

Annual Report 2021

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 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 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 3

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

Priority 4

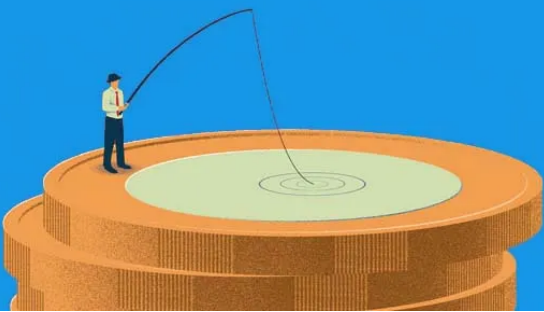
Provide data / research on developments in the field and on priority topics.

Our recommendations for the EU Action Plan for Social Economy

Position Paper "Towards the EU Action Plan for Social Economy: EVPA's 5 recommendations"

[Download Position Paper](#)

EU Funding Opportunities



A growing and diverse community

EVPA welcomed 43 new members in 2021

[EVPA Members Directory](#)



Informing our members about EU Funding

Publication of a new infographic to guide investors for impact through the InvestEU and ESF+ funding programmes

[Download infographic](#)



A New Plan for Social Economy



76 practitioners trained

through our course on Impact Measurement and Management and our online Crash Course on Investing for Impact

[See our learning offer](#)



Sharing data on the ecosystem

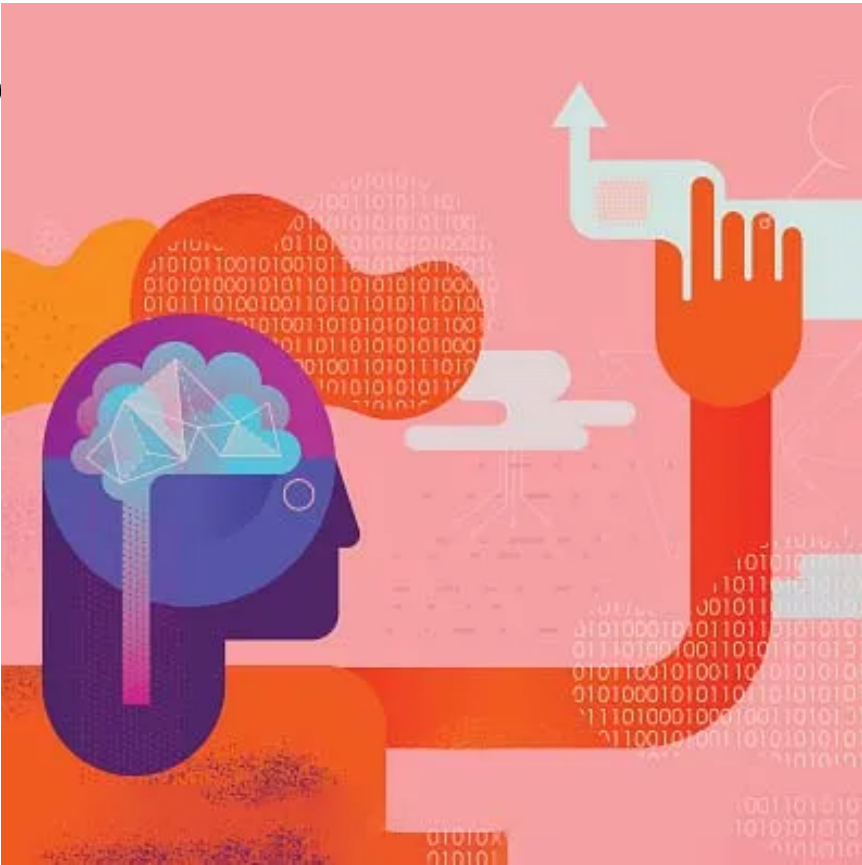
We published our first interactive survey report where readers get extra insights about engaged grant-makers and impact funds.

[Read report](#)

Navigating IMM

We published a new report on how to integrate impact throughout the investment journey.

[Download report](#)



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 and members

Through **100+** exchanges with European Commission officials and other multilateral authorities, EVPA kept enhancing its role as a main knowledge source for its members and the broader impact ecosystem. Our members also expressed great interest in EVPA's role and partnerships with EU bodies, leading to increased involvement of our members in public consultations. These discussions contributed to EVPA's capacity to actively engage upcoming years in the **Pact for Skills**, **Social Economy Action Plan**, **Social Taxonomy** and EU funding opportunities such as **ESF+** and **InvestEU**.

Most policy content EVPA produced results from ideas originated during these exchanges, and was disseminated through webinars, policy briefs, position paper, infographic, and meetings with members.



Increased online visibility

In 2021 we saw a **52% increase in visits** to the policy section of our website and with **27% more (unique) users** compared to 2020.

Online learning opportunities

Through 2 [EU policy webinars](#) and 1 [EVPA Annual Conference session](#) on EU Funding programmes, we raised awareness of 155 members and practitioners in the impact space about Pact for Skills, the EU Social Economy Plan and EU Funding. In addition, the recordings of these online sessions were also watched over **230** times.

We hosted a session entitled [Strengthening the Social Investment Ecosystem: EU Funds and Investors for Impact](#) at the European Social Economy Summit on 26th May. Attended by **93 participants**, this session explored how, with the support of EU funding, investors *for* impact can boost social ecosystems all across Europe.

Sharing knowledge with digital publications

We produced two **policy briefs** on the [EU Pact for Skills](#) and [EU Budget](#), a **position paper** on the EU Social Economy Action Plan, and an **infographic** on EU Budget to guide investors *for* impact through the InvestEU and ESF+ programmes.

In parallel, we kept our members and the wider impact ecosystem informed about [EU funding opportunities](#) through our EU Funding website section, and disseminated relevant publications, including podcasts, factsheets, etc. on topics such as financial instruments, just transition, skills, etc.



EVPA Annual Conference session, 9 November 2021

"Euro Millions - The gateway for impact investors to the EU long-term budget: InvestEU and ESF+"

The EU long-term budget 2021-2027 and NextGenerationEU form the largest package ever financed through the EU budget, of EUR 2 trillion. This session highlights opportunities and mechanisms for impact investors to engage in and access the two most important EU funding programmes: **ESF+** and **InvestEU**.



Towards the EU Action Plan for Social Economy: EVPA's 5 recommendations

In view of the upcoming EU Action Plan for Social Economy, EVPA puts forward its data and expertise to analyse the EU social impact investment ecosystem, and outlines five policy recommendations.

[Download Position Paper](#)

3233

unique page views
of our EU Budget
website section

[Visit website section](#)

230

downloads
of EVPA's Position
Paper on the EU Social
Economy Action Plan

[Download Position Paper](#)

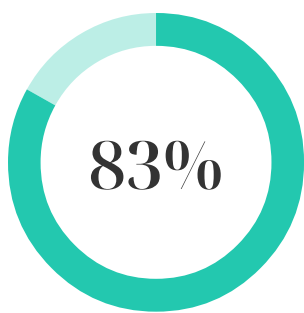
387

attendees & recording
views
of our webinar

[View past webinars](#)

Priority 2

Reinforcing the capacity of the network's members, including through offering a platform for the exchange of good practices in the relevant field, and raising awareness about relevant EU policies.



The majority of EVPA members expressed that their knowledge of trends and approaches has deepened thanks to our research on best practices.

Growing the EVPA community

In 2021 EVPA gained 43 new [members](#) with largest growth from the Netherlands, the UK, France and Germany. Our annual [membership survey](#) helped us better understand our members' needs and interests, and therefore improve the effectiveness of investors for impact practitioners within our membership.

Keeping our online community informed

[Our website](#) maintained similar number of visits (156,000+) and a great level of engagement: excellent average page views per session (4.37) and an extremely low bounce rate (4.88%). This means people visiting our website [stay and engaged](#) with our content.

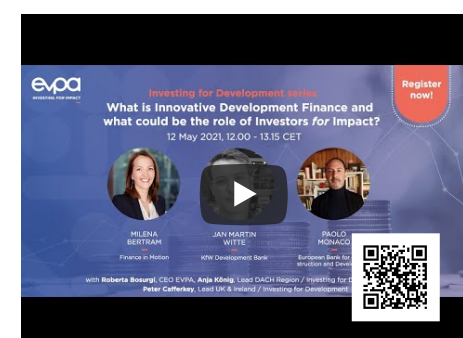
We also increased engagement on [social media](#), especially at the end of the year around the EVPA Impact Month, when we doubled engagement on LinkedIn and quadrupled it on Twitter.

Increasing peer learning between practitioners

EVPA convened a total of 120 participants across [three webinars](#), to discuss innovative finance and entrepreneurship development. These smaller-scale events allowed us to identify a community with a stated interest in these topics. We can see this as the start of building a community of practice.

We started organising [deal-sharing sessions](#), where impact funds presented good deals linked to a specific sector, with the aim of boosting co-investment among EVPA members.

We also trained 76 practitioners through our [Training Academy](#) with our online courses on Impact Measurement and Management (IMM) and our Crash Course on Investing for Impact.



"What is Innovative Development Finance and what could be the role of investors for impact"

E-talk, 12 May 2021

44

new
EVPA members

[See all EVPA members](#)

156000

visits
of our website

[Visit website](#)

100%

of our IMM course
participants would
recommend it to a
peer

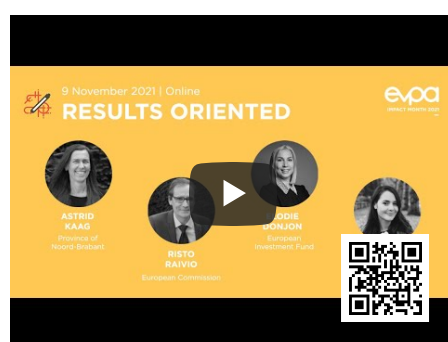
[EVPA Training Academy](#)

*"So far, you have been developing an excellent work,
and I believe this path will take you to new
outcomes and new strategies to develop your
work."*

- Respondent of the EVPA Membership Survey

Priority 3

Voicing the concerns and expectations of investors *for* impact to (potential) entrepreneurs from disadvantaged and underrepresented groups / social enterprises.



***Results Oriented -
Public Private
Collaborations:
Journeys in Scaling-
up Social Innovation***
EVPA Annual
Conference session
9 November 2021

Listening to the community

Through **interactions** with both the supply and demand sides of the impact ecosystem, EVPA **gathered information** about EU funding opportunities, enablers and barriers of developing financial mechanisms to support social innovation.

For example, during our Annual Conference, we organised a session nicknamed "*Results Oriented*" on public private collaborations and how to scale up social innovation.

Mind the gap: identifying pitfalls in the social finance market

EVPA voiced the concerns and expectations of investors *for* impact thanks to in-depth discussions with its members to **respond to consultations** on the Roadmap for the Action Plan Social Economy.

Raising awareness

The EVPA team spoke at **over 10 conferences** to raise awareness about the experiences and concerns of investors for impact towards the public at large. We also disseminated relevant policy practices and reports through our online channels.

"The team was great and though it was quite intense you managed to keep us all engaged and learning, which is particularly hard in an online environment."

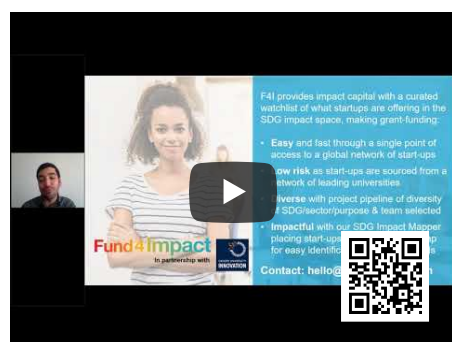
- Participant of the 2021 online Social Impact Measurement and Management course

Priority 4

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



[See the report](#)



Webinar: How can crowdfunding platforms unlock follow-on funding?

Collecting and sharing data

Early 2021, we publish the 7th edition of our [industry survey report](#) on data collected the previous year. This new format allows readers to explore the data in an innovative way, highlighting specific insights, focussing on data about impact funds or engaged grant-makers. We also worked on **new dashboards** to make our results even more interactive. The EVPA Industry Survey remains a reference point on trends and statistics on investing for impact in Europe. We also started **preparing the 2022 survey**, developing a relational database and working with relevant stakeholders to explore **collaboration** on data collection.

Developing & sharing research on best practices

Through three **webinars** that gathered **200+ attendees** and the publication of a **report** "[Navigating Impact Measurement and Management](#)", we increased knowledge of important practices in our sector, with a focus on Impact Measurement and Management and on crowdfunding.

The research on IMM was the result of a major **collaborative effort** with the input of **over 50 relevant experts and practitioners**, highlighting the importance of the topic in our ecosystem.



[Download our report](#)

Impact storytelling and case studies

As we strive for our community to inspire and learn from each other, every year we produce a number of stories and case studies meant to showcase either **inspiring social innovations** or **specific practices** from our members. In 2021, we published two new [success stories](#) and prepared three new [case studies](#) on Impact Measurement and Management.



Preventing social exclusion through jobs

[Read the story here](#)

Contributing to and promoting relevant research

To contribute to the development of knowledge in the impact ecosystem, we also have regular exchanges and collaborate with other **research centres and universities** to **create synergies** and build on each other insights and knowledge. We answered over 80 research enquiries and disseminated over 60 relevant reports on our digital channels.

1914

views
of our interactive
survey report

[Read report](#)

486

downloads
of our report
Navigating IMM

[Visit website](#)

2928

visits
of our success stories
website

[Success Stories website](#)

*“We participated in this EVPA study to help the
impact movement grow further and become the
standard in the finance world”*

- Jean-Michel Lecuyer, CEO, Inco Ventures

Conclusion

EVPA has executed its Annual Work Programme for 2021 in accordance with the four priorities identified by the European Commission in the quadrennial strategic plan linked to the FPA, in the area of European level networks active in the promotion of access to finance. The main objective was continuing to support the supply side of social finance in Europe, aligning EVPA activities with Europe's 2021 trends in the social finance.

The 2021 has been the year of the adoption of the Social Economy Action Plan (SEAP), EVPA was part of the Social Economy network that contributed to the vision and blueprint of the SEAP. The five priorities and accompanying recommendations, outlined in the EVPA Policy Position Paper "Towards EU Action Plan for Social Economy", are well reflected in the SEAP.

We continued to focus on the four defined priorities – with a strong level of activity and deliverables on all of them. These four priorities remain strongly aligned with EVPA's overall objectives.

Our broad offer of activities and services has resulted in important achievements. A key result is an increased attention all over Europe towards social investments. We have had a sharp increase in speaking opportunities, a rise in our website and social media engagement across the year, and have seen a growing interest of new stakeholders, such as the public sector and corporates. With Impact Measurement and Management drawing a lot of attention, EVPA has been actively leading and contributing to it thanks to its strong network and collaborative research work.

The added value of the EU support to EVPA is crucial in different ways. A first value is the increased credibility that EVPA and the social investment market receive because of the support and interest of the European Commission. A second value is how the support of the European Commission allows EVPA to increase its services to the sector, and how it also incentivises EVPA to invest in better planning and reporting. A third value is the increased visibility of the work of investors for impact thanks to the involvement of EVPA in the initiatives led directly by the European Commission – such as the GECES.

For more information about EVPA's activities, visit our website or contact us at info@evpa.ngo

[Visit our website](#)

