



Make My Money Matter

IMPACT REPORT

2020-2025



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INTRODUCTION

Over the past five years, we have campaigned to:

1. Increase public awareness of the links between money and the climate and nature crises and empower people to green their pension and bank
2. Stop UK pensions investing savers' money in new fossil fuels and driving deforestation
3. End UK high-street banks' financing of new fossil fuels
4. Unlock more investment in climate solutions for a just transition

We have done this through 4 key tactics:

1. Creative campaigning and storytelling to engage the public
2. Advocacy and engagement directly with the financial sector
3. Influencing government and regulators
4. Building a network of organisations acting on their money including businesses, charities, churches and universities

This report looks at the successful outcomes of these tactics.

PUBLIC AWARENESS + ACTION

British Savers

- 31% of the public are aware of the MMMM campaign (up from zero in 2020)
- 2/3 of British savers now want a sustainable pension and 50% plan to switch to a greener bank (up from 22% in 2022)
- Over half of the British public think the government should act to stop pensions and banks investing in ways that drive climate change
- Over 30 million views of our campaign films
- Over 75,000 digital actions taken by the public to make money matter – including writing directly to pension funds, switching to a greener bank, signing petitions
- Backed by celebrities like Stephen Fry, Olivia Colman, Benedict Cumberbatch, Ambika Mod, Kit Harrington, Rose Leslie, Aisling Bea, Deborah Frances-White, Jason Isaacs, Robert Webb, and Lolly Adefope
- Backed by climate leaders like Christiana Figueres, Mary Robinson, Alok Sharma, Amina Mohammed, and Mark Carney
- Appeared at key global events– from the UN General Assembly, COP26, COP27, London Guildhall, Green Horizons Summit, World Economic Forum, New York Climate Week and World Leaders’ Summit
- Achieved thousands of mainstream media articles – from the Daily Mail to the Guardian, from the Telegraph to the Mirror - and broadcast television coverage – from the BBC to GB News and Good Morning Britain to SKY

PUBLIC AWARENESS + ACTION

Businesses

- 53% awareness of MMMM amongst business leaders
- Coordinated over 120 business and other organisations demanding net zero pensions including IKEA, Tesco, Travis Perkins, BAFTA, and Save the Children
- Worked with over 30 universities and over 70 Christian institutions to call publicly for fossil free banking services

PENSIONS SECTOR

- Helped gain the commitment of over 60 leading UK pension funds to serious net zero targets (including halving emissions before 2030) – from Nest to Aviva, local government schemes from Greater Manchester to South Yorkshire, the railways scheme Railpen to BT – schemes representing over £1.5 trillion in UK savers' money
- Drove a race to the top on climate action with our Climate Action Reports 2023, 2024 and 2025 as featured in Which? Magazine and the Financial Times
- Undertook research on the risk of deforestation in UK pensions with Systemiq, developed guidance with Global Canopy, and set up an industry working group with some 20 members on eliminating deforestation from UK pension portfolios
- Led a major push for pension fund divestment from Russian investments following the invasion of Ukraine

PENSIONS SECTOR

- Worked with Phoenix Group, convened industry and government around removing barriers to unlock a potential £1.2 trillion in investments in climate solutions
- Inputted into numerous consultations to influence government and regulators' pension policy and gave evidence at the Work and Pensions Committee non-enquiry into fiduciary duty

BANKING SECTOR

- Helped push major polluting high street banks – first Lloyds, then NatWest, HSBC, and Barclays to commit to end direct project finance of fossil fuel expansion
- Helped drive some progress amongst the 5 banks on improved approaches to “credible transition” plans for oil and gas companies expanding production
- Provided clear options for people and organisations switching away from the high-street fossil fuel banks - Barclays, HSBC, Santander, NatWest and Lloyds to greener banks - to greener alternatives - Triodos, The Cooperative Bank, Starling, Metro Bank and Nationwide

REPORTS + INSIGHTS

- 21x – evidence-based analysis of the impact of a greener pension on a persons' carbon footprint in partnership with Aviva and Route 2
- 7x – evidence-based analysis comparing FTSE 100 pension emissions with their business emissions in partnership with Scottish Widows and Route 2

REPORTS + INSIGHTS

- Deforestation in our Pensions – first of its kind report on UK pensions and the risk of driving deforestation showed that £300 billion in UK pensions is linked to deforestation, meaning £2 in every £10 saved into a pension pot is linked to deforestation, in partnership with Systemiq and Global Canopy
- Fossil Fuels in our Pensions – first of its kind report summing fossil fuel investments from the UK pensions industry showed that £88 billion of UK pension money is invested in fossil fuel companies which is an average £3,000 per pension holder, in partnership with Route 2
- Climate Action Reports in 2023 (done internally), 2024 and 2025 (with research company Profundo) – that for the first time ever ranked leading UK defined contribution workplace pension providers against their climate policies – providing savers, organisations, and financial advisors with vital information, also featured in Which? magazine
- Climate Solutions report – setting out for the first time the potential of UK pension funds to invest up to £1.2 trillion in climate solutions by 2035 if industry, government and regulators remove barriers, in partnership with Phoenix Group
- Green Pensions Guide and Green Banking Guide
- Pension reforms proposal with Finance Innovation Lab and ShareAction to feed into new government policies following the 2024 election

[See here for our in-depth look at lessons learnt across our public campaigning and advocacy work](#)

AWARDS

2020

- London Stock Exchange Group Award for financial education

2022

- Finance for the Future - Driving change in the finance community

2023

- Environmental Finance Impact Awards – NGO/charity/non-profit of the year
- Money Awareness and Inclusion Award - Sim Kee Boon Prize for Sustainable Finance Literacy
- The Cannes Lions – Shortlisted, The Hidden Relationship

2024

- Gerety Awards – Work for Good Bronze
- D&AD Awards - Pencil Winner, Oblivia Coalmine
- British Arrows – Oblivia Coalmine: The Green Arrow Gold, Charity & Public Service Silver, Best Over 60 & up to 90 second commercial Silver
- The Cannes Lions – Shortlisted, Oblivia Coalmine
- Purpose Awards - Best Environmental Campaign (Charity or NGO) and Best Use of Celebrity / Influencer