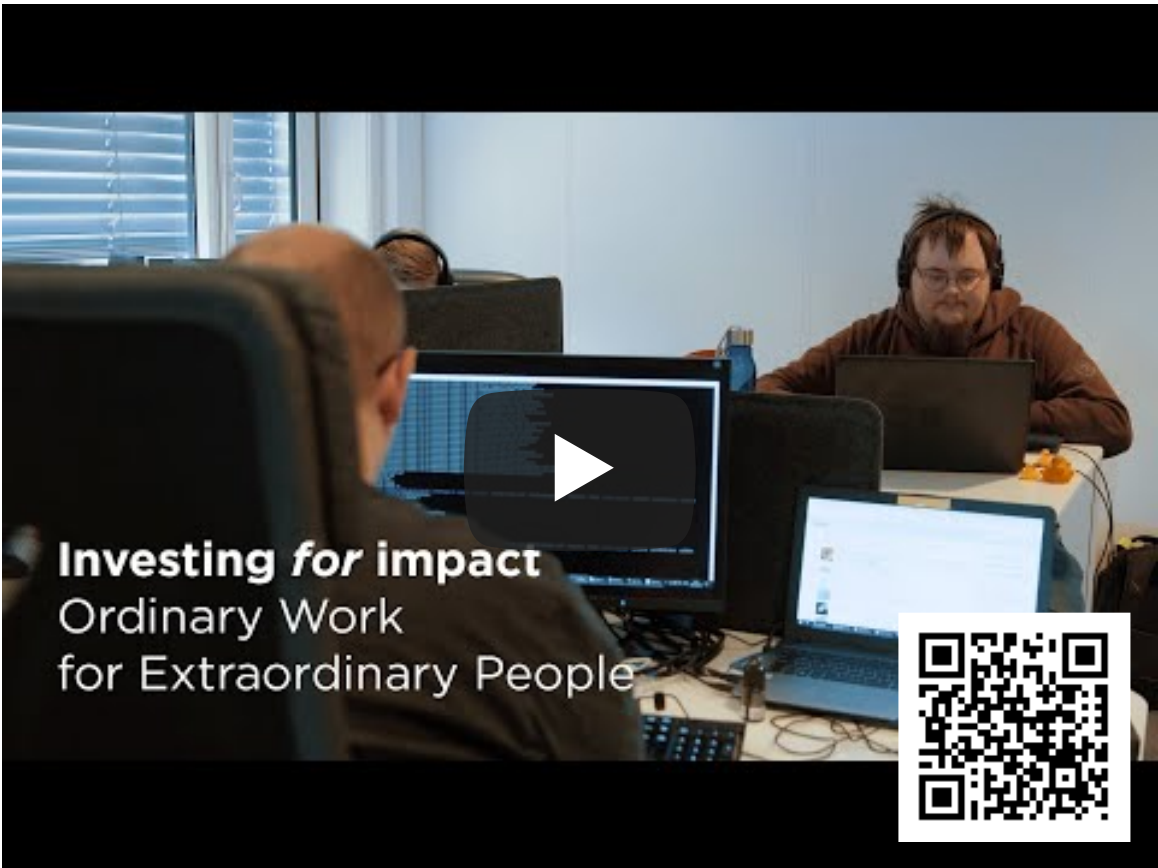


[Read the stories](#)

## Investing for Impact: Ordinary Work for Extraordinary People

Meet Lars, the founder of Unicus, an IT company that hires people with autism and tap into their strengths and attention to detail! Discover how our member, Ferd Social Entrepreneurs has supported Unicus over the years. This is a great example of what investing for impact means.

[Read more about the story](#)



Go to the next priority

# Conclusion

This Partnership has increased EVPA's ability to work closely with EU institutions and better represent the interest of its members by strengthening the links between EU policy makers and practitioners. The added value of the EU's support to EVPA is crucial – bringing increased credibility to the social investment market, giving visibility to the work of investors for impact, and allowing EVPA to increase and improve its services to the sector.

Throughout 2020 EVPA promoted its new Charter of Investors for Impact. Special focus was given to Principle 8 (Proactively enhance collaboration with others), which was also the main theme of the EVPA Annual Conference. Collaboration is increasingly important as it is only together that we can address the challenges that the Covid-19 pandemic has made even more acute.

To support the growth of the sector in the future, we need to continue to play a crucial advisory role for the EC on the social impact investing ecosystem. We also need to reinforce our communication and advocacy work to bring the investors for impact narrative closer to the mainstream.

Given the increased demand for better communication on public-private collaboration and co-investment opportunities at the EU level, we will continue to showcase how practitioners have successfully implemented the venture philanthropy approach and how social enterprises have benefitted from the financial and non-financial support provided by investors for impact.

## Thanks for reading our report!

Feel free to reach out if you have any questions: [info@evpa.eu.com](mailto:info@evpa.eu.com)

[Read more about our work](#)



