



**SUSTRAINY**

Sustainable action Training for Youth



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# SUSTRAINY PROJECT



## PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

SOCIAL IMPACT  
ACCELERATOR (SIA)

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# Social Impact Accelerator (SIA)



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Category – Key words	Sustainable Development Goals, Circular Economy, Business, Social responsibility, Social investment, Social impact, Sustainable finance market,
Who?	Social Impact Accelerator (SIA) - European Investment Bank
Location	Physical and online
Years of implementation	1994 - ongoing
Website	<a href="https://www.eif.org/">https://www.eif.org/</a> <a href="https://www.eib.org/en/">https://www.eib.org/en/</a>

## Abstract

European Investment Fund (EIF) is part of the EIB Group. Its shareholders are the European Investment Bank (EIB), the European Union, represented by the European Commission, and a large number of public and private banks and financial institutions.



The EIF is a prominent supporter of a new breed of intermediaries that are emphasizing their investing activities on making a positive social effect. Entrepreneurs in this industry are attempting to solve rising challenges to Europe's social harmony by developing business models that produce concrete and verifiable societal benefits while still being financially sustainable.

In the realm of social impact, EIF is using the following techniques in particular:

- Social Impact Accelerator (SIA)
- EFSI Equity Instrument

The Social Impact Accelerator (SIA) is the first pan-European public-private collaboration dedicated to meeting the rising need for equity financing for social companies. SIA is the first stage in the EIB Group's (European Investment Bank and European Investment Fund) strategy to pioneer the impact investing area and react to the EU's larger policy goal of creating a sustainable finance market for social enterprises around Europe. This sector of the economy is gaining importance in fostering social inclusion, offering alternative work opportunities for marginalized people, and promoting to growth.

Such encouraging findings highlight the relevance of SIA's goal of strengthening the current market architecture for social impact investing in order to put this new asset class on a road to long-term viability.

## **Strategy**

SIA is an EIF-managed fund-of-funds that invests in social impact funds that target social companies strategically across Europe. A social enterprise, as defined by the SIA, is a self-sustaining SME with a business strategy that has a social effect. It must offer an entrepreneurial solution to a societal problem that is scalable and has a positive impact.

SIA will also guarantee that from the start, knowledge-sharing between private sector players dedicated to social impact investing and the EIF is a key component of the project. Crédit Coopératif and Deutsche Bank have decided to join the EIB Group as founding investors to help pioneer strong public-private partnerships in the area.

## **Concept Addressed**

Impact or social impact investment is investment that is executed with the objective of incentivising solutions that improve society and the sustainability of the planet's resources.





There has been an increased prominence of this type of investment due to the growing belief that social purpose in business is an effective asset.

Some of the main concepts of this initiative are:

- Impact: they generate and foster relationships between investors and companies that improve society and the environment.
- Innovation: They support and advocate innovative solutions to social needs.

## Relevance

At the onset of the COVID-19 pandemic across Europe, the EIB Group took swift action to assist the most needed liquidity needs of European SMEs. They have continued to help small companies in Europe via various projects throughout 2020 and beyond, with the same goal in mind: to guarantee that they survive and develop in the aftermath of the epidemic. Following this, the EIF extended the covid-19 support measures for its current mediators through June 30, 2021.

It adds significant value in terms of impact and social responsibility, since after the COVID-19 pandemic, those initiatives or projects that seek a positive social impact have increased considerably in terms of need.

### **Challenges to be able to apply and / or improve this type of circular action**

The selection of projects, in addition to taking into account the priorities set, should also consider the management capacity of the different administrations responsible for implementing the projects.

## Certifications

This project takes credit out from collaboration with recognised stakeholders as external investors, including Credit Cooperatif, Deutsche Bank as well as the Finnish group SITRA and the Bulgarian Development Bank(BDB).



## Tips to implement

If you are interested in start something related to this type of initiative and you wish to put money into a social project, do the following:

Take a close look at the many initiatives available:

- Pick one that addresses some of your primary concerns or with which you identify.
- Be prepared to take risks if the organization does not achieve the desired goals

Some of the initiatives that EIF has been and is part of:

- EWA: European Women's Audio-visual Work (<https://www.ewawomen.com/>)
- CICAIE: International Confederation of Art Cinemas. Non-profit association (<http://cicae.org/>)
- DAE: European association of documentary professionals. Founded in February 2020. (<https://dae-europe.org/>)
- EUROPA INTERNATIONAL: European network of international sales agents. 46 members from 15 countries belong to this network. (<http://www.europa-international.org/>)

## Bibliography

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