

EVPA & European Commission Partnership

Annual Report 2022

The partnership recognises the role EVPA plays as the European impact finance network and aims to encourage further development of social finance in Europe. With the “IMPULSE” programme (Investing for an Impactful European Social Economy), EVPA facilitated interactions between the impact community and policymakers, delivered strong capacity-building actions, collected and analysed sector data and developed strategic partnerships and synergies.

EVPA undertakes these activities to achieve **four main objectives**:

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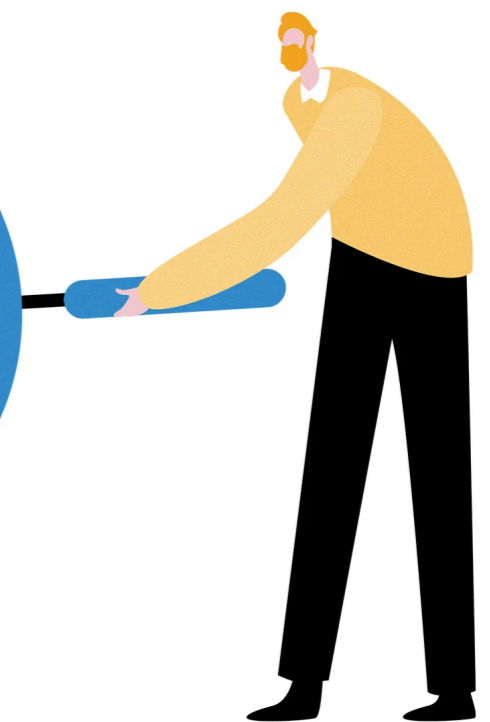


Support the European Commission to raise awareness about and enable the implementation of relevant EU policies and funding

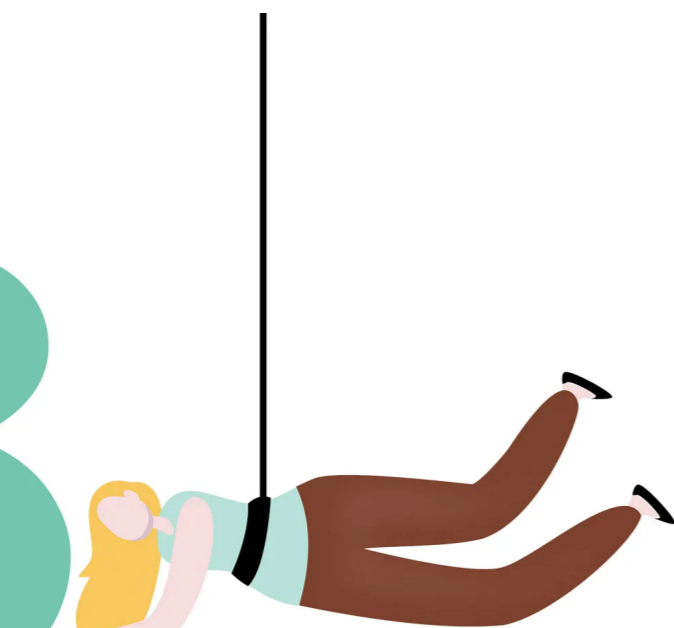
[Read more](#)

Reinforce the capacity of the EVPA members and share best practices

[Read more](#)



3



Voice the concerns and expectations of organisations facilitating access to finance to provide input for policy design and implementation

[Read more](#)

Provide data and research on developments in the field, which can serve as input for evidence-based policymaking

[Read more](#)



Highlights



A growing and thriving community

EVPA welcomed 56 new members in 2022

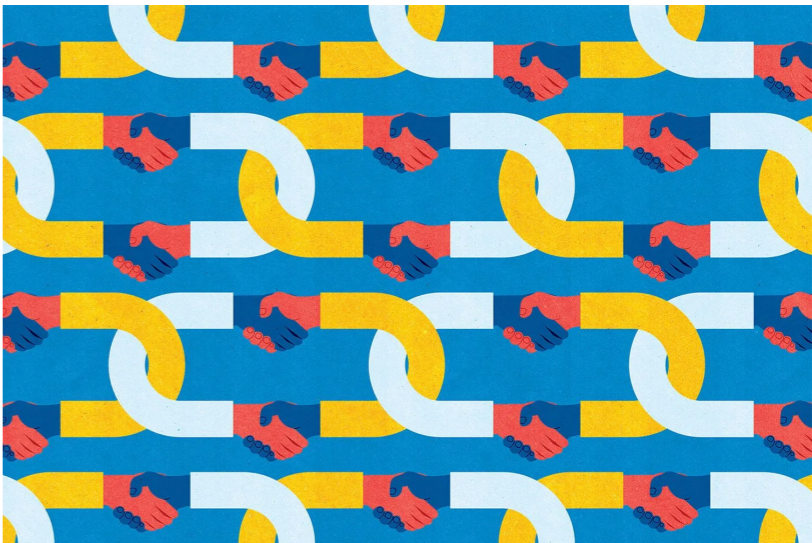
[Visit our Members Directory](#)



Impact data hub

Our landmark report *Accelerating Impact* gives a comprehensive, data-driven picture of the European impact investment market.

[Download report](#)



Success stories

Showcasing successful models of public-private partnerships and the catalytic role of investing for impact practices.

[Read the series](#)



EU Funding Watch

An online guide to access EU funding opportunities.

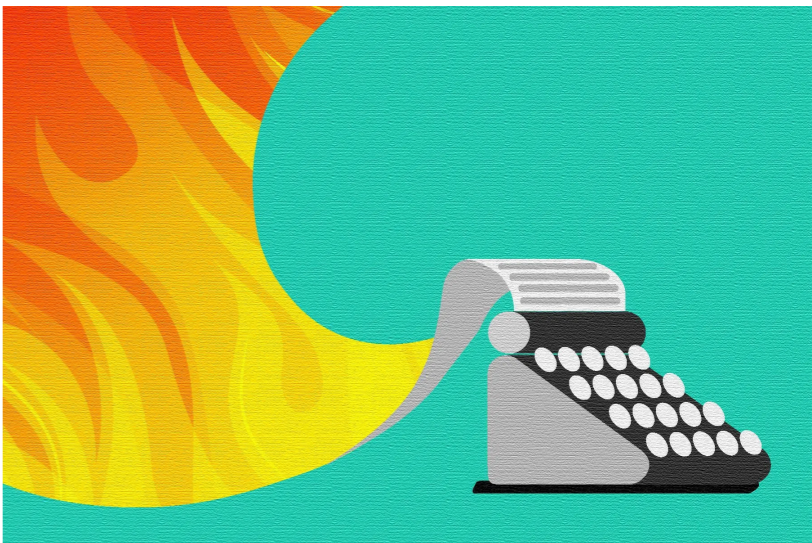
[Visit website](#)



85 practitioners trained

with our IMM advanced programme and impact investing crash course.

[Our learning offer](#)



IMM Burning Topics

The blog series shares practical insights directly from leaders in the field of impact measurement and management, to tackle the most crucial questions and spark debate.

[Read the series](#)

Raising awareness

Objective 1: Raise awareness and enable the implementation of relevant EU policies and funding

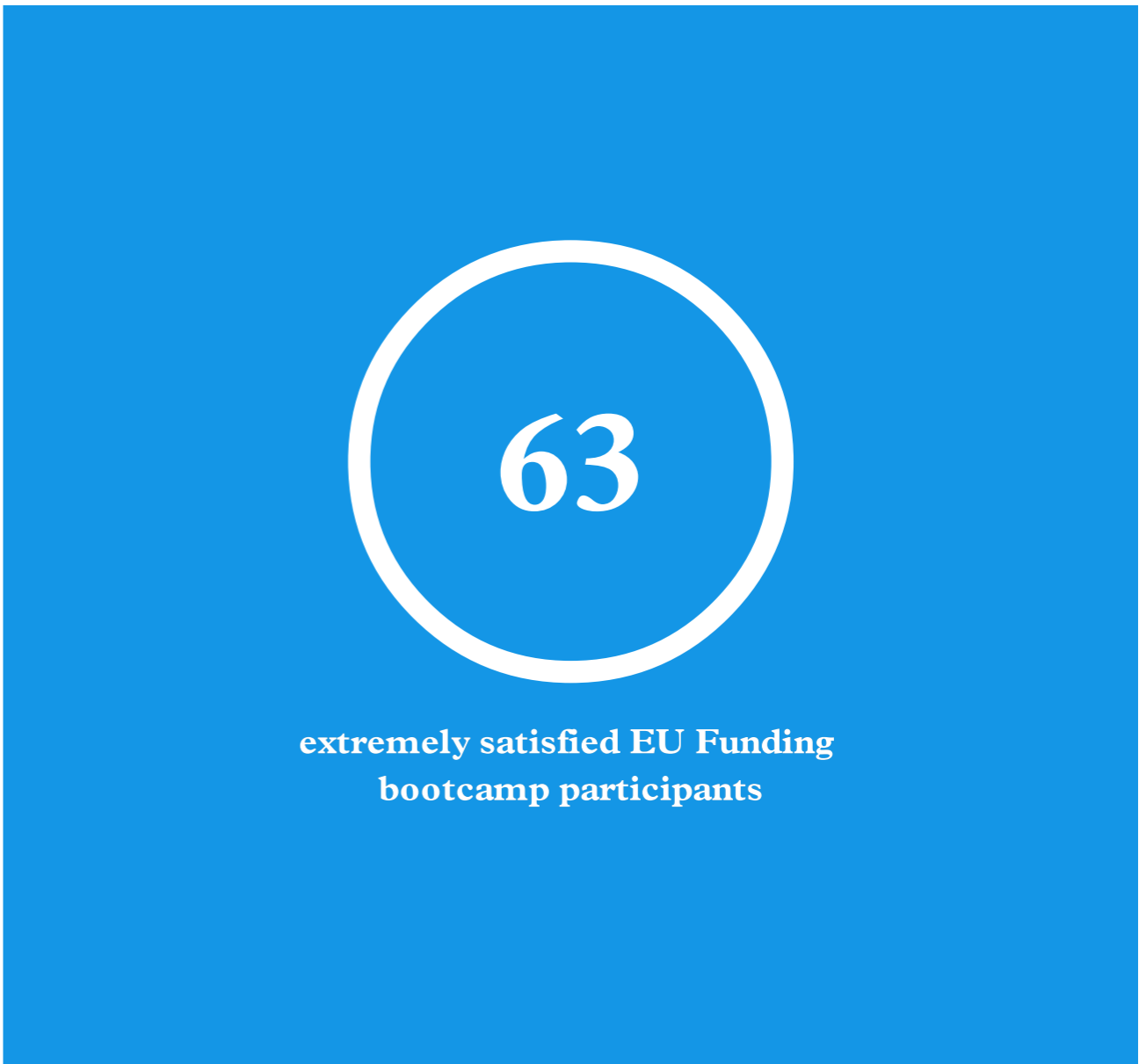
Focus on EU funding

4900
page views in the EU
Funding section

EVPA’s revamped ‘**EU FundingWatch**’ webpage is a new, dynamic online tool which offers targeted and **easily accessible information** on funding opportunities at the EU level and beyond to EVPA members and social economy stakeholders. The page also guides investors through **EU non-financial support** opportunities, such as the InvestEU Advisory Hub and Portal.

[Visit EU Funding Watch](#)

We organised an **EU Funding Bootcamp** at EVPA’s Impact Week, based on open conversations, peer learning and case discussions to build the capacity of social finance providers to access EU funding and to boost co-investment between public and private stakeholders. The 63 participants were extremely satisfied with the bootcamp, and said it gave them tools and increased knowledge to apply for EU funding.



Exchanges with policymakers



EVPA had over 43 exchanges with European Commission officials and other multilateral authorities, enabling us to understand the state of play of policy implementation and act as a main knowledge source for our members and the broader impact ecosystem. We actively engaged in discussions on the EU Pact for Skills, the implementation of the EU Social Economy Action Plan and EU funding opportunities.

EVPA organised a **roundtable on the EU Pact for Skills** with policymakers and EVPA members during EVPA Impact Week, which enabled participants to tackle current challenges and learn from best practices in re-skilling/up-skilling and education. Impact Week was also an opportunity to welcome **two EU Commissioners** and one **Director-General** to share their views with the community.



Learning and knowledge sharing

We produced **two learning videos** on the Social Economy and impact measurement and management, to increase EVPA members’ understanding of these important topics and how they affect their work in the social finance space.

1490

views on YouTube & LinkedIn



Our **EuroVisions newsletter** kept the community updated on the latest EU policy news, and we disseminated relevant publications about EU policy developments and regulations through our website and social media channels.

Capacity building

Objective 2: Reinforce the capacity of EVPA members and exchange best practices

More stories

Unlocking EU funds for Social Economy

EVPA facilitated replication and scaling up of successful models by publishing three case studies, showing how social impact investors have used EU funds to test innovative financing schemes in Portugal, Spain and Germany.

[Read articles](#)

Navigating IMM

We also showcased examples of how investors for impact put impact measurement and management into practice to inspire EVPA members to improve their impact management systems.

[Check case studies](#)

Impact Stories

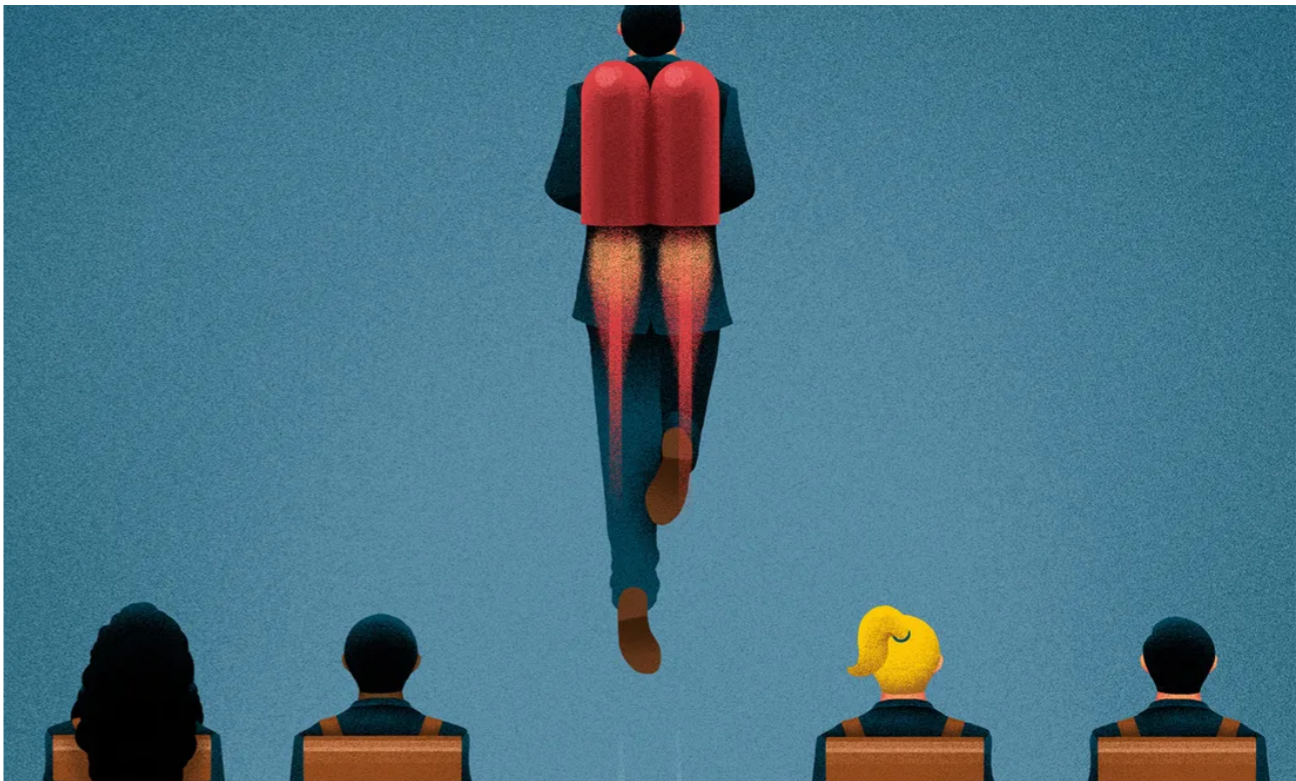
We revamped our Impact Stories website section, presenting successful business models of social enterprises and highlighting the catalytic role of investors in driving this success.

[Read stories](#)



Increasing peer learning

We **trained 85 impact practitioners** to better support social enterprises, through a new advanced peer learning [programme on impact measurement and management](#), for which we also designed an interactive toolkit, and through our [Crash Course on Investing for Impact](#).



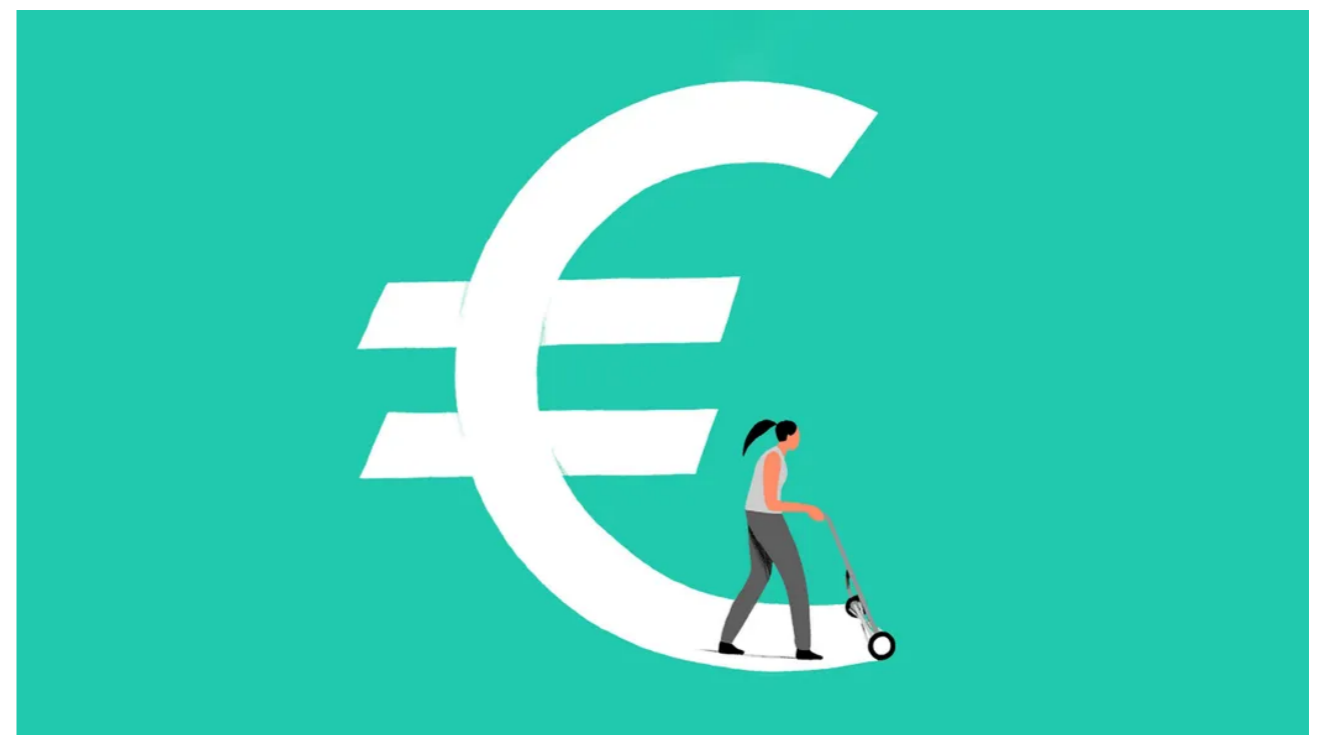
The "Impact Management:The Next Level" programme was a real blast! I am thrilled about the learnings acquired through the continuous interaction with practitioners working in Impact Investing. I am overexcited to apply the learnings.

Chiara Andreoli | Copenhagen Business School



We convened **four gatherings on specific topics** relevant for the impact finance community: [climate adaptation](#), [finance](#), [foundations endowments](#), [system mapping](#), and additionality (at ImpactWeek). These allowed practitioners to exchange best practices and learnings, foster connections and support collaboration between our members and other stakeholders from the impact ecosystem.

We also organised **four deal-sharing sessions**, where impact funds presented good deals linked to a specific sector, with the aim of boosting co-investment among EVPA members.



A thriving community

We grew the EVPA community, bringing in new and more diverse expertise and perspectives with **56 new members** in 2022. Our **annual membership survey** helped us get a better understanding of our members' needs and interests, with the aim of improving the effectiveness of our network.



4100+

visits to impact stories

30% increase compared to 2021

1700

views of our policy case studies

56

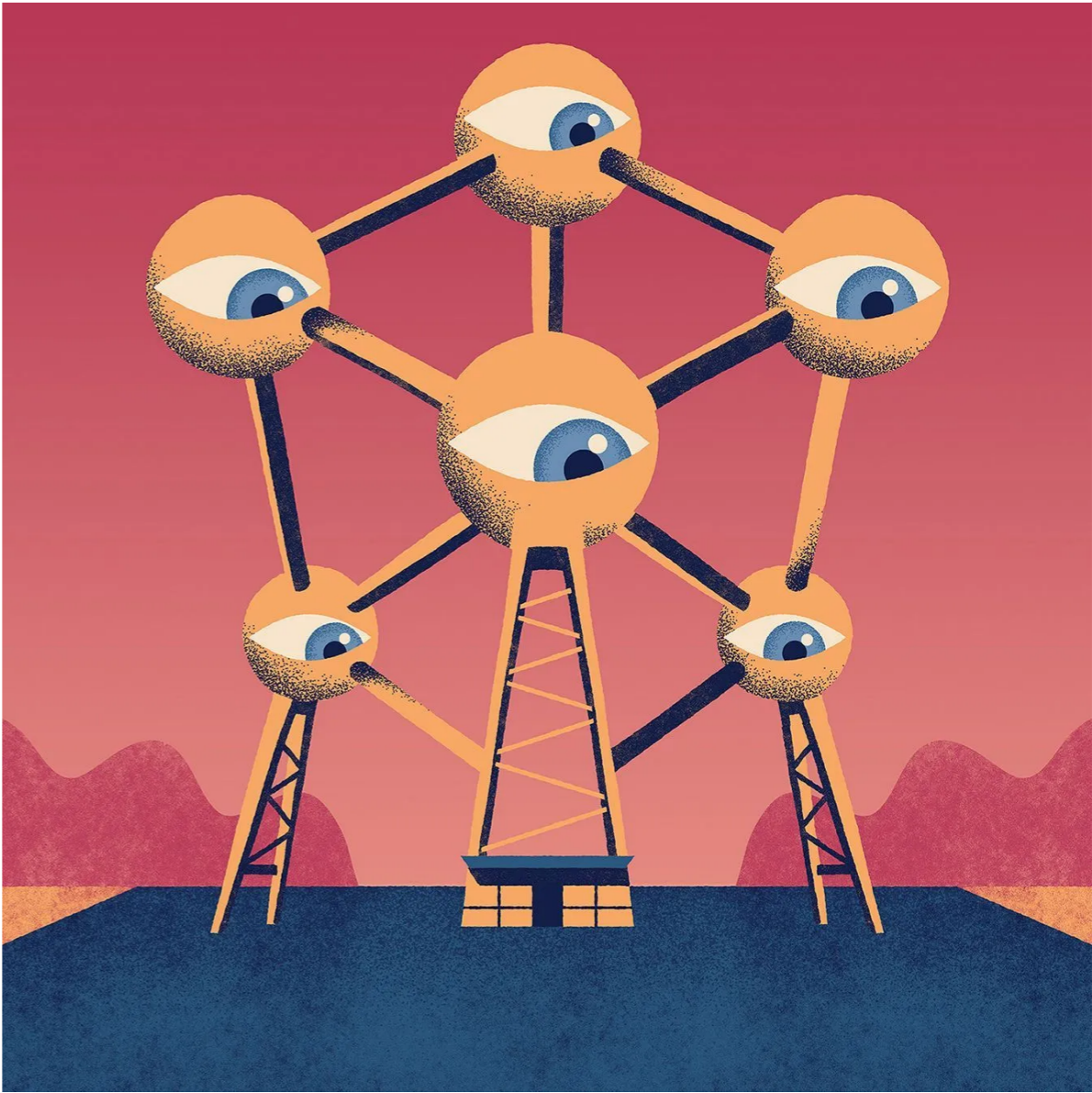
new members

Shaping policies

Objective 3: Contribute to policy design and implementation, and voice the concerns and expectations of the network

Listening to the impact community

Through regular exchanges, EVPA identified the concerns and expectations of its members and other relevant stakeholders about enabling and impeding factors in the EU policy landscape, in particular on InvestEU and access to funding, social innovation, the Pact for Skills and sustainable finance regulations.



Shaping EU policies

EVPA contributed to **EU policy design** and outlined **recommendations** by submitting two consultations, on the ex-post evaluation of the European Fund for Strategic Investment and on the Social Economy developing frameworks.



We also continued to disseminate EVPA’s [position paper on the EU Action Plan for Social Economy](#) to increase awareness and engagement on improving access to finance and non-financial resources, boosting social innovation, impact measurement and management and social taxonomy.

Raising our voice

The EVPA team attended **50+ conferences and events** to voice the experiences and concerns of investors for impact and engage with a wider audience. We also disseminated relevant social finance practitioners’ policy practices and reports through our online channels.

Spreading Knowledge

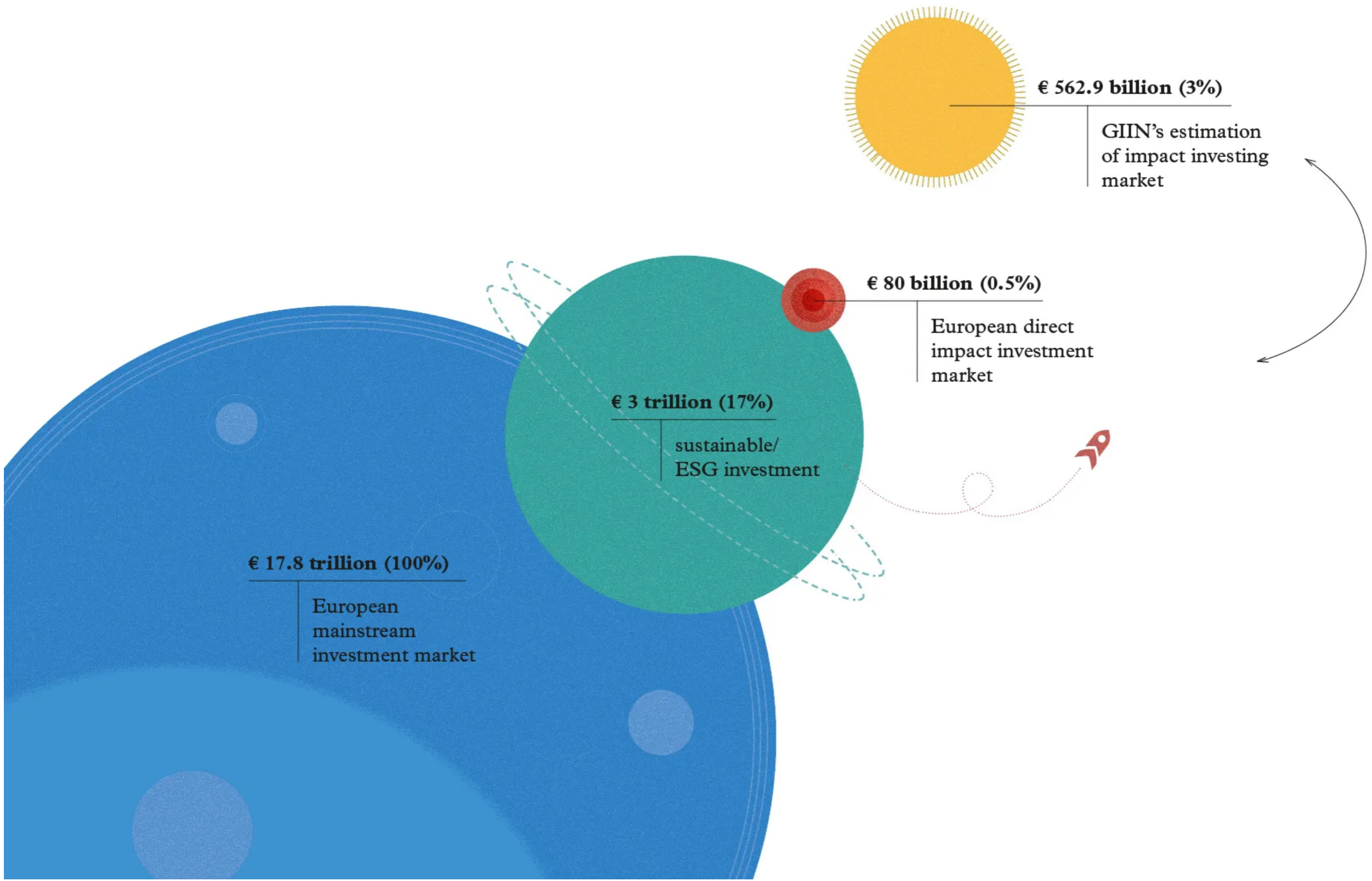
Objective 4: Provide data and research on developments in social finance

Impact data hub



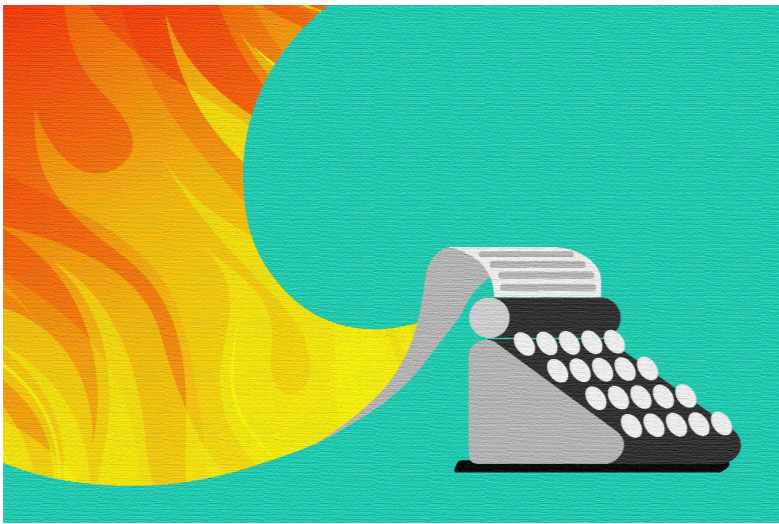
2022’s landmark report – *Accelerating Impact* – offers a comprehensive, data-driven picture of the impact investment market in Europe. This report is the result of the first harmonised European impact investment market sizing, a joint effort by EVPA and GSG. It helps create more transparency around impact investing trends and practices, and quantify their transformative impact on society and planet. We also started developing an online data platform to facilitate data sharing among practitioners.

[Download report](#)



Navigating impact measurement and management

We increased understanding of impact measurement and management strategies by producing a blog series of 8 ‘burning topics’ involving practitioners, experts and academics. We also organised two webinars to share knowledge and insights on these topics, and convened two experts' gatherings to explore the topic of additionality.





26 January 2022 | Online

Best Practices to Navigate Impact Measurement and Management



Cristina Spiller
Bridges Fund Management



Magdalena Radová
Tilia Impact Ventures



Helen Howlett-Schilling
Rethink Ireland



Gianluca Gaggiotti
EVPA



Arnau Picón Martínez
EVPA



Ludovica







Deepening knowledge on social finance

To contribute to the development of knowledge in the impact ecosystem, we have regular exchanges and collaborate with **research centres and universities** to create synergies and build on each other’s insights. We answered 59 research enquiries and disseminated 36 reports in our online [Impact Library](#) and through our digital channels.

1190

views of
Accelerating Impact

(in its first month after publication)

2540

views of Burning Topics
blog series

220

attendees at our research webinars &
gatherings

The power of communications

Throughout 2022, we **amplified our reach and engagement** through strategic use of communication tools and channels. We developed a new communication strategy to **raise the profile of investing for impact**, and a partnership strategy to **engage with key stakeholders** to build the social and impact investment ecosystem.

We designed a **new EVPA website** as the backbone of our online presence, and improved user experience, design, content and language. We also developed **engaging and actionable content** on project activities and wider sector development, including a regular rollout of digital and multimedia content, and using **social and email marketing** effectively.

190000
visits to our website
31% increase compared to 2021





39

insights published

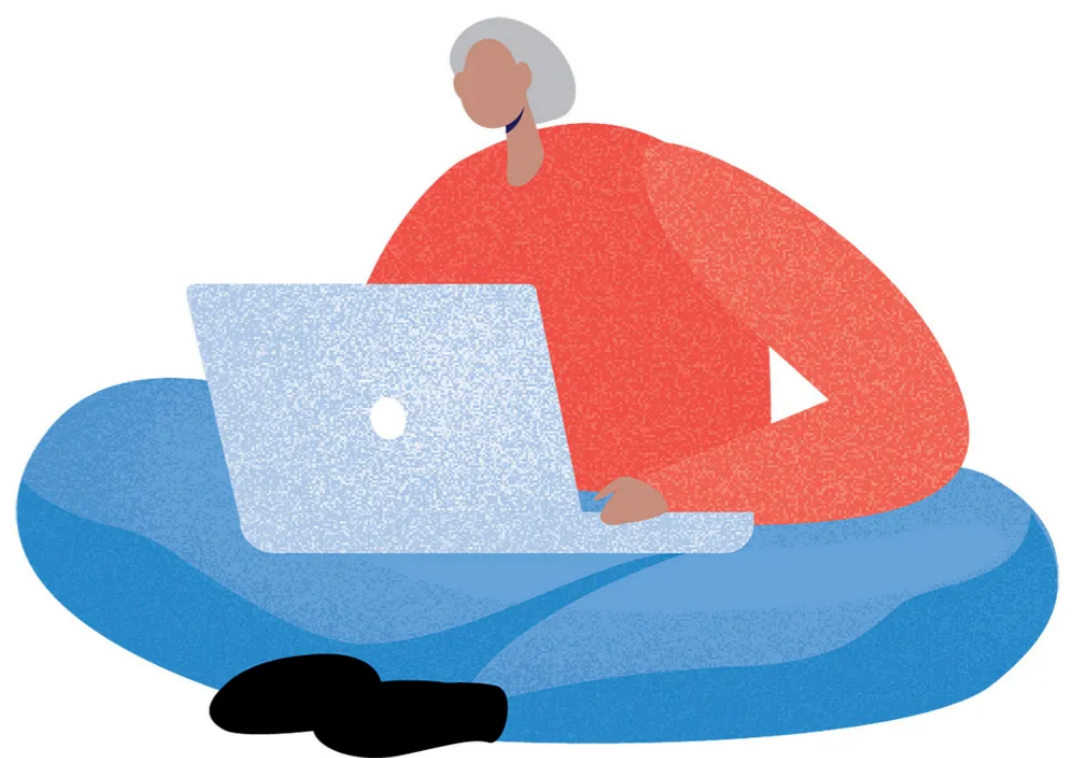
generating 22,000+ visits

98%

increase in email campaigns sent

246%

increase in newsletter open rate



Conclusion

Our activities in 2022 to achieve our four main objectives under the IMPULSE programme have led to some important outcomes and results.

We delivered strong capacity-building actions to support access to EU funding and facilitate interactions between the impact community and EU and national policymakers on key EU policy instruments. This enabled increased awareness among EVPA members and other relevant stakeholders about EU policies and relevant funding in the area of social enterprise finance.



Our success stories, policy and research cases, as well as peer learning moments, inspired our community and enabled them to replicate and learn from innovative best practices.

As a result of our policy insights and engaging our members around EU priorities, the European Commission and other EU institutions were informed about challenges and weaknesses of specific EU policy developments, financial instruments, current gaps in the social finance market and forward-looking solutions.

We developed research and built capacity specifically on impact measurement and management – a defining element of investing for impact. Our training courses also enabled EVPA members and practitioners to increase their knowledge of investing for impact practices and learn how to maximise impact by supporting social purpose organisations.

With our data and research work, we increased knowledge about social enterprise finance within the wider impact ecosystem. This extensive data and experience base will also enable us to identify key sector/thematic-specific funding and capacity gaps.



The EU’s support to EVPA brings crucial added value to our work. It allows EVPA to fulfil its mission of accelerating positive and lasting social and environmental change at scale by mobilising resources, collaboration and building a thriving impact ecosystem. It also gives us and the whole social investment sector both increased credibility and visibility, thanks to EVPA’s involvement in initiatives led by the European Commission such as the GECES and others.

For more information

Visit EVPA's website

