
HEARTLAND NETWORK

2021 Impact Report



Heartland
CAPITAL STRATEGIES

Mobilizing Workers' Capital for a Sustainable World

2021 IMPACT REPORT

Launched over a quarter-century ago, the **Heartland Capital Network** was founded to rebuild America by sustainably investing workers' capital in a way that values and supports workers. Over that time, Heartland has convened a unique "table" that includes the original "responsible investment (RI) aviators," including pension leaders, investment consultants, asset managers, mayors and treasurers, labor leaders, academic and policy advocates. Our mission: Mobilize responsible investments in the real economy, achieving competitive financial returns and sustainable jobs impacts.

At the end of 2020, global pension assets were valued at more than \$52.5 trillion and U.S. assets at \$32.5 trillion. Responsible investing is booming, with \$17.1 trillion in sustainably invested assets in the U.S., and \$588 billion in responsible alternative vehicles. Heartland has fought to mobilize this sleeping giant to invest on behalf of workers and retirement beneficiaries. We are focused on influencing capital markets, re-shaping the world.

As we celebrate the 5th anniversary of the publication of **Heartland's Responsible Investor Handbook** (2016, Routledge), we are inspired by a new wave of clean energy union jobs coming coast-to-coast, as well as Middle America. We are thankful that new wind projects on the Atlantic will re-open the Sparrow's Point steel and shipyard in Baltimore as a wind manufacturing facility, welcoming back 500 Steelworkers and the trades. And the Philly Shipyard will likely see over a half-billion dollars in new shipbuilding contracts. There's more of this to come with the Biden infrastructure bills.

This is creating thousands of good union jobs—in construction, manufacturing, and now shipbuilding. California and the West Coast are moving on many other fronts. Even in fly-over-country -- just look at the solar, wind, hydro, electric bus, EV charging stations and net-zero housing projects springing up across Industrial Appalachian cities and rural towns.

We celebrate this exciting growth with our network affiliated partners, including unions, who are banking many of these capital opportunities. And we celebrate the dozens of important projects and company investments that Network Partners made happen in 2021. That's re-shaping the world! Responsibly!

In that spirit of thanks, here's our 2021 Impact Report!





EDUCATION

Heartland-Georgetown

Fellowship: 50 Fellows!

The **Labor-Capital Strategies (LCS) Fellowship**, launched in 2017 by Heartland and **GU's Kalmanovitz Initiative for Labor and the Working Poor (KI-GU)**, has now graduated fifty (50!) fellows in our mission to educate a new diverse generation of capital stewards. The program has grown from one summer session to a year-round program. In 2021:

- **LCS Fellowship, Spring 2021:** Eleven (11) Fellows graduated from nine (9) host partners.
- **LCS Fellowship, Summer 2021:** Twelve (12) Fellows were retained by twelve (12) hosts.
- **LCS Fellowship, Fall 2021:** Six (6) Fellows joined from five (5) hosts.

Coming from over two dozen universities, the Fellows have been placed with large-impact investors, unions, and progressive policy shops who are "paying it forward." Imagine an academic fellowship where brilliant, diverse students learn to build affordable housing, stand-up wind and solar projects, engage in a shareholder campaign, save a critical manufacturer, win a union campaign, and spur the growth of good jobs!

The **LCS Fellowship** offers undergrad and grad students that immersive introduction to the dynamic juncture of finance and labor. Our program focuses on creating a uniquely transformative learning experience while providing the conceptual tools and practical hands-on experiences needed to apply innovative solutions to public, private, and civic sector challenges. We're also providing ongoing career support to the fellows; one snagged by a Heartland Partner and one landing a post at the White House!

EDUCATION

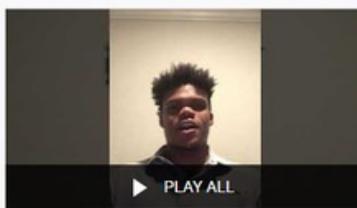


Past Fellow Highlights:

- Sandra N. Puetate - Capital Alpha Partners
- Matt Maury - Research Assistant at The White House Council of Economic Advisers (see his co-authored paper on housing [here](#))
- Sean McKee - Analyst at Hamilton Lane
- Jasmine King - Howard Law
- Casey Doyle - Columbia Law
- Clare Heine - NYU Law

Fellowship Enrichment:

Throughout 2021 we continued virtual "brown bag" lunches for the Fellows that turned into **Zoom Fellowship Huddles**. In these Huddles we brought in **21** professionals from across the Heartland Family-- guests ranging from Ray Whiteman of Stellex to Lesyllee White of AFL-CIO HIT, and many more engaging speakers. Fellows consistently remarked that the huddles were one of their favorite aspects of the program. The screen shot above was taken when Megan Milne and former Fellow, Sean McKee, both of Hamilton Lane joined our Summer Fellows via Zoom.



Click [here](#) for our Fellowship YouTube playlist with 13 videos from recent Hosts and past Fellows discussing their experiences.

Join our LinkedIn [Fellowship](#) [page](#) where you can find our past and current fellows.



We're proud that our Hosts have provided almost \$250,000 in stipends to our 50 Fellows.

A big "Thank you" to



for their continued Fellowship sponsorship!

THOUGHT LEADERSHIP



National Investment Policy

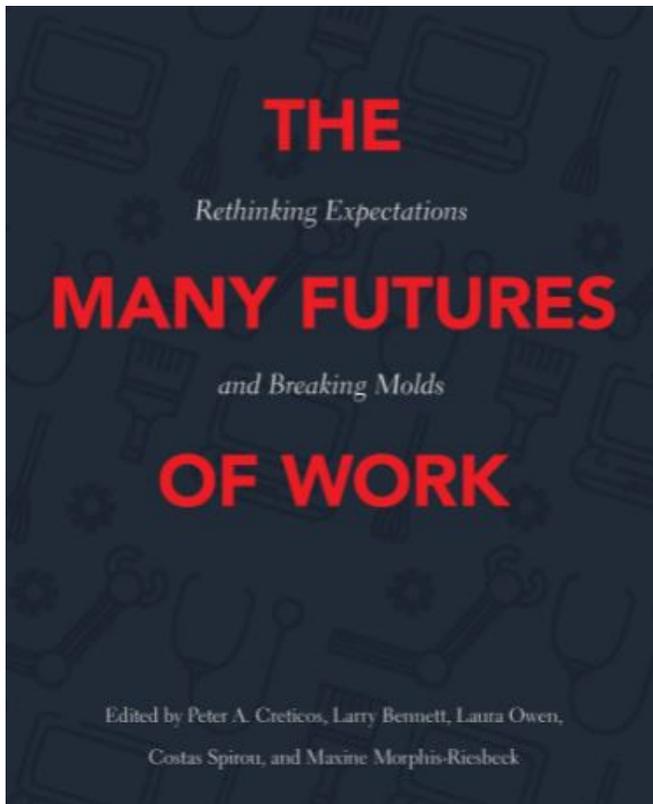
In 2020, Heartland brought together a mighty brain trust to mobilize opposition against a restrictive DOL ETI-ESG rule. In 2021, we worked with US Congressman Andy Levin to draft two national sustainable investment policy bills and help the Biden DOL “fix” and modernize the rule. Heartland authors also completed a revision for a new book chapter on U.S. codetermination and the stakeholder economy, part of a Temple Press corporate governance book in Fall 21.

Heartland Capital Col(labor)atory

In 2020, the **Heartland Network** convened a distinguished group of pension consultants, asset managers, labor and policy leaders to launch a new research consultation on private asset monitoring. Since then, **Governing Board Co-chairs Debbie Nisson and Steve Sleigh** developed screens that strengthen the “S” in ESG, and we sent out a test field survey to gauge interest. In the Col(labor)atory process, we elevate labor standards and worker issues for pension capital stewards in the selection and monitoring of private asset managers.

We are partnering with Segal Marco Advisors, a global investment consulting firm, to conduct further field surveys and research. These selected managers, who invest in real estate, infrastructure, private equity and private debt, play a critical role in pension fund performance and in creating jobs. The HCS will develop tools for pension fund managers and trustees to steer investments to those private asset managers who deliver competitive risk adjusted returns while scoring highly on job creation, job quality and worker voice.





THOUGHT LEADERSHIP

National Economic Policy

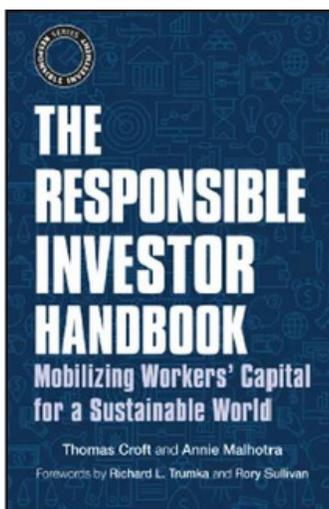
A new Heartland book chapter co-authored by Tom Croft and Annie Malhotra was released this month in ***The Many Futures of Work: Rethinking Expectations and Breaking Molds***, published by Temple University Press. In **“Commonwealth Companies: A Path to Restore Workers’ Rights and Economic Democracy,”** Tom and Annie lay out five paths toward an American “co-determination” model replicating

the work systems in Europe that provide worker voice in governance of corporations. Published by Temple University Press ([link](#)), a diverse set of voices imagine a future workplace that provides equitable rewards and worker inclusion rather than spiraling inequality and exploitation.

[Read the Introduction \(PDF\).](#)



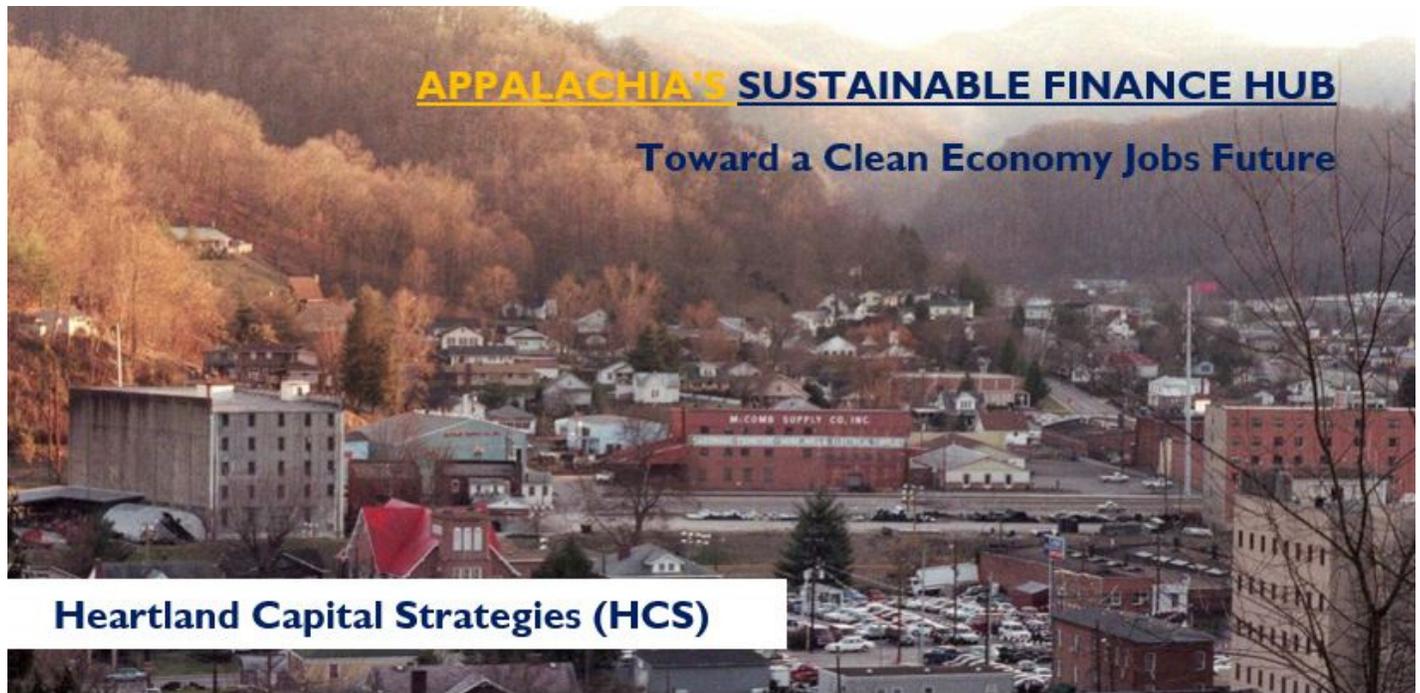
Click on the logo (left) to get your copy today!



It's the fifth anniversary of the publication of ***The Responsible Investor Handbook Mobilizing Workers' Capital for a Sustainable World***! Check out the six mini-books -- posted for free on Heartland's [website](#). The mini-books are updated and accessible highlights from the book.

FIELD WORK

Sustainable Finance Hub



Building on a decade of investment "road shows," Heartland organized four **"Sustainable Finance Hub"** convenings as part of our work on the **"Marshall Plan for Middle America (MP4MA)"** and **Reimagine Appalachia**. Four Heartland Network Partners joined with US DOL Secretary Marty Walsh, DOE Fund Director Jigar Shah, Congressman Andy Levin, eleven state treasurers, nine mayors, and 800 more investment, manufacturing, energy, development, and union leaders. We assisted Pittsburgh's pension plan in adopting a responsible investment policy and also contributed pension and labor standards content for the MP4MA which has been submitted to the Biden Administration.



US DOL Secretary Marty Walsh spoke at the Fall 2021 MP4MA Launch. Walsh spoke to the importance of a strong labor movement to ensure a trained and skilled workforce, along with new apprenticeship opportunities, in Biden's Build Back Better plan.



Click on the logo, or [here](#), to see the Marshall Plan for Middle America

FIELD WORK

Sustainable Finance Hub (continued)



DOE Loan Fund Director Jigar Shah spoke at the fourth Hub event. The LPO oversees over \$40 billion in loan authority across manufacturing, innovative finance, and tribal energy projects

Congressman Andy Levin, joined the initial MP4MA convening in 2020 to announce his Sustainable Investment Policy Act.



California Green Schools

Heartland was honored to convene a group of unions, investors, and industry leaders to explore a “Green Schools” initiative in California.

Randi Weingarten, President of the American Federation of Teachers (AFT) has signaled an interest in investing union resources and capital to build out solar, HVAC systems, and school resilience centers in nine U.S. cities.



The Teachers would explore bond issues and school district financings.

The **National Electrical Contractors Association-IBEW Joint Committee** would wrangle financing, labor, and apprenticeship programs for the effort. The Heartland Network will connect our real estate and infrastructure investors who might be able to finance projects along with teacher housing.

BROADCASTING

Presentations

Heartland has made national and global presentations with Biden officials, state treasurers, city mayors, pension funds, the labor movement. Building on educational presentations to two dozen member cities of the Bloomberg-financed C40 Cities and the Climate Mayors, a bi-partisan, peer-to-peer network of 470 U.S. mayors working toward a sustainable economy, Heartland has been invited to speak to the following notable educational events in 2021:

- Midwest Sustainability Summit, May 13
- Labor Employment Relations Association (LERA) 73rd Annual Meeting, June 8
- Route 50 Annual Future Cities Summit, July 26-29 (broadcast to 1000 leaders)
- Marshall Plan 2021 Kick-Off Convening, four days/September-October

Earned & Social Media

Heartland and our work was featured in **eight** (8) **national and local publications** last year, The Marshall Plan for Middle America was covered in over **200 publications** across the globe, and Congressman Andy Levin's Sustainable Finance bill was covered in **18 publications**. Additionally, **The Heartland Thursday Expresso** ran an estimated **56 articles**, including an increasing number of original pieces. We're working to dramatically increase our SM presence, and this year we collected almost **300 Twitter followers**, and nearly **70 members** on our **LinkedIn** Fellowship page. In addition, the Network is announcing a number of new website features in coming weeks, including:

- Sustainable Finance Hub landing page
- Accessible geo-map of Network investments
- Expresso rewards system



2021 Heartland Network Partners

- AFL-CIO
- AFL-CIO Housing Investment Trust
- AFL-CIO Investment Trust Corporation (ITC)
- Amalgamated Bank
- Atlas Holdings
- Alan Biller and Associates
- Blitzstein Consulting
- Blue Wolf Capital Partners
- California's Governor's Office
- Center for American Progress (CAP)
- Change-to-Win Unions
- CORPaTH
- ERECT Funds
- GCM Grosvenor Holdings
- Hamilton Lane
- Healthy Markets
- Hecate Energy
- KPS Capital Partners
- LiUNA (Laborers)
- Meketa Capital Group
- National American Building Trades Unions (NABTU)
- National Electrical Benefits Fund (NEBF)
- National Institute on Retirement Security (NIRS)
- Pension Investment Research Center (PIRC), London
- David Pollak
- Bob Samuel
- Segal Marco Consultants
- Sleigh Strategy LLC
- SRI Group
- Stellex Capital
- Sterling Organization
- Stuart Portfolio Consultants
- Teamsters Union
- ULLICO Investment Advisors
- United Steelworkers (USW)
- Members of US Congress



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