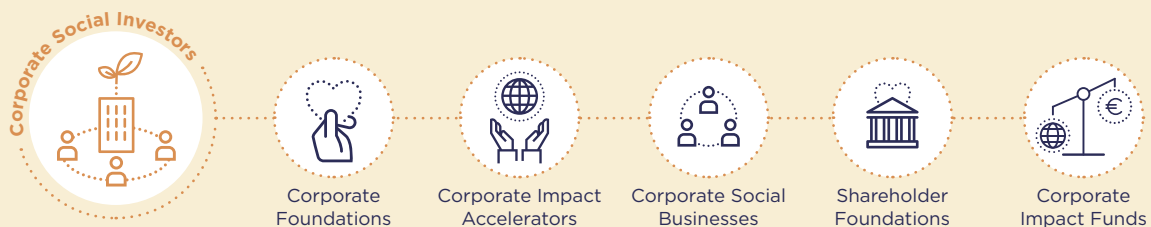


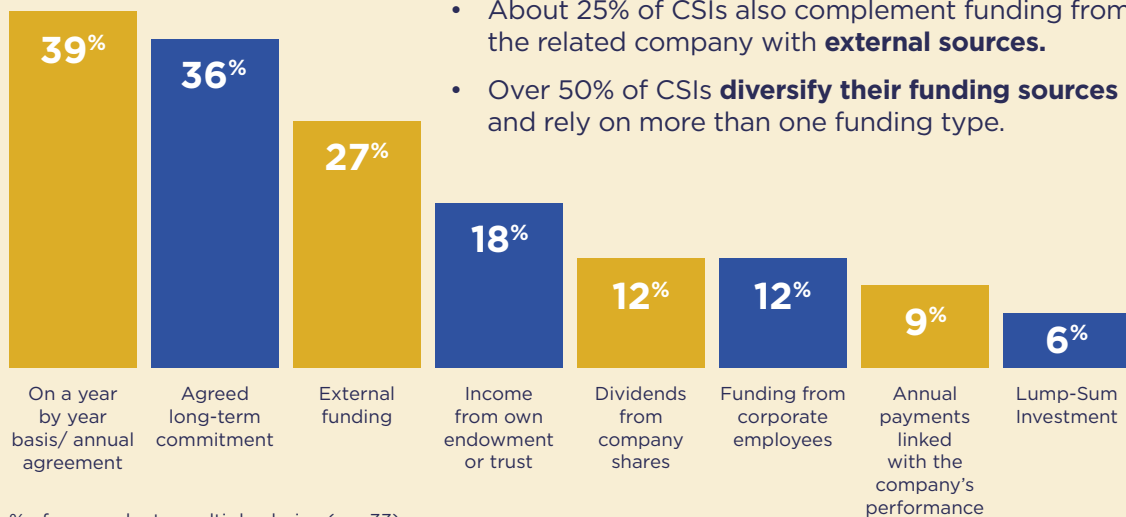
WHO ARE CORPORATE SOCIAL INVESTORS?

Corporate social investors **support innovative solutions** to pressing societal issues. They do so by **providing social purpose organisations** (e.g. NGOs, social enterprises) **with capital** in the form of grants, debt and equity, alongside **expertise and non-financial support**. Corporate social investors are legal or organisational structures **related to a company** (e.g. by name, funding, structure and/or governance) with the final goal of generating **intentional, additional, and measurable societal impact**.

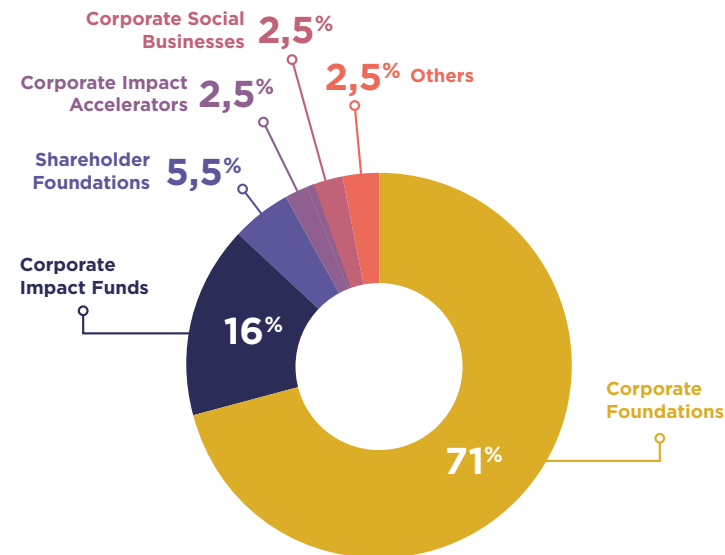


HOW ARE CORPORATE SOCIAL INVESTORS FUNDED?

- The majority of CSIs have an **annual and/or a long-term funding agreement** with their related company.
- About 25% of CSIs also complement funding from the related company with **external sources**.
- Over 50% of CSIs **diversify their funding sources** and rely on more than one funding type.



WHO IS WITHIN OUR SAMPLE?



% of respondents (n = 38)

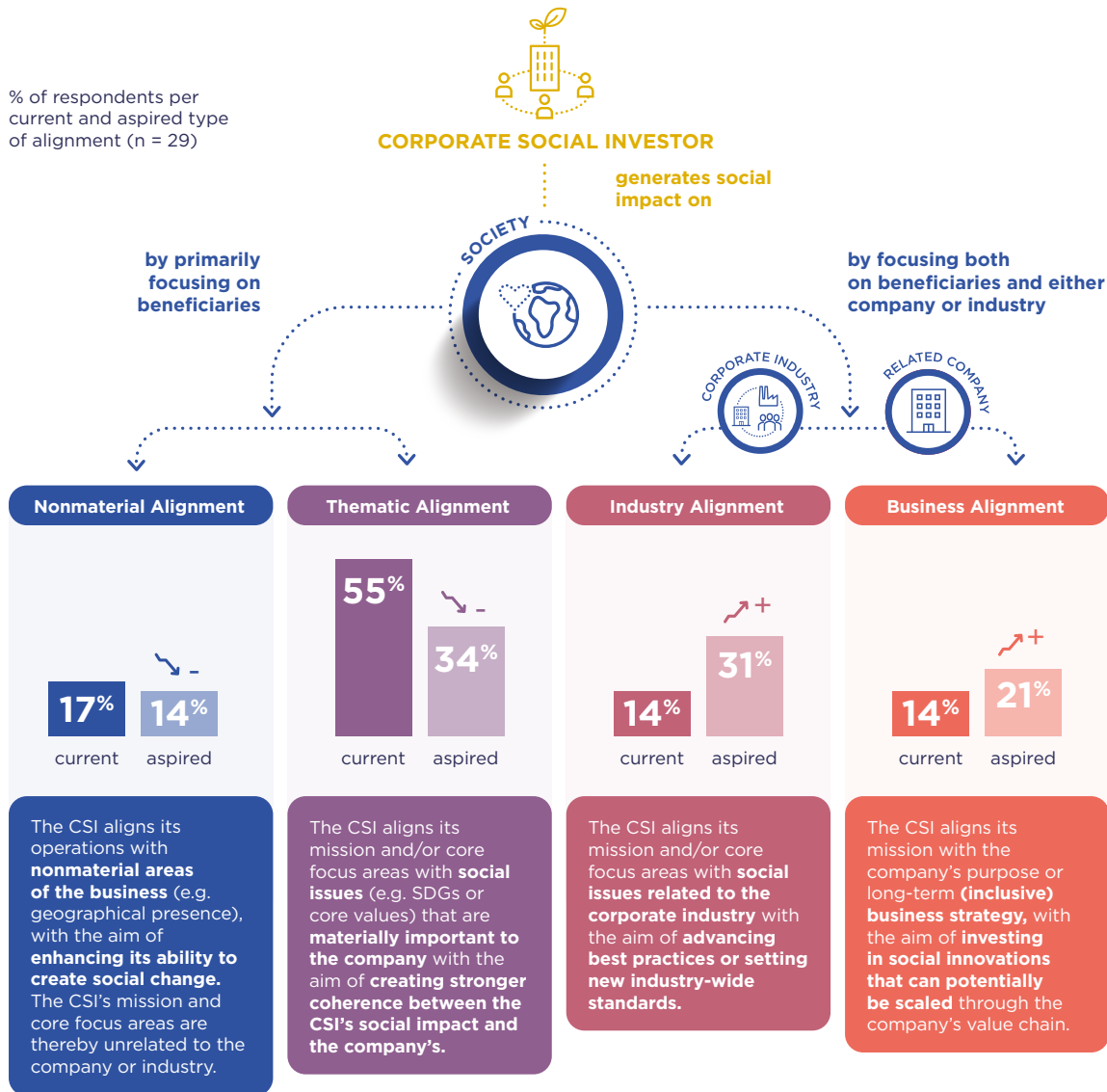
WHERE ARE THEY BASED?



Respondents by country (n = 38)

STRATEGIC ALIGNMENT WITH THE RELATED COMPANY

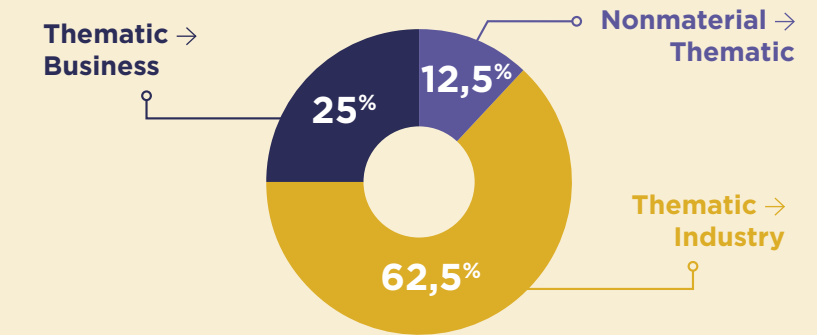
The most common type* of [strategic alignment](#) between a corporate social investor and its related company is **thematic alignment (55%)**, followed by **nonmaterial alignment (17%)**.



*Three corporate social investor from our sample did not pursue any type of alignment with its related company.

A CHANGING LANDSCAPE?

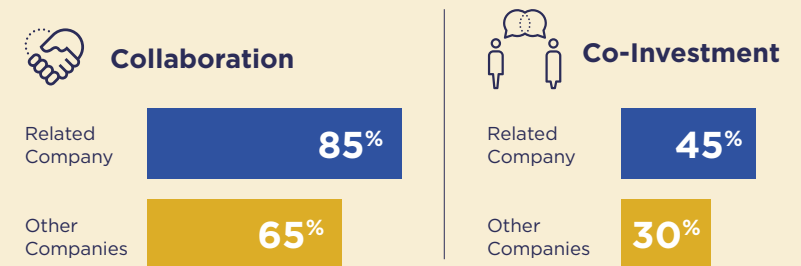
Around **25% of CSIs**, all of which are foundations, **would pursue a different alignment type** in an ideal case scenario. In particular, **there is an aspiration to move from thematic towards industry or business alignment**.



% of respondents that aspire to a different type of alignment (n = 8)

COLLABORATION & CO-INVESTMENT

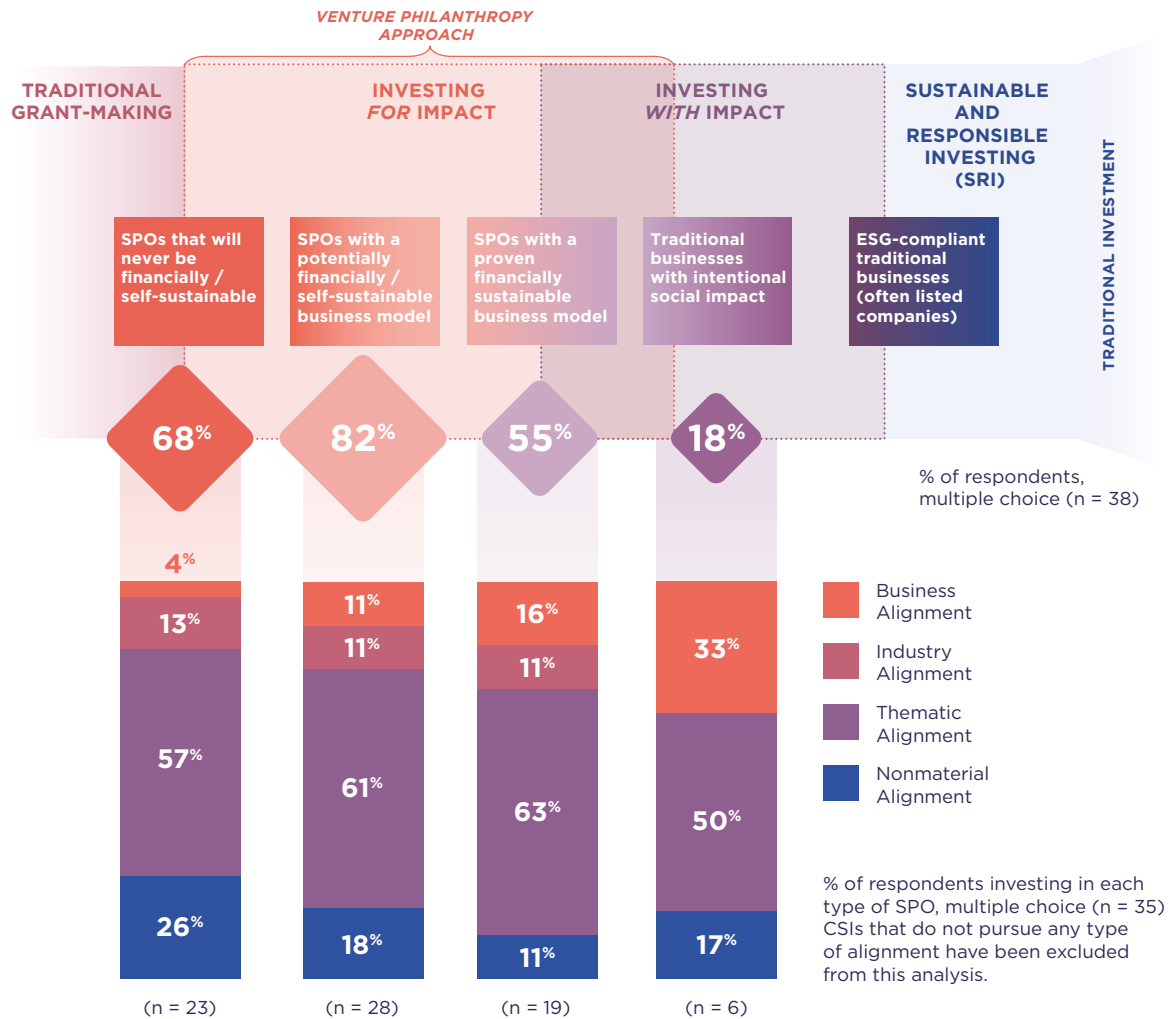
85% of CSIs in our sample have collaborated with companies in the past. 50% also engaged in co-investment with the private sector.



% of respondents, multiple choice (n = 20)

WHO CORPORATE SOCIAL INVESTORS SUPPORT

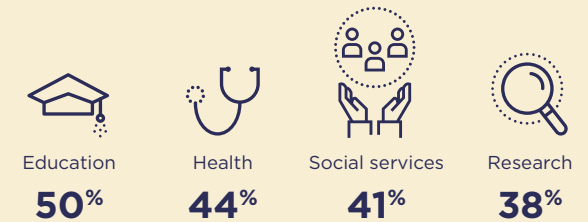
More than 80% of CSIs support SPOs with a potentially financially / self-sustainable business model, followed by SPOs that will never be financially / self-sustainable.



- The more developed the business model of the SPO is, the more likely they are to attract supported from business aligned CSIs.
- Nonmaterial aligned CSIs support all types of SPOs, but are relatively more important for SPOs that will never be financially / self-sustainable.

SOCIAL SECTORS

The **four most common social sectors** support are:



Top 4 sectors supported, % of respondents, multiple choice (n = 34)

SUSTAINABLE DEVELOPMENT GOALS



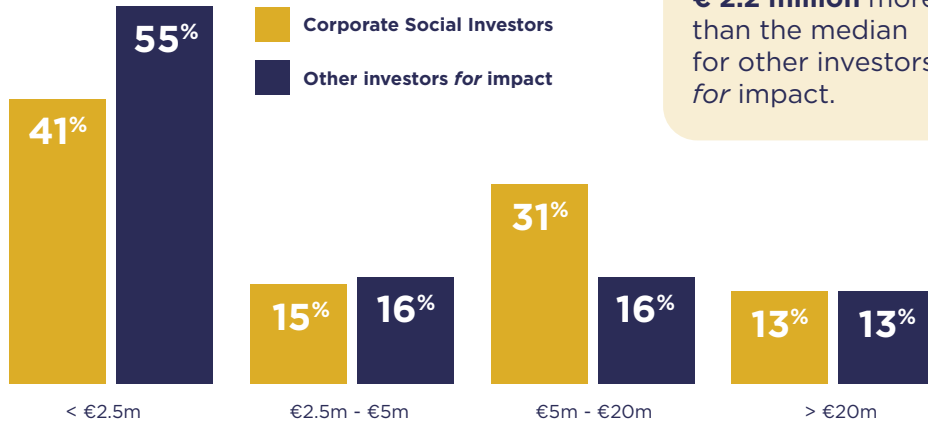
Top 6 SDGs, % of respondents, multiple choice (n = 39)

In comparison to other investors *for impact*, CSIs seem to have a more targeted approach with regards to the Sustainable Development Goals (SDGs). Investors *for impact* target on average 8 SDGs, while CSIs only target 5.

FINANCIAL SUPPORT

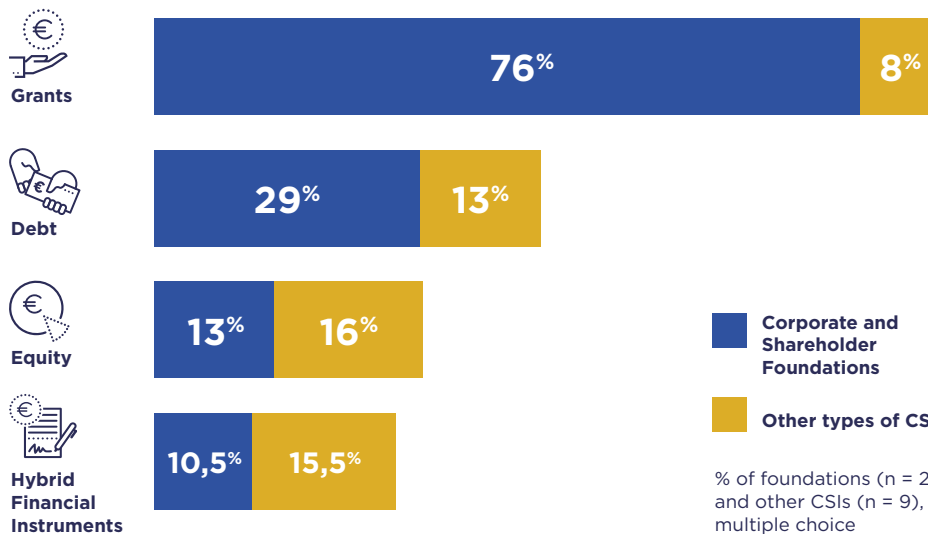
CSIs invested on average € 9.9 million in 2019.

The **median of yearly investment lies at € 3.8 million** which is about **€ 2.2 million** more than the median for other investors for impact.



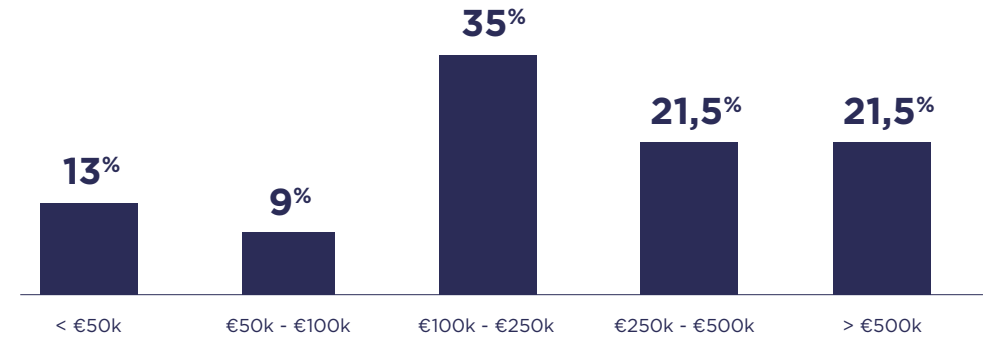
% of CSIs (n = 39) and other Investors for Impact (n = 83)

The **most common financial instruments** deployed by CSIs are **grants**. Around 45% of CSIs use more than one financial instrument.



% of foundations (n = 29) and other CSIs (n = 9), multiple choice

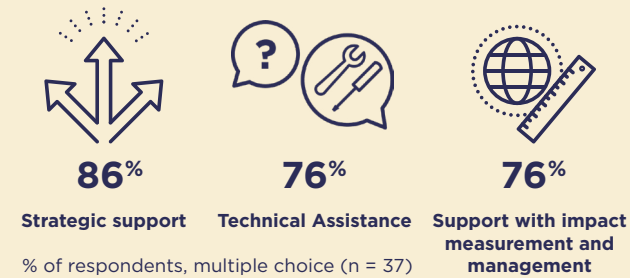
CSIs **support social purpose organisations** (e.g. NGOs, social enterprises) with an **average of € 335,000** over the entire duration of their investment.



% of respondents (n = 23)

NON-FINANCIAL SUPPORT

The **three most common types of non-financial support** are:



CSIs provide significantly more technical assistance in specialist areas than other investors for impact (52%). This high percentage might indicate that CSIs are more likely to **leverage the expertise and insights of corporate employees** in the provision of technical support.

Employee Engagement

97% of CSIs **engage corporate employees** through corporate volunteering or giving programmes. **53%** of CSIs do so to a **(very) great extent**.

% of respondents (n = 30)

LIST OF CONTRIBUTORS

Adecco Group Foundation

Ageas Foundation

Bayer Foundation

BBK Foundation

BMW Foundation Herbert Quandt

Cartier Women's Initiative

Chanel Foundation

Egmont Foundation

ENGIE Rassembleurs d'Energies

Ferd Social Entrepreneurs

Fondazione Snam

Generali Foundation - The Human Safety Net

Genesis Charitable Trust

Grameen Crédit Agricole Microfinance Foundation

GSRD Foundation

Hear the World Foundation

Heineken (Africa) Foundation

IKEA Social Entrepreneurship

ING Netherlands Foundation

Johnson & Johnson Foundation

JTI Foundation

KNHM Participaties

Lloyd's Bank Foundation for England and Wales

Philips Foundation

PLMJ Foundation

Rabo Foundation

Renault Mobiliz Invest

Repsol Foundation

Repsol Social Impact

Robert Bosch Stiftung GmbH

Sanofi Espoir Foundation

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Sight and Life Foundation

Swiss Re Foundation

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Trafigura Foundation

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Electric Fondation

TRAFIGURA
FOUNDATION

EVPA reached out to 128 corporate social investors. The analysis is based on data collected from 38 respondents which represents a response rate of 30%. Data mostly refers to fiscal year 2019. Some data has been coupled with publicly available data retrieved through desk research. For the sake of comparability, operational foundations have been excluded from the analyses.

For more information:
<https://evpa.eu.com/knowledge-centre/publications/the-2020-investing-for-impact-survey-corporate.initiative@evpa.eu.com>