



15<sup>th</sup> November 2017

## Interest in Pensions for Purpose grows as Advisory Group report is published

A month since its launch, [Pensions for Purpose](#) continues to attract new Influencer members, with 10 firms now signed up and most of those already sharing content. Influencers are those involved in impact investment (either for part or all of their business), trade bodies and consultants.

10 Affiliate members have also signed up. Affiliates are asset owners, government bodies, independent advisers and journalists.

The leading firms who have become Influencer members since launch include:

- [Finance for Sustainability](#)
- [Gresham House](#)
- [Nesta Impact Investments](#)

Of the 10 Affiliate members, [Brunel Pension Partnership](#) and [Climate Change Collaboration](#) have shared their profiles on the Pensions for Purpose website.

The recent Advisory Group report "Growing a Culture of Social Impact Investing in the UK" is likely to result in further interest in the content shared via Pensions for Purpose. Not only does this report signpost Pensions for Purpose, under its recommendation to "strengthen competence", but [Bridges Fund Management](#) and [Resonance Limited](#), two Influencer members of Pensions for Purpose, are also featured as case studies.

**Karen Shackleton, Head of Pensions for Purpose, said:** "The Advisory Group report provided very clear evidence that social impact investment is the topic of the moment. The investment management sector is already responding to investor demand with competitive products that combine a financial return with social or environmental impact. Pensions for Purpose aims to keep our Affiliate members informed and up to date in this fast-developing area. We now have some fascinating research, blogs and case studies for everyone to browse. We are also now extending our content to include Affiliate-only material."

**Dawn Turner, CEO, Brunel Pension Partnership, said:** "At Brunel Pension Partnership, we champion open and transparent communication with our clients and our peers. As an Affiliate of Pensions for Purpose, we look forward to participating in thought leadership discussions that will enhance the general understanding of impact investment within the investment community. It is our goal to be innovative and forward-thinking with investment solutions, and we believe that deepening our own knowledge of this important topic through discussion with other affiliates will help us to achieve this aim."

**Richard Speak, Managing Director of Finance for Sustainability, said:** "The impact investment market in the UK continues to mature, with greater prospects for institutional investors to participate in this growing class of social and environmental impact-led products, across real assets, funds and direct debt and equity issuances. The launch of Pensions for Purpose is timely as it provides a much-needed window on this activity for new investors in the space to review the range and scale of these opportunities, and hopefully this will encourage more allocation of capital to sustainable and impactful growth. The Finance for Sustainability Group develops funds and investment opportunities across Sport, Environment & Natural Capital, and Art & Culture led Impact Investment where we see substantial opportunity to redirect capital for not just financial, but also social and environmental returns."

**Tony Dalwood, CEO of Gresham House Asset Management, said:** "Achieving positive social impact while delivering strong financial returns is crucial to our long-term asset management philosophy - social impact assessment can be built into a robust investment process. We hope that the findings and recommendations of the Advisory Group report act as an encouragement to pension funds who may be considering impact investments as part of their scheme's assets, and that Pensions for Purpose becomes an initial port of call for trustees looking to access research, case studies and thought leadership on this topic."

**Nathan Elstub, Chief Investment Officer of Nesta Investment Management, said:** "It is hugely exciting to see Pensions for Purpose taking a lead in helping pension funds in the UK understand the importance and potential of impact investment. In continental Europe it is much more common for pension funds to actively respond to their members and engage asset managers on matters of responsible investment, helping to transform the investment landscape at the same time as meeting deep societal and environmental challenges. The work that Pensions for Purpose is doing to provide tools and information to help UK funds will help the industry in the UK to make a similar transformation to being responsive to stakeholder demands for more ethical and impactful use of their capital."

For more information please contact:

Karen Shackleton  
Pensions for Purpose  
01524 389326 (direct line)  
07939 120710 (mobile)  
[karen.shackleton@pensionsforpurpose.com](mailto:karen.shackleton@pensionsforpurpose.com)

#### **About Pensions for Purpose:**

Pensions for Purpose ([www.pensionsforpurpose.com](http://www.pensionsforpurpose.com)) was launched in October 2017. The aim of this collaborative initiative is to promote understanding of impact investment by effectively sharing news stories, blogs, case studies, academic research and thought leadership papers, and acting as a first port of call for journalists seeking comment on impact investment-related issues.

Pensions for Purpose is run by Karen Shackleton and Stephanie Windsor. Karen Shackleton has worked in the finance sector for over 30 years, and is Deputy Chair of the Strategic Investment Board for the Ministry of Justice and a non-executive director of Resonance Ltd, a social impact investment company. She also provides independent investment advice to the London Boroughs of Islington, Camden and Hounslow, and Warwickshire County Council pension funds and was a member of the Product Working Group feeding into the Advisory Group report "[Growing a culture of social impact investing in the UK](#)". Stephanie Windsor has worked with institutional investment firms for over 20 years. She was previously a founder member and Business Manager at SVG Investment Managers, and an Executive Assistant and Team Leader at UBS Global Asset Management.