

# Sweef Capital reinforces accountability and impact alignment with BlueMark's Fund ID

Fund ID adoption and platinum rating highlights Sweef Capital's dedication to sustainable and impact investing excellence.

## PROBLEM

Sweef Capital, a Southeast Asia-based investment firm, engaged BlueMark to validate their approach to measuring and managing fund-level impact. While confident in their methodology, they sought independent verification to ensure their investment in a high-quality impact measurement and management system was well-justified given the firm's size and resources.

## SOLUTION

The Fund ID validated Sweef Capital's approach, reinforcing their methodology's rigor and commitment to robust impact measurement. The assessment also offered actionable recommendations to enhance alignment with external standards and benchmarks to compare performance with regional and thematic peers.

## Adapting to evolving standards

Impact investing is growing rapidly, with assets under management reaching \$1.571 trillion, reflecting 21% annual growth since 2019 according to [new research](#) from the Global Impact Investing Network (GIIN). However, confusion persists about what defines a legitimate approach. While new regulations like the UK's Sustainable Disclosure Requirements and the EU's Sustainable Finance Disclosure Regulation set baseline standards, they don't necessarily drive best practices. Voluntary frameworks such as the GIIN's IRIS+ metrics and the Operating Principles for Impact Management provide guidance on best practice but navigating these evolving market standards remains complex.

To help impact investing market participants better evaluate the 'how' of impact, BlueMark developed the [Fund ID rating system](#). This system is designed to verify a fund's complete set of impact credentials across four key pillars: strategy, governance, management, and reporting.

Sweef Capital partnered with BlueMark to complete the Fund ID assessment, seeking to validate their approach to fund-level impact measurement and management while identifying opportunities for improvement.



*Sweef Capital received a **Platinum Rating**, indicating they consistently employ leading practices and align with industry standards across all of the Fund ID pillars*

They also pursued independent third-party verification to ensure their investment in a robust impact measurement and management system was well-suited to the firm's size and resources.

Guided by a mission to invest in scalable solutions that create value through diversity and inclusion, Sweef Capital focuses on impact sectors such as healthcare, education, food products, and climate resilience. Their investments address gender gaps and empower women across Southeast Asia.

## Pursuing best practice

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BlueMark assessed how Sweef Capital's impact credentials align with industry standards and best practices in impact investing and ESG. The assessment involved a comprehensive review of Sweef Capital's policies, processes, and tools supporting its impact strategy and approach, complemented by interviews with key staff members.

Sweef Capital received a Platinum rating, the highest attainable level, reflecting their consistent use of leading practices and alignment with industry standards across all four pillars of the Fund ID assessment. Sweef Capital was one of only seven funds in the Fund ID pilot to achieve the leading Platinum rating. (The most common rating in the pilot was Gold, indicating that most or all best practices across the four key pillars of the Fund ID assessment were implemented. 22 of the 37 participating funds received a Gold rating. Read more about results from the Fund ID pilot [here](#).)

BlueMark's Fund ID assessment validated Sweef Capital's approach, reinforcing the rigor of their methodology and substantiating their commitment to a robust impact measurement and management system. The assessment delivered actionable recommendations to strengthen alignment with external standards and frameworks, driving internal learning and ongoing improvement. It also provided benchmarks that allowed Sweef Capital to compare their performance against regional and thematic peers, supporting their pursuit of excellence in impact management.

“I strongly believe that going through BlueMark's accreditation process is essential for impact investors to enhance accountability across the sector and ensure that our IMM efforts lead to meaningful learning and improved outcomes for the communities we serve.”

— Brianna Losoya-Evora  
*Head of Impact Measurement and Management*

One key area of value from the Fund ID assessment was BlueMark's recommendations on reporting. While Sweef Capital's annual impact report already demonstrated leading practices—clearly defining the fund's impact objectives, themes, contribution narrative, and impact management approach—BlueMark identified opportunities to further enhance its clarity and completeness.

“At Sweef Capital, our impact thesis is grounded in rigorous impact measurement and management (IMM) processes. As Head of IMM, it was critical to me that we not only align with industry standards but also set a benchmark for high-quality impact measurement. BlueMark's verification provided invaluable, objective validation that we have achieved this goal, while also identifying areas for ongoing improvement.” — Brianna Losoya-Evora, Head of Impact Measurement and Management

BlueMark recommended Sweef Capital strengthen their enterprise-level impact theses by explicitly outlining the challenge statement, business model, and desired outcomes, aligning with [Impact Frontier's Reporting Norms](#). They also recommended adding a section on Sweef Capital's approach to managing negative impacts (ESG risks).

BlueMark's verification with Sweef Capital validated their approach, highlighting a strong commitment to rigorous impact measurement and management. The Fund ID assessment provided actionable recommendations and benchmarks, empowering Sweef Capital to drive meaningful outcomes, foster continuous learning, and ensure their investments deliver lasting impact for the communities they serve.