

# 2016

# US SIF STRATEGIC PLAN

## ACCELERATING THE GROWTH AND RIGOR OF SUSTAINABLE, RESPONSIBLE AND IMPACT INVESTING

# 2018

**US SIF: The Forum for Sustainable and Responsible Investment is the leading voice advancing sustainable, responsible and impact investing across all asset classes.**

### Mission

Rapidly shift investment practices towards sustainability, focusing on long-term investment and the generation of positive social and environmental impacts.

### Vision

Environmental, social and governance impacts are meaningfully assessed in all investment decisions resulting in a more sustainable and equitable society.

### Values

Commitment. Knowledge.  
Collaboration. Inclusion.  
Accountability. Optimism.

### Strategic Goals

#### Increasing Demand

Expanding sustainable, responsible and impact investing across all asset classes.

#### Defining and Enhancing the Rigor of the Field

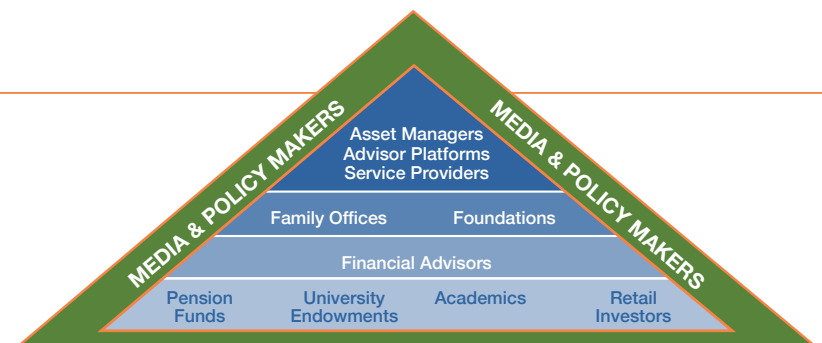
Identifying and disseminating information about best practices within the field and providing tools for practitioners to undertake a rigorous and comprehensive approach to SRI investing.

#### Removing Barriers

Influencing audiences outside of the financial industry (e.g., the media, policymakers and regulators) to create a supportive environment for SRI investing.

### Influencing Strategy

Broaden our focus to influence how a range of priority audiences think about and understand SRI investing.



TARGET AUDIENCES FOR INFLUENCE