

The little book of big ideas



The Barclays Social Innovation Facility accelerates the development of commercial solutions to social challenges

Introduction

Global economies are experiencing significant changes and challenges – from an increase in scarcity of natural resources to growing youth unemployment and financial exclusion. Businesses can play a crucial role in meeting these needs and, in turn, many of these challenges represent real business opportunities.

The Barclays Social Innovation Facility is one of the ways we are investing in innovative ideas for financial products and services that create social value and deliver commercial returns.

To tackle the most pressing issues facing society, we need to think differently about business models, invest in new technology and look towards partnerships that surpass traditional sector and industry boundaries. Launched in 2012 with a £25m commitment, the Social Innovation Facility was set up as a catalyst to help Barclays employees and business teams share more ideas for innovative products or services. Those with the greatest potential for business and social impact are provided with practical support and funding, to get their ideas off the ground.



“ As a financial institution, we have expertise, knowledge, networks, products and services that are critical for economic and social development. But we need to focus on what can be achieved if we combine those assets, with the expertise and resources of like-minded corporates across different sectors.

We need to do more to unlock human and financial capital if we are to drive transformative social returns. We need to address social and environmental challenges systematically, not as one-off interventions.

Antony Jenkins
Group Chief Executive, Barclays

Innovating for social impact

The Social Innovation Facility supports market-based solutions that not only contribute to sustainable economic growth and societal progress, but also deliver competitive advantage for Barclays. We are developing solutions across a range of sectors:



Financial Inclusion



Impact Investing



Education



Entrepreneurship



Healthcare



Agriculture



Charity Sector



Environment



Employment



20+

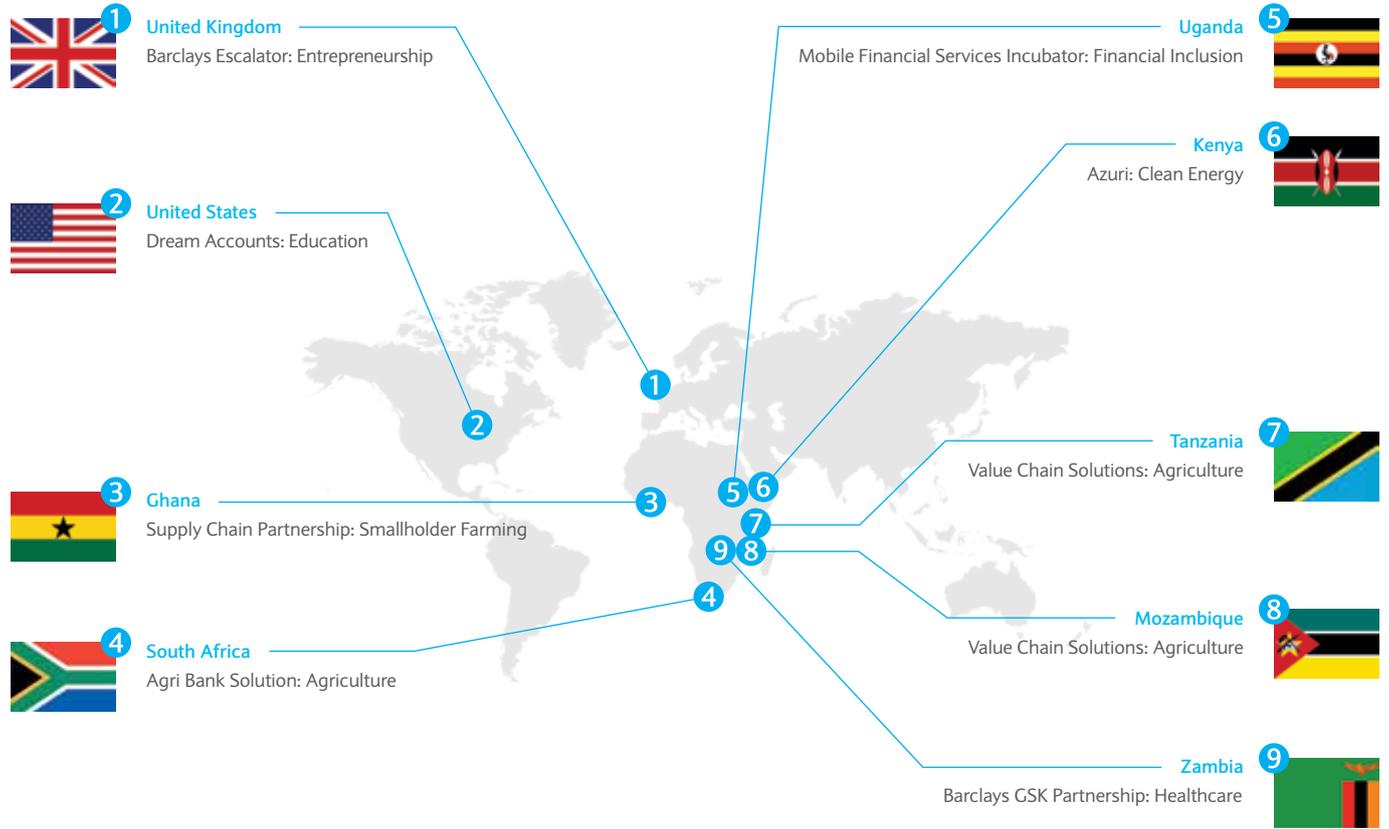
project investments
across a range
of sectors

£25m

committed to invest
through the Social
Innovation Facility

With support from the Social Innovation Facility, The Barclays Escalator is enabling high-growth startups in the UK to access potential funding, support services and co-working spaces.

Where the Social Innovation Facility invests: country highlights



How it works

Social innovation relies on the passion and expertise of ‘intrapreneurs’ – individuals within our business who use their own skills, creativity and entrepreneurial spirit to drive innovation within Barclays.



“ Inspiration on how Barclays can help solve societal challenges can come from anywhere in the business. The Social Innovation Facility has provided funding and support for me, and other colleagues irrespective of location or level, to become intrapreneurs and develop our ambitious ideas into profitable business opportunities that create social impact. ”

Damian Payiatakis
Barclays Intrapreneur



Supporting sustainable agriculture

A large global client of Barclays has committed to transforming its supply chain in Ghana to increase the amount of materials that are locally sourced from 10% to 70%. Working with NGOs to develop a sustainable supply chain ecosystem, Barclays is connecting the client with thousands of smallholder farmers who will deliver locally produced crops. The partnership will create sustainable livelihoods and support the Ghanaian agriculture industry, at the same time generating income for Barclays through a structured trade product and strengthening a client relationship.

Our investments in action

As a global bank operating in more than 50 countries, we have the potential to make a huge, positive impact on society through our core business. Here are details of some of the projects supported by the Social Innovation Facility.



Penny for London

Penny for London is an innovative way of charitable giving, powered by Barclaycard in partnership with the Mayor's Fund for London. Those who opt into the scheme set an amount they wish to donate, starting from just one penny. Every day they use a registered contactless debit or credit card to pay for their journey on the Transport for London network and National Rail services that accept Oyster, they will make a donation collected by Barclaycard's contactless technology. There have already been millions of journeys made on Transport for London using contactless payments, which makes this an exciting opportunity. The money raised will be donated to charities that support disadvantaged young people living in London.



Building healthier futures

Despite substantial economic growth in Africa over the last few decades, access to affordable healthcare remains one of the greatest challenges to sustained development. We're working with GlaxoSmithKline (GSK) in Zambia to increase access to affordable healthcare and support job creation to stimulate economic growth. This 50/50 partnership sees the two companies work together in a new way, using their skills and expertise to access societal challenges. The partnership aims to create a model that can be scaled across the continent, as we believe that the long-term growth of our business in Africa is intrinsically linked to the well-being of the communities we serve.



Women in Leadership Index

Barclays is the first bank to launch a product suite that is designed to provide investors with exposure to publicly traded US companies with gender-diverse executive leadership and governance. The Barclays Women in Leadership Total Return Index underlying the product suite is composed of companies that have a female CEO and/or at least 25% female representation on their corporate board, among other market capitalisation requirements and trading volume thresholds. The companies within the index span 10 industry sectors and are listed on the NYSE or NASDAQ.



To find out more about Citizenship at Barclays visit barclays.com/citizenship
Contact the Social Innovation Facility team social.innovation@barclays.com

Front cover image: Barclays has partnered with non-profit organisations Grameen Foundation and Care International to create innovative technologies and mobile phone-based financial products that are relevant and accessible to disadvantaged communities.
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