

17 Communications

2019 Impact Summary

“It’s time for a new capitalism — a more fair, equal and sustainable capitalism that actually works for everyone and where businesses, including tech companies, don’t just take from society but truly give back and have a positive impact.” – [Marc Benioff, CEO of Salesforce](#)

Introduction

The idea for creating 17 Communications came from short bursts of inspiration at seemingly random moments – on vacation in Hawaii where I learned the true meanings of “aloha” (love, peace, and compassion) and “ohana” (family and friends), on a business trip in Zurich where I learned the power and potential of ESG data, at SOCAP19 in San Francisco where I met a community of like-minded thinkers and doers.

What connected these moments was a growing realization that a better system is not only possible, but increasingly necessary in a world facing overwhelming sustainability challenges. I strongly believed in the critical role that mission-driven marketing and communications could play in fostering the transition to a better world, both by advancing best practices and by tackling greenwashing and impact-washing at its core.

17 Communications was thus born with a simple idea – helping clients tell their stories about the need for a shift to a more sustainable and inclusive society, and raising awareness about the steps necessary to get there.

I began putting this idea into practice during the second half of 2019. While the business did not officially launch until 2020, the idea was being tested in real-time by engaging in conversations with industry leaders, reading news articles about the sustainability movement, and attending conferences for ESG and impact investing professionals. Each interaction served as an additional proof point helping push me down the path of becoming a small business owner. I am confident and cautiously optimistic that this path will lead me, the impact investing community, and society at large towards a better and brighter future.

With hope and love,
Dmitriy Ioselevich
CEO & Founder

2019 Client Work

We would like to briefly highlight three examples of client work from 2019. We believe each of these case studies represents a meaningful contribution towards achieving the SDGs by catalyzing the flow of capital towards ESG and impact investments. Specifically, these projects are positively aligned with [Goal 4](#) (Quality Education) – and specifically target indicator 4.7 by ensuring that “learners acquire the knowledge and skills needed to promote sustainable development” – as well as [Goal 17](#) (Partnership for the Goals).

Designing a Survey for the Annual CFANY Climate and ESG Asset Owners Summit

Client: CFA Society of New York (CFANY)

Project Description: Each year CFANY brings together a group of the largest and most influential institutional investors for an important conversation about ESG and climate change. To take advantage of the [intellectual capital](#) of the people in the room, CFANY engaged 17 Communications to design a survey that explored how asset owners approached ESG and what challenges they faced. Of more than 200 attendees with \$15+ trillion in combined assets, nearly 100 asset owners completed the survey. The survey results were published as part of a [press release](#) that quoted Hiro Mizuno, former CIO of GPIF, the world’s largest pension fund, and a keynote speaker at the event.

Launching the Tipping Point Fund on Impact Investing

Client: U.S. Impact Investing Alliance

Project Description: To ensure the continued growth and integrity of the impact investing market, industry leaders recognized the need for certain public goods (e.g., data, standards, policies, regulations, etc.) to provide the infrastructure for all market players. Enter the Tipping Point Fund on Impact Investing (“TPF”), a \$12.5 million donor collaborative that would provide grant capital to organizations working towards developing or promoting these public goods. 17 Communications worked with the U.S. Impact Investing Alliance, a non-profit organization involved in designing and managing the TPF on behalf of its funders, to develop a communications strategy for the launch of the fund. This strategy included a [press release](#), a virtual press conference featuring the heads of the Ford Foundation and Omidyar Network, and interviews with 15+ reporters covering ESG, impact investing, and philanthropy.

Publishing Research on the Adoption of ESG in the Hedge Fund Industry

Clients: KPMG + CREATE-Research

Project Description: While ESG has spread to every corner of the investment management industry, hedge funds stand out as late adopters. To explore this disparity, 17 Communications teamed up with KPMG, CREATE-Research, AIMA, and CAIA to conduct an in-depth research study on the unique challenges and opportunities facing the hedge fund industry when it comes to ESG. 17 Communications led the project by designing survey questions that were distributed to both hedge funds and institutional investors, speaking one-on-one with 30+ leaders from in and around the hedge fund industry, and writing a report that pulled together quantitative insights from the survey and qualitative insights from the interviews. The [final report](#) was published in February 2020 and released on-stage at the 2020 Cayman Alternative Investment Summit.

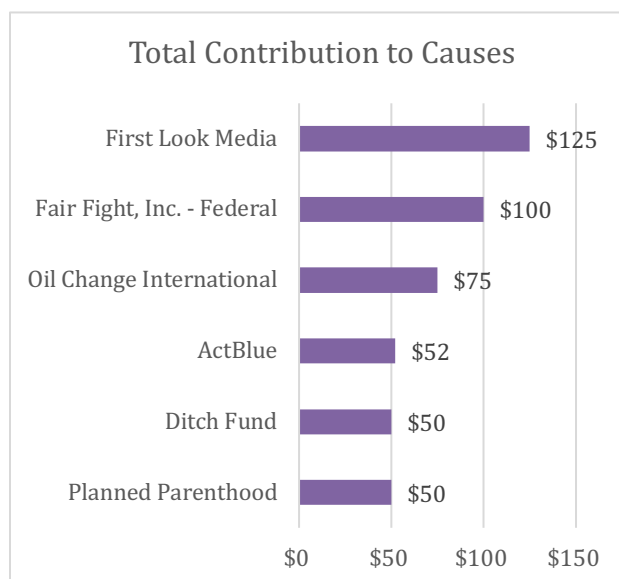
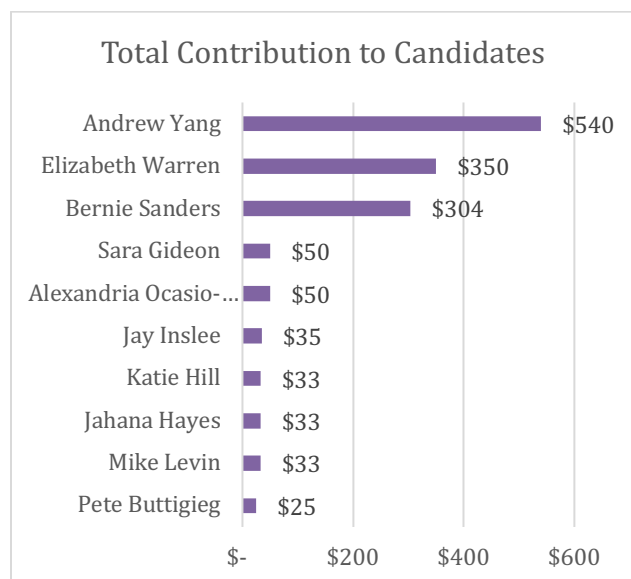
ESG Performance

17 Communications is committed to tracking and reporting on the firm's performance across a range of ESG factors. In the following table, please find specific steps that were taken in 2019 to minimize the environmental impact of all business and personal activities (E), maximize the social impact (S), and ensure strong governance across the organization (G). Where possible, we specified which activities were taken on behalf of 17 Communications and which activities were more personal in nature.

ENVIRONMENTAL	SOCIAL	GOVERNANCE
Switched from commuting to working out of a home-office, thereby reducing my carbon footprint and eliminating almost all printing	Recruited a Research Assistant after completing 20+ interviews featuring a diverse slate of candidates	Created a business account with Microsoft Office 365 to ensure file security and provide access to 24/7 customer support
Produced business cards using 100% compostable and recyclable hemp paper	Evaluated potential partners and suppliers through an ESG lens to ensure a sustainable supply chain	Filed for an LLC to create a formal legal structure for the business
Moved my retirement portfolio to a financial advisor that specializes in ESG, thereby aligning my investments with my values	Subscribed to an assortment of media publications, providing nearly \$1,000 in funding for the journalism industry	Hired a CPA for assistance with accounting and tax preparation

Political Spending

In 2019, I (Dmitriy Loselevich) donated a total of **\$1,906** to progressive-leaning political candidates and causes. This includes donations of **\$1,454** to Democratic candidates and **\$452** to progressive causes. Additional information is provided in the charts below.



Philanthropy

I (Dmitriy Loselevich) also made several philanthropic contributions in 2019, both in terms of my time and financial resources.

As a volunteer, I worked with Michael Zaystev, a life and business coach, entrepreneur, and founder of High NY, as an editor and strategist for his second book: "[The Cannabis Business Book](#)." I also worked with Delilah Rothenberg, Executive Director of [The Predistribution Initiative](#), as a copywriter for the relaunch of her organization's new website.

As a funder, I donated more than **\$2,000** across a range of causes and organizations. This included a **\$1,000** contribution to the [Dorothy Kunes Cross Fund](#), a scholarship fund created by the [Institute of Nonprofit News](#) to support women journalists, and several other smaller contributions to a range of charities focused on social and environmental issues.

Looking Ahead to 2020

While we are proud of what 17 Communications was able to accomplish in 2019, we know there is still much more work left to do in 2020. The following are a few specific goals we are focused on for the year ahead.

- *Client Goals*
 - Continue to grow the business with a focus on developing quality, long-term client relationships
 - Evaluate each client engagement to ensure alignment with the UN Global Compact and/or the 17 SDGs
- *ESG Goals*
 - E – Identify ways to further minimize our carbon footprint, including by switching to all renewable sources of energy and purchasing carbon offsets
 - S – Develop and nurture a diverse workforce of employees, freelancers, and contractors
 - S – Launch the “17C Network” as a co-op for mission-driven marketing and communications professions across a range of disciplines and specialties
 - S – Monitor and, if necessary, reduce the pay gap between the CEO and workers
 - G – Pursue B Corp status to better integrate ESG considerations across the organization
- *Political Goals*
 - Continue to support candidates and causes that are committed to creating an environment for long-term sustainability
 - Play an active role in the 2020 election by helping educate voters about the key issues related to sustainability
- *Philanthropic Goals*
 - Continue to donate time and resources, including by establishing pro-bono consulting relationships and selecting a designated charity for the business
 - Start an employee volunteer program to better incorporate sustainability considerations into the DNA of 17 Communications



About 17 Communications

17 Communications is a mission-driven marketing and communications firm specializing in the ESG and impact investing space.

We are committed to catalyzing the flow of capital towards ESG- and impact-oriented companies and investments through a combination of communications, advocacy, research, and education. As a mission-driven organization, we pledge to only work with clients whose services or values are aligned with the Ten Principles of the UN Global Compact (UNGC) and/or the 17 Sustainable Development Goals (SDGs).

Learn more at www.17c.org.