

STRATEGY 2020–30



BUILD OUR TRANSFORMATIVE **COMMUNITY**

FINANCE INNOVATION LAB STRATEGY 2020–30

VISION & VALUES

Our vision is a financial system that serves people and planet, one which is:

- **Democratic** – a transparent and accountable financial system, where all people can participate in the rule-making and institutions that shape it.
- **Sustainable** – a financial system that helps meet society’s long-term needs and supports humans flourishing on a thriving planet.
- **Just** – a financial system that promotes diversity and equality and protects human rights.
- **Resilient** – a financial system that provides security and stability for all, and for the real economy.

Being explicit about our values helps us embed them into the DNA of The Lab and has been crucial to our success.

- **Ambition** – holding true to our transformative vision with bravery, based on a fundamental commitment to learning.
- **Collaboration** – achieving change with others who share our ambition, being accountable, and acting with humility.
- **Empowerment** – acting in solidarity with those marginalised by the financial system, approaching ourselves and others with love and care, and creating spaces where everyone can participate.

THEORY OF CHANGE

We are focused on transformative systems change. This means deep, lasting change in the financial system that impacts:

MENTAL MODELS

Mental models – the social and cultural mindsets, narratives, norms and values that make up and perpetuate what we believe is normal.

POWER DYNAMICS

Power dynamics – power dynamics determine how the system operates, who gets most influence, and whose interests prevail.

Our role is to build power to transform the financial system for people and planet by:

BUILDING COMMUNITY

Cultivating a powerful community of systems-changemakers – from inside and outside the financial system, including innovators and influencers from values-based finance, fintech, mainstream finance, civil society organisations, governmental organisations and academia.

STRATEGIC INITIATIVES

Working on high impact initiatives with clear leverage points – to achieve concrete changes that shift mental models and power dynamics to transform the financial system. Our current initiatives are grouped into the programmes summarised below.

OUR PROGRAMMES AND 10-YEAR GOALS

We run four programmes targeting the key financial system impacts that will be needed to meet our vision.

GROWING PURPOSE-DRIVEN FINANCE

Significantly expanding the size and impact of financial organisations that put social and environmental purpose at the heart of their ownership, mandate, governance, culture, and business models will be key to building the financial system of the future.

Our 2030 goal is that purpose-driven financial institutions become mainstream in the UK, with a significant proportion of the public using purpose-driven financial institutions which hold an important share of total assets.



SHIFTING MAINSTREAM FINANCE

Mainstream players such as banks and pension and insurance funds will have to shift their activities significantly if we are to meet our environmental and social goals. Given their public profile, it is possible to imagine this happening even if they do not fully convert into purpose-driven institutions.

Our 2030 goal is that mainstream financial organisations have aligned their core business activities to deliver a less than 1.5°C increase in global temperature – in line with the Paris Agreement – through financing a just and regenerative economy.



INFLUENCING LAW, REGULATION AND POLICY

The financial system is not like most other systems, as its heavy policy and regulatory structure is essential for defining the playing field and rules of the game, and aligning the system to environmental and social goals. These rules may help maintain the status quo but they also hold the key to creating or incentivising major transformative change to the system.

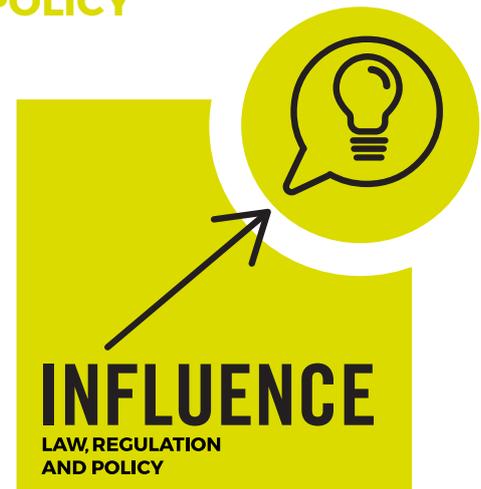
Our 2030 goals are that the ability of civil society organisations to influence finance-related law, regulation and policy is significantly increased; and that financial regulation, law, policy and industry standards support and oblige financial institutions to align to the Paris Agreement and just transition principles.

BUILDING OUR TRANSFORMATIVE COMMUNITY

We build the power of our community by developing its size and diversity, facilitating connections, nourishing the people within it, advancing new thinking, and by supporting the development and growth of initiatives for change.

Our 2030 goal is that our community of committed and connected systems-changemakers have demonstrated their power to transform the financial sector and grow purpose-driven finance, shift mainstream finance, shrink unaccountable finance, and influence law, regulation and policy.

Finally, we recognise that large parts of the financial system are shrouded in secrecy, under-regulated, are not amenable to public pressure and need to be shrunk away. Shrinking unaccountable finance is also part of our strategy – realised through the work of our community and through our advocacy work. We are not yet running a separate programme in this impact area, but would consider it if dedicated resources became available.



CONTACT US

 For general enquiries, please email hello@financeinnovationlab.org
Please note that we are a small team and may not be able to respond to your query immediately.

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 Follow us on Twitter [@thefinancelab](https://twitter.com/thefinancelab)

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