

IMPACT CASE

Inyova - Shareholder engagement for retail investors



CASE / PROBLEM

- Ownership is key: Active ownership, engagement and voting are one of most meaningful ways to drive change at companies and improve their impact.
- Lack of control: Investment solutions for retail customers often do not provide for active ownership.
- Owners have left the room: Major asset managers, ETF/fund providers either do not vote or do not vote in favour of ESG resolutions (see [ShareAction study](#)).

SOLUTION

- Taking back control: By offering direct investments in stocks of companies that need to change to allow for active ownership.
- In the pilote with BMW Group, we bundled the shares of more than 2,000 retail investors to seek dialogue with the company and fellow investors.
- We proposed a candidate for their supervisory board, held a speech and raised questions at their AGM, which triggered positive feedback from investors.

FORECAST

- Multiple impact campaigns at various companies and regular, policy-based voting.
- Various opportunities for the Inyova community of impact investors to decide on subjects of engagement to drive active ownership.
- Cooperation and exchange with larger asset managers and asset owners via official channels and platforms to maximise impact.

INNOVATION AREA

Sustainable Finance & Data

IMPACT MEASUREMENT

- 98% of Inyova impact investors (who participated) supported the campaign.
- 15% of BMW shareholders (not affiliated with owners Klatten and Quandt) supported our candidate.

IMPACT VISION 2030

- Empowering millions of retail investors to engage with companies
- Empowering millions of retail investors to vote at companies' AGMs