

# Impact Manifesto

We are facing unprecedented challenges. **No matter how much good modern economy has generated** – we've seen amazing improvements in health, education, or quality of life in the past century – **it also brought serious challenges:** the harm created to our planet, to ourselves, [inequality](#), and the disconnected way we relate with each other and nature.

The monetary and financial systems, initially created with the goal of serving our best interest, have somehow become unattached from reality and from the creation of the greater good: they fail to properly internalize the social and environmental impacts and costs of economical activity and their long-term effects.

**At GoParity, we believe that the system that has caused all this damage can and should solve it.** Money is what fuels this system and there is a huge business case in making it right: we just need the right incentives to make it greener, fairer, more inclusive, and more transparent. There is enough money in the world to build back and create a sustainable inclusive economy, it just needs to be put to the right use.

**Citizens, companies, consumers, all the economic agents have tremendous power to lead this change**, and, if we're going to change the course of life on Earth, we must all be involved. This is the challenge GoParity is here to tackle: enabling everyone to do their part in the [2.5 trillion dollars that need to be invested by citizens and countries, every year, in order to achieve the Sustainable Development 2030 Agenda by the United Nations](#).

# Impact Manifesto

- **We empower people and organizations to use their money for good.**

We remove obstacles and create experiences to make impact investing and sustainable finance a central part of our daily lives.

- **We stand for transparency and lead by example.**

We use fact-based, clear, and unbiased communication to allow for informed decision making

- **We practice universality and believe in showing up.**

We design for everyone to have access to opportunities and funding, in every context, and fight for it.

- **We practice tangibility and report on what achieve.**

Provide investment opportunities with clear direct results that can be measured and understood.

- **We believe in sustainability and are in love with our planet.**

We're hands-on idealists, dreaming entrepreneurs, and hard-working team players with our bare feet on the ground, our sleeves rolled back and our minds set on a beautiful future.

**We're on a mission to make finance work for people and our planet.**