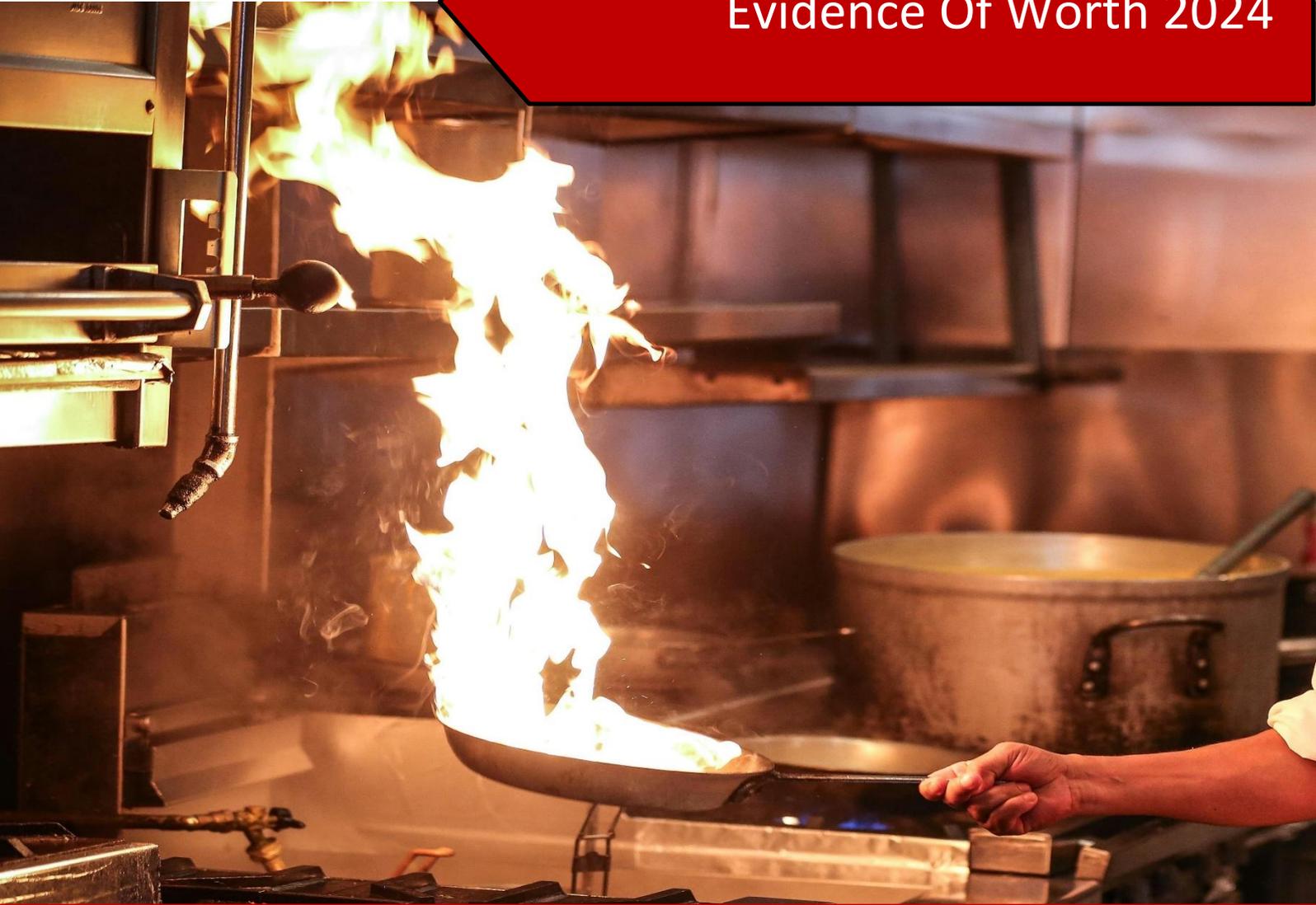


Long Finance Evidence Of Worth 2024



June 2025

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Cover Image: Johnathan Macedo <https://unsplash.com/@johnathanmphoto>

The Long Finance Programme

Long Finance programme explores how the financial services system can interact more positively with society and the environment over the long-term. Our community is transparent, operates openly, encourages discourse and debate, and adopts the Royal Society’s principle of ‘*Nullius in verba*’ (take nobody’s word).

A retreat from multilateralism, the climate crisis, human rights abuses and conflict cast a pall over 2024. We hope that Long Finance continued to provide a lode stone for our community as navigate a course to a more sustainable future.

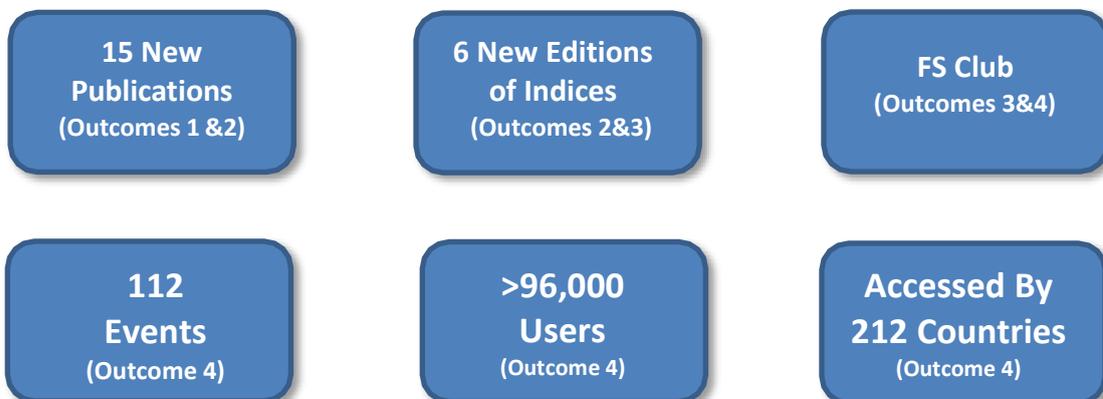
In order to maximise its impact Long Finance is free to join and its resources are free to access, but organisations can also support our work by commissioning research, by donating research to the London Accord and by joining FS Club and the Vantage programme.

Limited resources and opportunity costs mean that organisations which run not-for-profit programmes, such as Long Finance, need clear, practical and attainable objectives which meet the needs and expectations of the individuals and organisations who donate their time and money. It is essential to record and measure results to prove that they are meeting the objectives they have set¹.

Z/Yen has worked with numerous not-for-profit clients to implement practical approaches to measuring the impact of their work. As we chose to lead by example, for the last nine years, we have published an “**evidence of worth report**” for our Long Finance programme. This document reviews the achievements of the Long Finance Programme over 2024. We assess the value of the Long Finance programme across the four following ‘evidence of worth’ outcomes:

1. expanding frontiers to mitigate needs;
2. changing systems to remove or release needs;
3. service delivery to meet needs;
4. communitarian to address needs for or through communal activity.

2024 In Summary



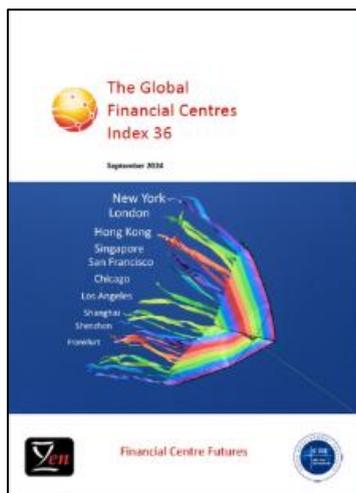
¹ Harris I, Mainelli M and O’Callaghan M (2001), “Evidence Of Worth In Not-For-Profit Sector Organisations”, Journal of Strategic Change, Volume 11, Number 8, John Wiley & Sons, pages 399-410.

<https://www.longfinance.net/publications/professional-articles/evidence-of-worth-in-not-for-profit-sector-organisations/>

Programme - Financial Centre Futures

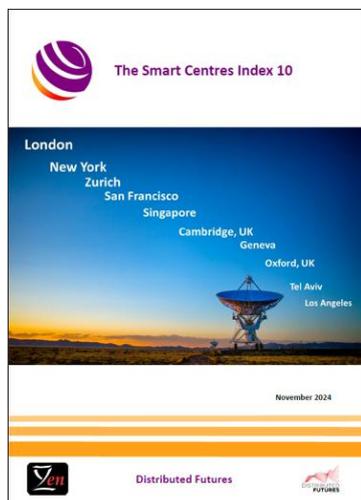
This programme explores the changing landscape of global finance, seeking to explore how finance might work in the future. There are currently two projects in this programme:

- ◆ [The Global Financial Centres Index](#)
- ◆ [The Smart Centres Index](#)



[The Global Financial Centres Index](#) is published twice per year, has a global audience, receives extensive press coverage and is highly influential in policy development circles.

The thirty-fifth and thirty-six editions of the Global Financial Centres Index were published in March and September respectively. 133 financial centres were researched for GFCI 36, and 121 centres are in the main index. The GFCI is compiled using 143 instrumental factors. These quantitative measures are combined with 37,830 assessments from 6,188 respondents. The China Development Institute (CDI) in Shenzhen and Z/Yen Partners in London collaborate in producing the GFCI.



[The Smart Centres Index](#) The ninth and tenth editions of the Smart Centres Index was published in November 2024. SCI 10 rates the innovation and technology offerings of leading commercial centres, tracking their ability to create, develop, and deploy technology.

131 commercial and financial centres were researched for SCI 10 of which 77 are included in the index. SCI 9 was compiled using 132 instrumental factors. These quantitative measures are provided by third parties including the World Bank, the OECD, and the United Nations.

The instrumental factors are combined with uses 1,804 assessments provided by 287 respondents to the SCI online questionnaire.

Programme - Sustainable Futures

Sustainable Futures focuses on ways in which the financial system supports the transition to a sustainable economic model, addressing green finance, and environmental, social and governance systems. There are currently two active projects in this programme:

- ◆ [The Global Green Finance Index](#)
- ◆ [The London Accord](#)



[The Global Green Finance Index](#) seeks to measure perceptions of the quality and depth of green financial products across the world’s financial centres and to chart the progress of financial centres towards a financial system that delivers sustainable development, and values people and the planet as much as profit. The index is updated and published twice a year and is starting to receive extensive media coverage.

The thirteenth and fourteenth editions of the were published in April and October respectively. The fourteenth edition of the Global Green Finance Index (GGFI 12) provides evaluations of the green finance offerings of 97 major financial centres around the world. The GGFI serves as a valuable reference into the development of green finance for policy and investment decision-makers.



[The London Accord](#) is the world’s largest open-access library of environmental, social, and governance analytics reports. The reports have been donated by a global community of businesses, academic institutes, governments, think-tanks and NGOs. All reports on this site are available to download in full, for free, under our terms of use.

The London Accord aims to encourage better policy creation by enhancing policy-makers’ and academics’ access to reports which highlight the role that the financial services industry can play in assisting society on the road to sustainable development.

Of note, is that the long-term value of the London Accord is apparent from the range of publication dates for the top ten downloads:

Table 1 Top 10 London Accord Papers Downloaded In 2024

Title	Views
WarmGame: A Game For All Seasons	97
From The Stockholder To The Stakeholder: How Sustainability Can Drive Financial Outperformance	96
Volkswagen Downgraded To CCC	75
Carbon Emissions It Takes CO2 To COtango	68
Fragile Planet - Scoring Climate Risks Around The World	64
The Logistics of Supply Chain Alpha	62
A Primer On China’s Seven Strategic Industries	56
Sovereign Sustainability-Linked Bonds: Chile Sets A High Bar	49
Stranded Assets What Next	40
The Silver Dollar - Longevity Revolution Primer	35

The Long Finance Community

Long Finance seeks to engage our community in debate, discussion and interaction. We are proud to have provided a strong online channel to allow individuals and organisations to discuss, analyse and debate society’s challenges and the paths to an equitable and sustainable future.

The past year has seen a significant rise in traffic from the UK, the USA, and Asian countries. Details of the country of origin of Long Finance users is contained in Table 2.

Table 2 - The Top 10 Countries Accessing The Long Finance Website 2024

Top 10 Countries		Users	Percentage Of Total
	United States	16,953	17.48%
	UK	11,178	11.53%
	India	7,686	6.44%
	China	7,475	7.18%
	Hong Kong	5,565	5.74%
	Singapore	3,290	3.39%
	Japan	3,197	3.30%
	Germany	3,104	3.20%
	Russia	2,708	2.79%
	Canada	2,481	2.56%

The Long Finance blog [The Pamphleteers](#) attracted significant attention. Table 3 shows the top 10 most popular articles submitted by our community members in 2024

Table 3 - The Most Popular Pamphleteers Articles In 2024

Title	Author	Downloads
De-Dollarisation: Acceleration In 2024?	Bob McDowall	21884
The Taxation Of Artificial Intelligence(AI): If, Why, When And How?	Bob McDowall	13218
Endowing AI With Legal Personality Is Not The Same As Endowing AI With Human Attributes!	Bob McDowall	7123
Why AI Ethics Education Must Begin in Elementary School	Hossein Dabbagh	4012
The Importance Of SMEs To Trade And Economic Resilience	Christopher Gleadle	3568
Hope For The Future - Lessons From Northern Ireland	Amit Sharma	3037
Are Digital Systems Fit For Purpose?	Patricia Lustig & Gill Ringland	3000
Real Zero, Not Net Zero!	Christopher Gleadle	2781
The Value of Models	Chris Yapp	2568
Putting Ethical AI into Practice	Brian Ball	2548

Long Finance uses LinkedIn and YouTube channels to deliver news and connect to the more than 74,000 individuals in our communities of interest. Table 4 illustrates their themes.

Table 4 - Long Finance X Feeds

Twitter Handle	Theme	Followers
<u>LinkedIn</u>	Social, technical, economic, and political news from around the world on making technology and finance work to social benefit	2K
<u>YouTube</u>	The commercial 'Think-Do' Tank that runs the Global Financial Centres Index, Global Green Finance Index, Long Finance, & FS Club	1.66K

Events

FS Club members have continued to offer their online webinar programme for free to anyone who wishes to attend. In 2024 this included 112 events covering topics as diverse as AI Medicine, Materials Science & Literature. All of these were free and attracted a formidable line up of speakers. All our webinars are archived, and can be [viewed here](#).

Table 5 - Top 10 Events By Views 2024

Topic	Date	Views
Zodia Markets: The UK's First Bank-Backed Cryptoasset Company	2 October 2024	6358
Launch Of Global Financial Centres Index 36	24 September 2024	6242
Fixing The Crises In Capitalism & Democracy	12 December 2024	5941
From Court To Icon - How The Old Bailey Became The Most Famous Court In The World	10 October 2024	5205
Launch Of Smart Centres Index 10	26 November 2024	5122
FS Club Autumn Mixer - From Emissions To Profits: Optimising Carbon Trading For Success	23 October 2024	4929
Digitalisation Of Payment Systems In Mauritius & Opportunities For Payment Intermediaries	13 November 2024	4928
Launch Of Global Financial Centres Index 35	21 March 2024	4882
PISCES: Employee Share Plans & Incentives	25 September 2024	4793
The Great Reversal: Britain, China And The 400-Year Contest For Power	12 November 2024	4786

Thanking Our Partners

We would like to express our gratitude to the FS Club Members, The China Development Institute, and Z/Yen Group for their long-standing support.

We would like to thank all the London Accord contributors for sharing research, and members of the Long Finance Advisory Board for their wise guidance. Finally, we would like to thank those in our community who contribute their thoughts and time to the Long Finance events and blogs.



“When would we know our financial system is working?”

is the question underlying Long Finance’s goal to improve society’s understanding and use of finance over the long term. In contrast to the short-termism that characterises today’s economic views, the Long Finance timeframe is roughly 100 years.

Long Finance aims to:

- ◆ expand frontiers - developing methodologies to solve financial system problems;
- ◆ change systems - provide evidence-based examples of how financing methods work and don’t work;
- ◆ deliver services - including conferences and training using collaborative tools;
- ◆ build communities - through meetings, networking and events.

Long Finance runs programmes exploring four major themes:

1. **London Accord** – looking at environmental, social, and governance investment research issues;
2. **Financial Centre Futures** – seeking to explore how finance might work in the future;
3. **Meta-Commerce** – aiming to identify and structure the critical questions underlying the long-term viability of the financial system;
4. **Eternal Coin** – encouraging a global discussion on the nature of money and the concept of value.

www.longfinance.net