

BREAKING THE DEADLOCK: REDUCING THE COST OF ROAD TRAUMA WITH SOCIAL IMPACT INVESTMENT



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iRAP Innovation Workshop 2015, London, 15-16 September





What's the potential for applying social investment approaches to unlock increased investment for road safety?

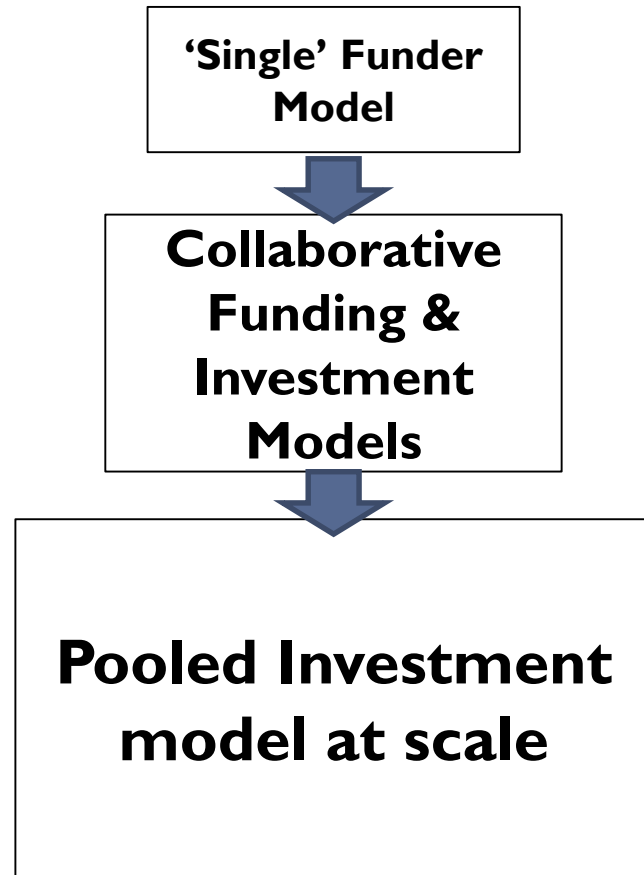
- Potential for impact – at scale: more than 1.2 million people die on the world's roads each year
- An investment need and investment instruments
- Global focus – SDGs
- Direct funding towards prevention

<http://www.fiafoundation.org/media/45995/research-paper-3-breaking-the-deadlock-spreads.pdf>



“Leadership must come from many different groups – from governments and philanthropy, from social sector organisations and business, from impact entrepreneurs and investors.”

Invisible Heart of Markets – report of Taskforce convened under UK’s leadership of G8, 2014



Build the evidence base

ABOUT SOCIAL FINANCE

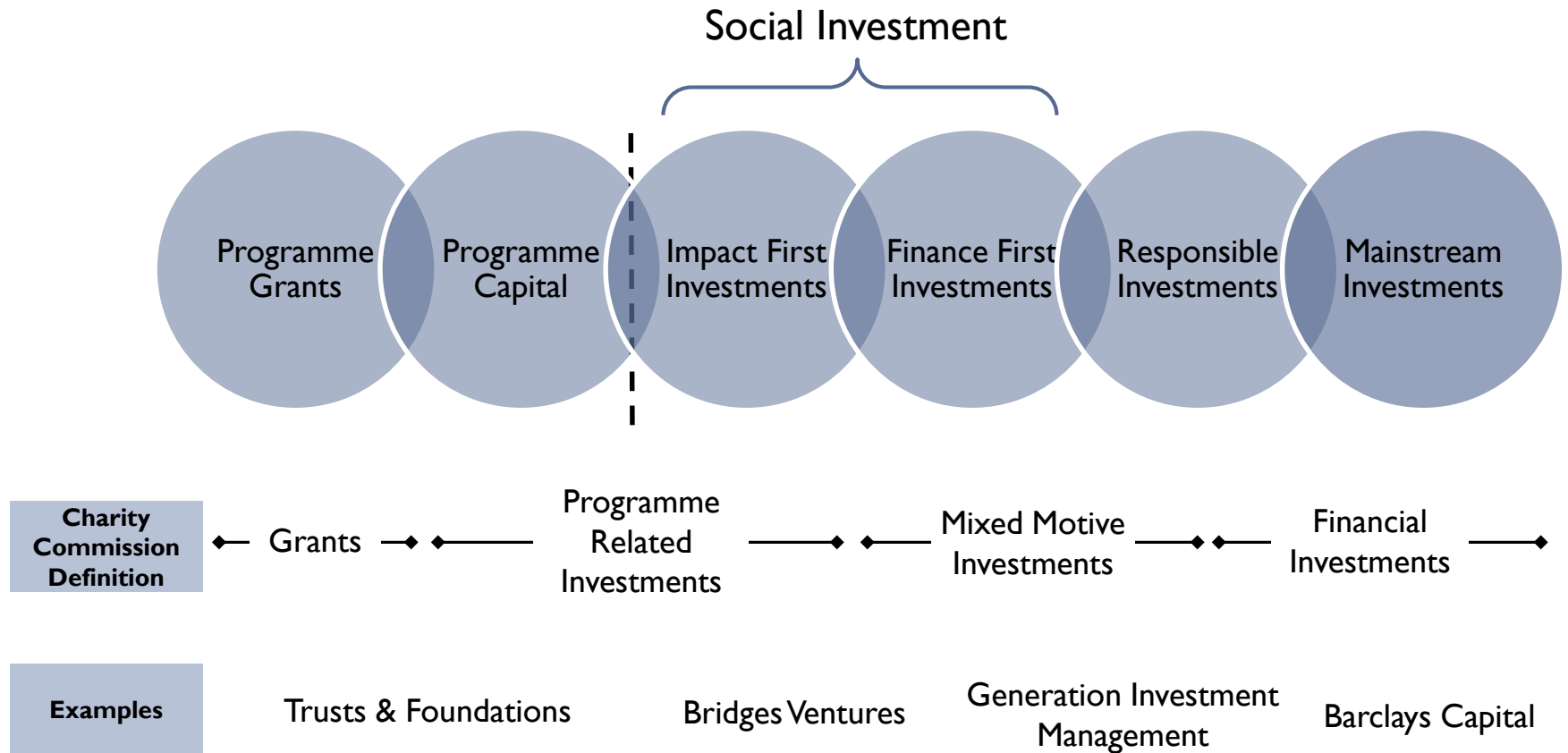
- Social Finance is a **not for profit** organisation that partners with **governments, funders, the social sector, and the financial community** to find better ways of tackling difficult social and development problems.
- Pioneered the **Impact Bond** model in 2010. Global leader in design, launch and implement impact bonds – a network of sister and partner organisations developing the model globally
- Raised and mobilised over **£75 million of social investment**, creating impact for more than **35,000 people**.



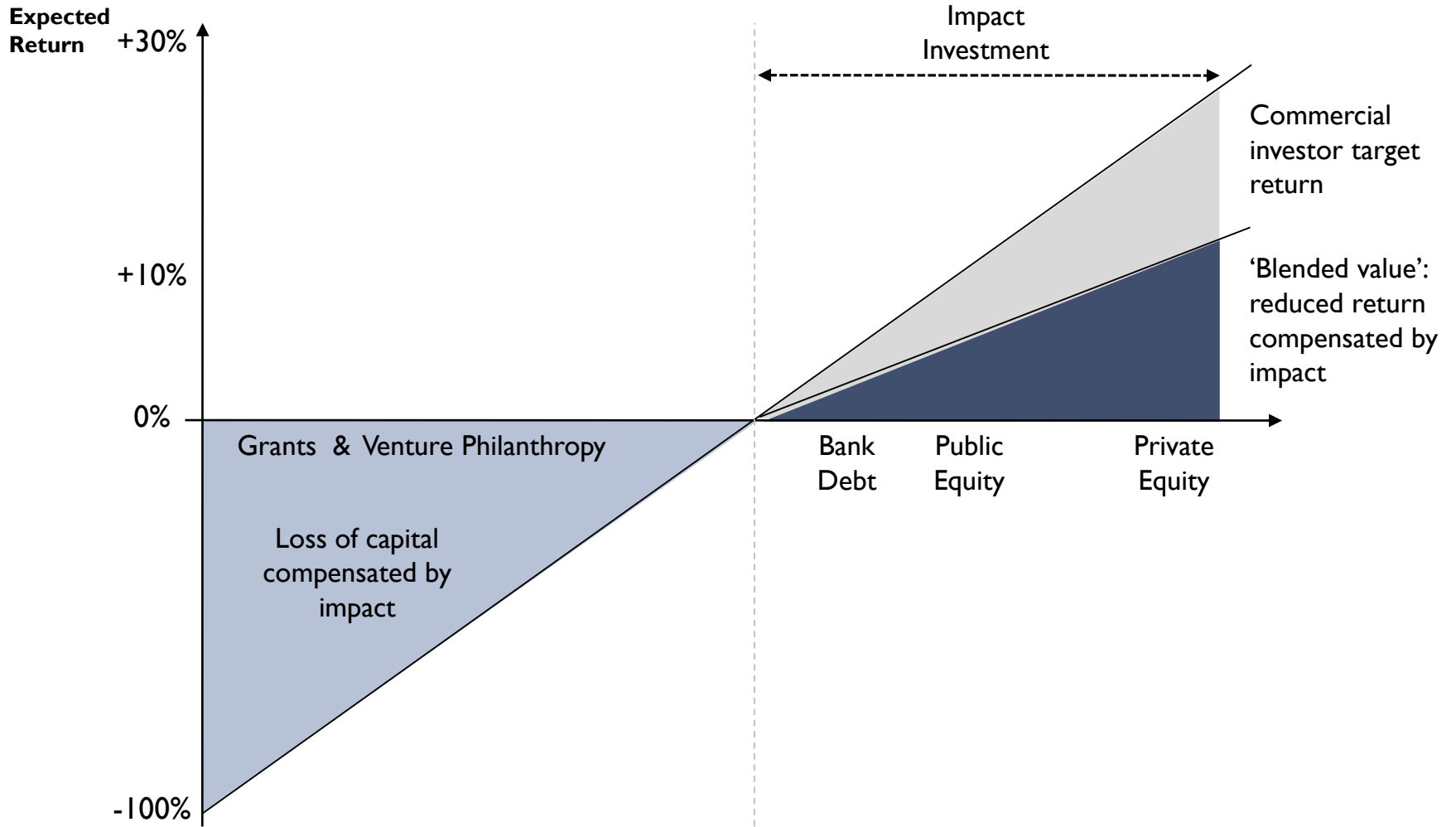


SOCIAL INVESTMENT

The core attribute of social impact investment is the social purpose of the enterprise or project, which is a principal motive for the investment.



THE SPECTRUM OF RISK AND RETURN

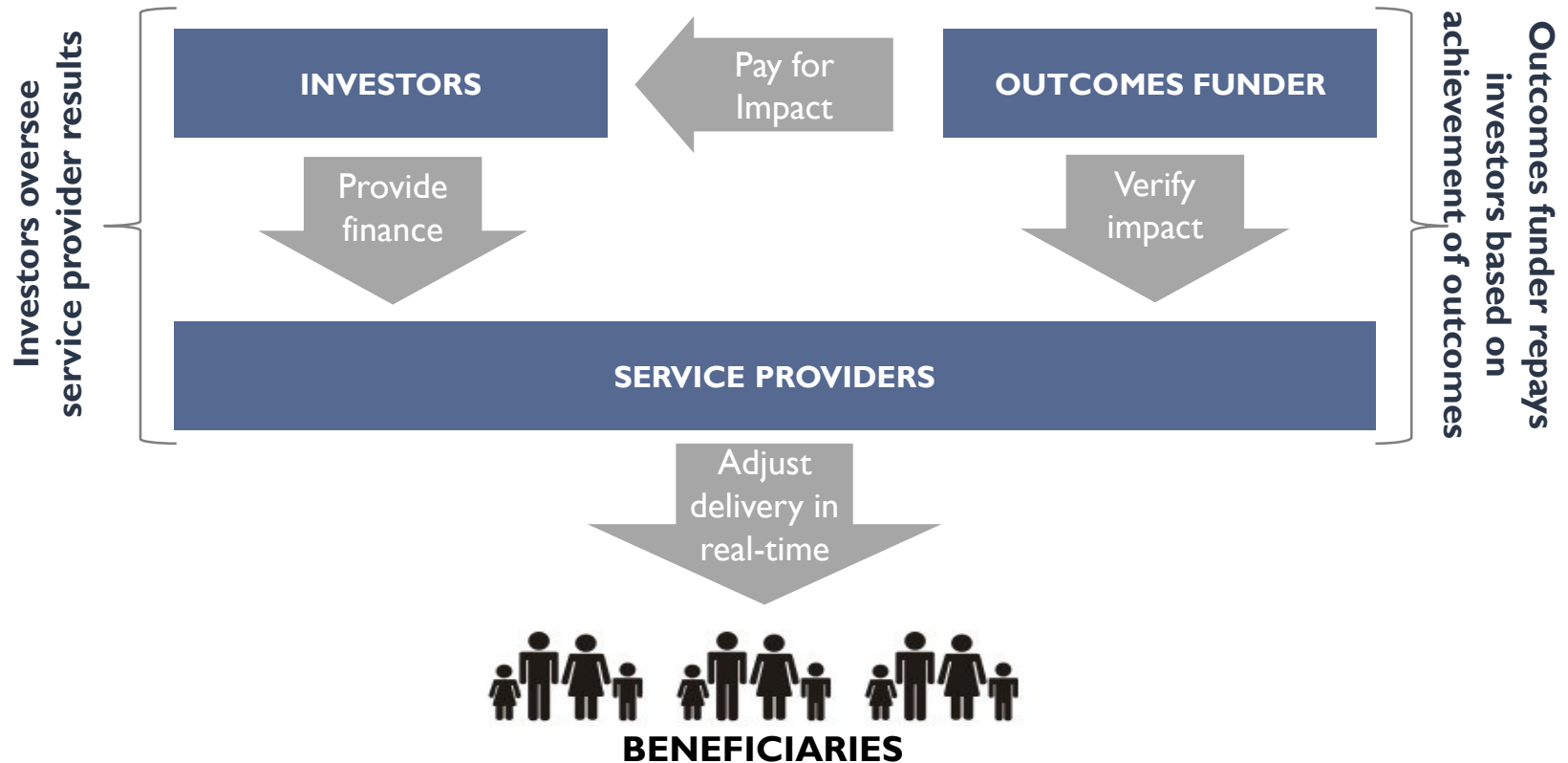


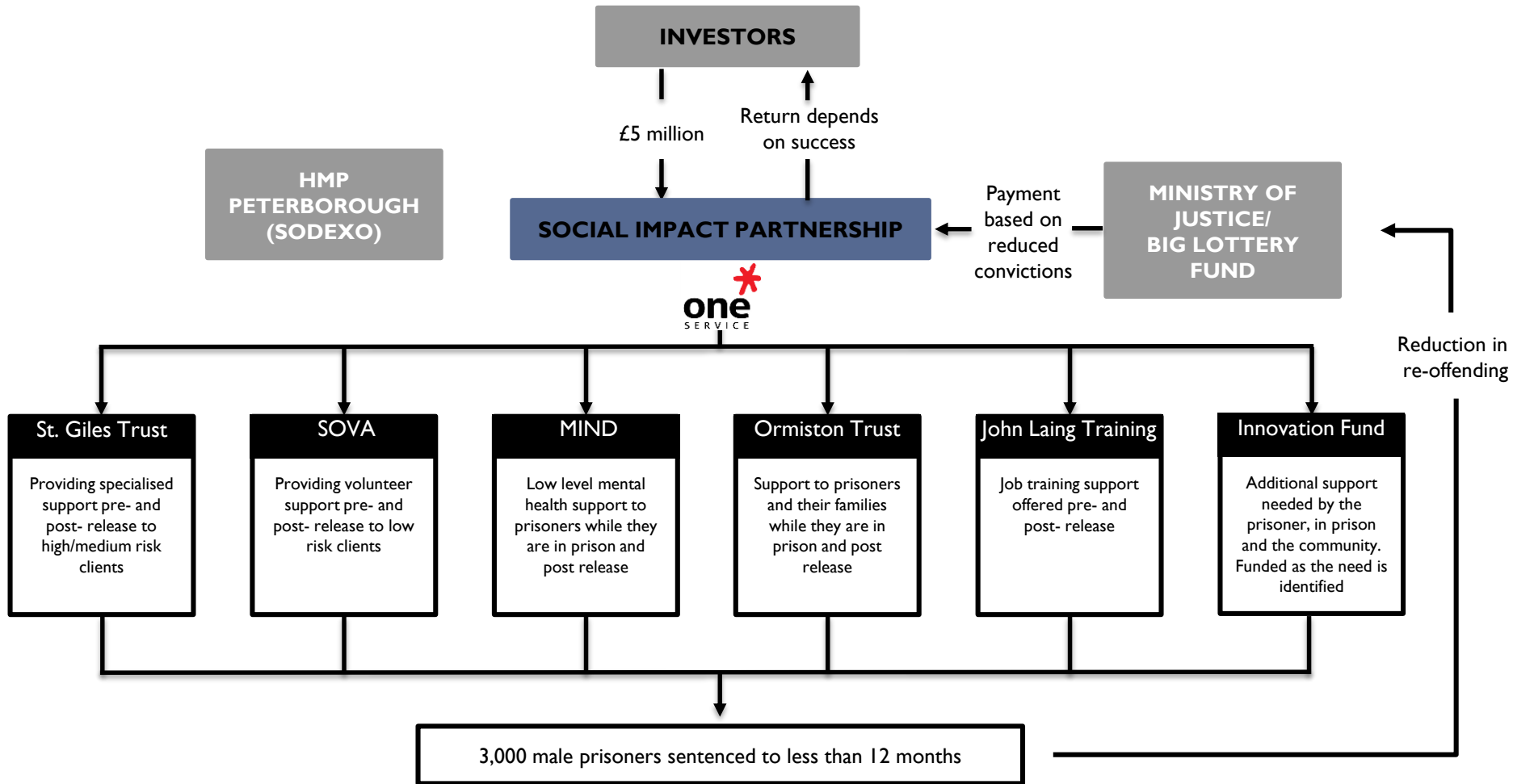


SOCIAL IMPACT BONDS

ILLUSTRATIVE IMPACT BOND STRUCTURE

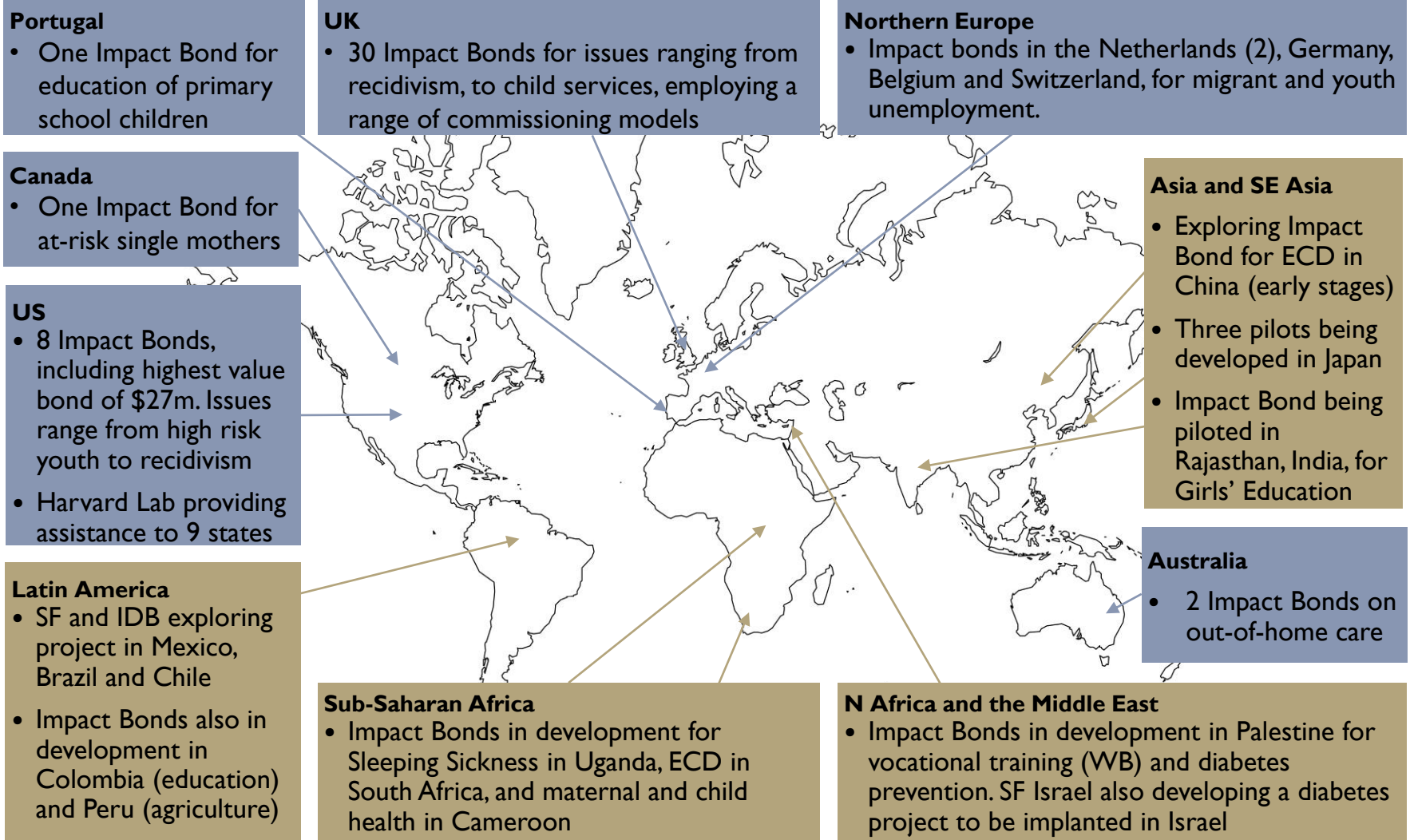
A SIB is a financial mechanism in which investors pay for a service upfront to improve a social outcome that is of social and/or financial interest to a commissioner.





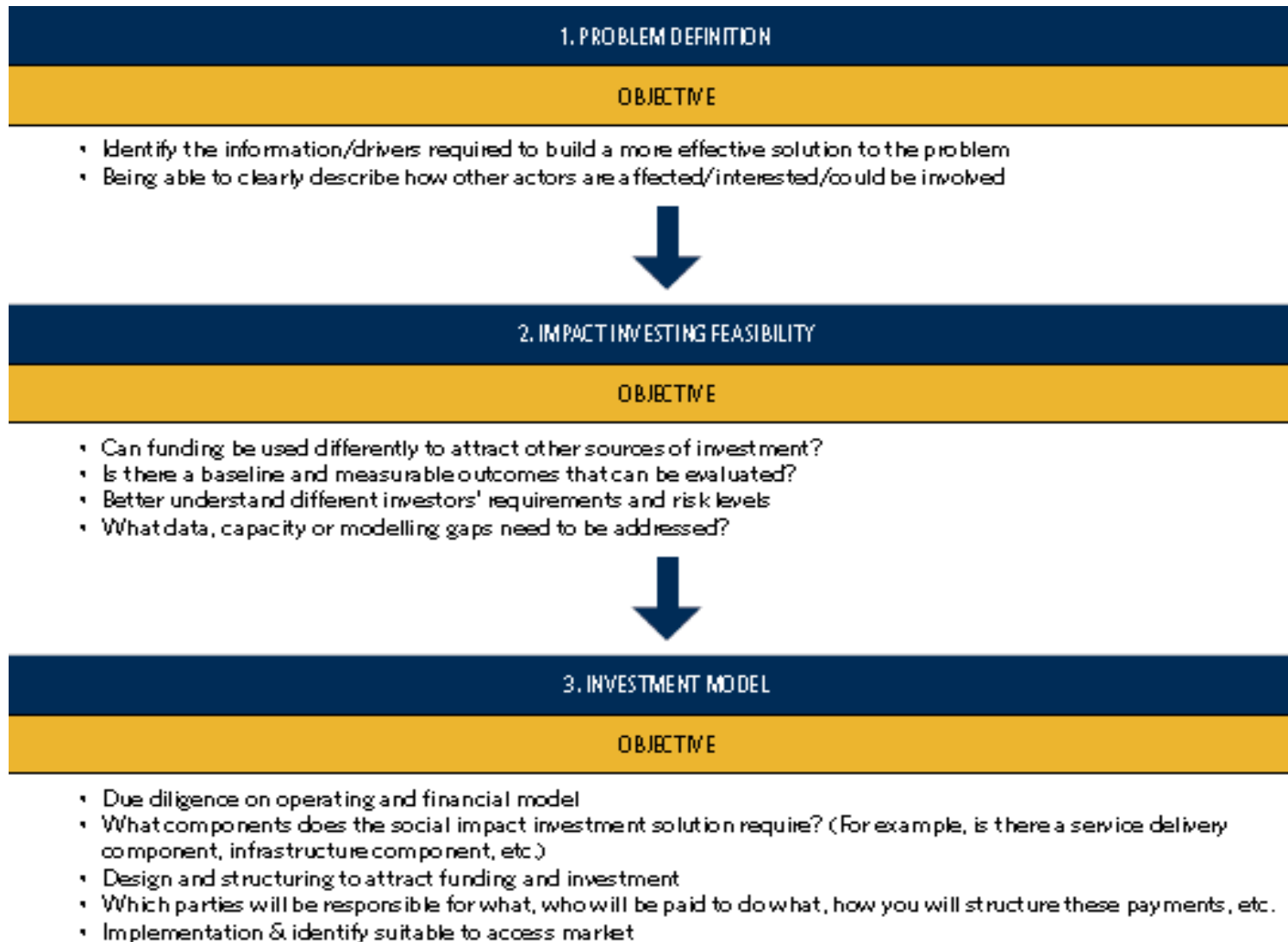
■ A RAPIDLY GROWING MARKET

49 Impact Bonds raising \$150m have been launched, with at least as many in development.



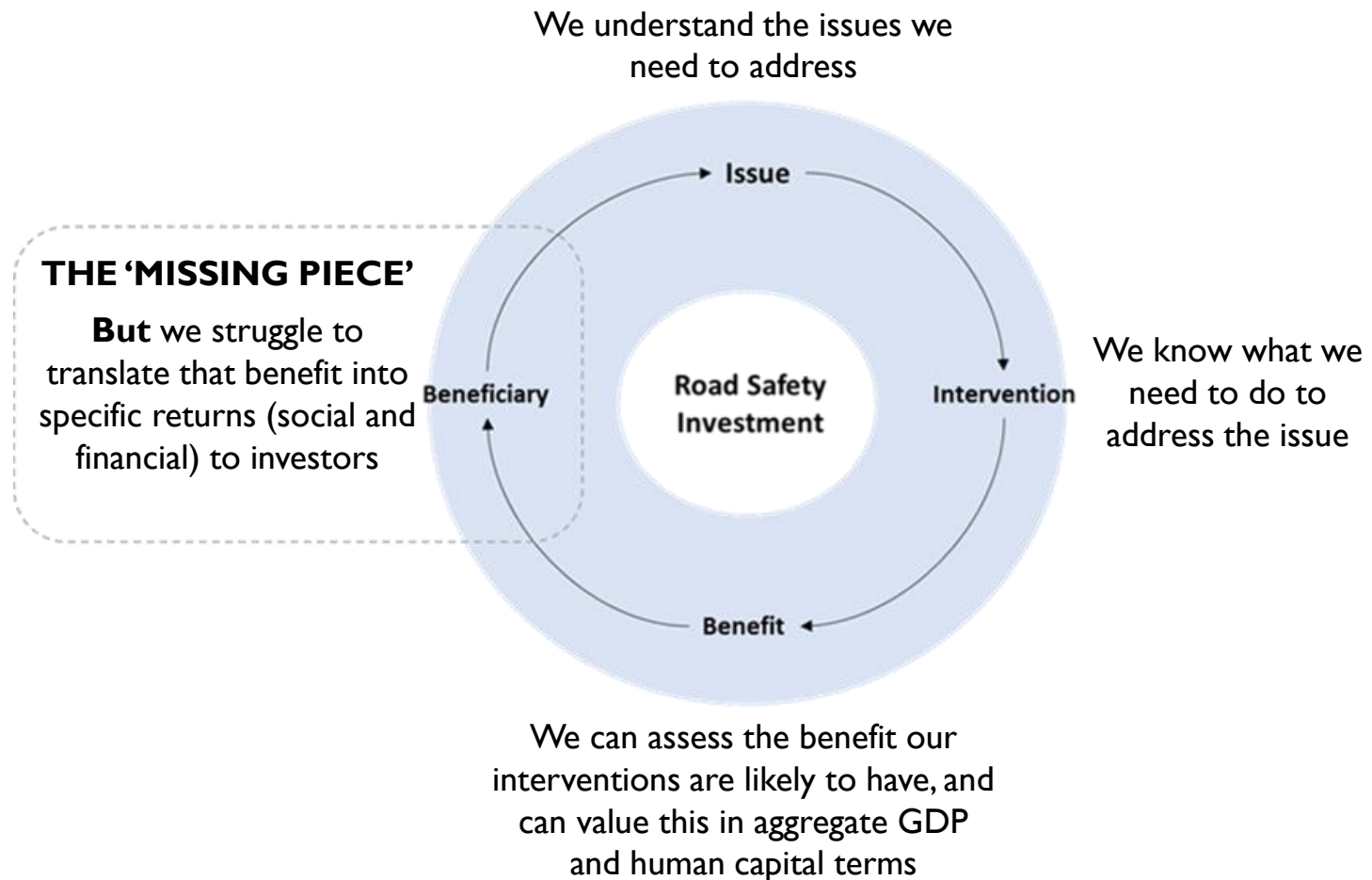


ATTRACTING SOCIAL IMPACT INVESTMENT



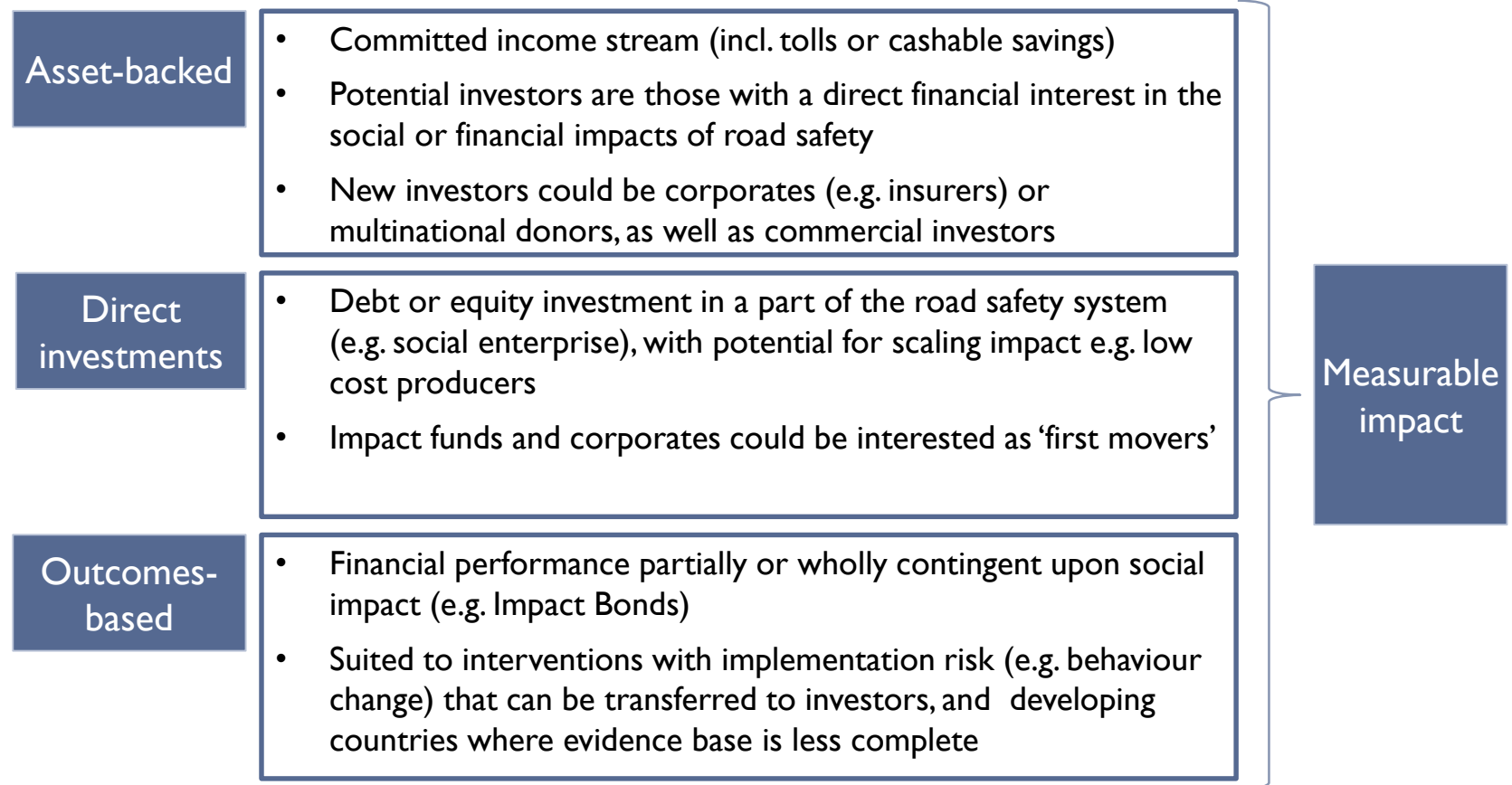
● ■ HOW CAN SOCIAL IMPACT INVESTMENT METHODOLOGY BE APPLIED TO ROAD SAFETY?

The starting point: address the ‘missing piece’ in the case for road safety investment



The building blocks: conventional investment models + impact

Considerations for a social investment model



Next steps to start this process, and develop the opportunities and structures that can release social investment for road safety:

- **Targeted case studies** to better understand what existing data can tell us.
- **Identify projects currently in development** to serve as a demonstration of how a social investment approach can be applied in the road safety context.
- **Start the conversation: how could you apply this methodology in your organisation – what are the social and financial impacts of accidents on the road? Who are the stakeholders to involve?**

▶ SOCIAL INVESTMENT IS A MODEL BUILT ON A DEEP UNDERSTANDING OF A SOCIAL ISSUE, INFORMED BY GRANULAR DATA.

▶ ASSESSING ROAD SAFETY INTERVENTIONS IN THIS WAY CAN PROVIDE THE TOOLS TO CREATE NEW COLLABORATIONS AND INVESTMENT MODELS.

Thank you

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