



2019 – 2021 STRATEGIC PLAN

INFORM | EDUCATE | TRANSFORM

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

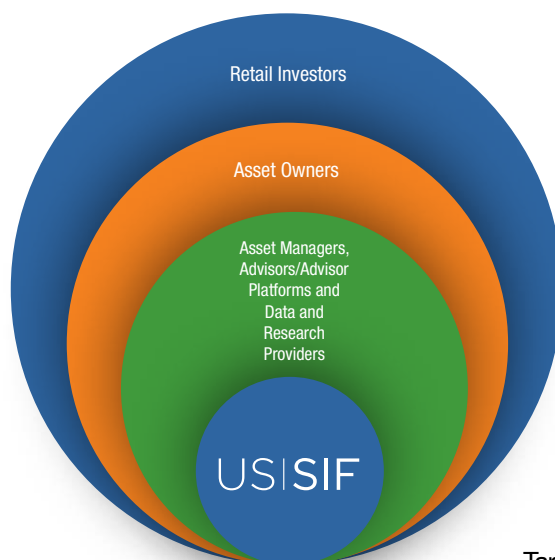
Environmental, social and governance impacts are meaningfully assessed in all investment decisions resulting in a more sustainable and equitable society.

Values

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

Influencing Strategy

US SIF is committed to influencing how key audiences are informed and educated about sustainable investment in order to transform investment practices.



Target Audiences for Influence

Strategic Goals

- Expand the number of firms and financial professionals practicing sustainable investment and expand the membership of US SIF.
- Broaden sustainable investment expertise and use of best practices by providing high-quality information, education and other tools.
- Educate and engage with federal and state level policy makers and regulators to advance legislation and regulation that is supportive of sustainable investment.