

# Impact investing: how money can do good instead of less harm

Is the economy created to make money or to add value to society and our planet? And do we believe that financial return can go hand-in-hand with positive social and environmental results? Impact investing seems an answer to these questions.

Impact investments go beyond managing risks or creating value for stakeholders and are moved by a clear intention to contribute to the solution of societal or environmental issues. It is not an asset class. It is an investment approach across all asset -classes, -themes and -geographies and has a full range of risks and returns. According to research by the Financial Times the amount of capital invested in impact has doubled over the last five years. But what is it exactly? Can it be a product and/or a service? Where does impact investing differentiate from, for instance, traditional investing, responsible investing, sustainable investing and ESG? And finally: is the world ready for this relatively new form of investments?

October 10<sup>th</sup>, top bankers, entrepreneurs and financial experts with a sustainable dna mindset gather at a seminar at the Rosarium in Amsterdam to discuss this promising new 'investment ideology'.

Experts in this field, such as ASN Bank, Fair Capital Partners, PYMWYMIC, Amundi and REDD+ will touch upon these topics during a first panel discussion. In a second panel discussion, frontrunners in these markets, represented by Finance in Motion, ResponsAbility, Symbiotics, Amundi and Phenix Capital, will showcase innovative business opportunities to prevent climate change.

You can choose where your money creates the impact for tomorrow's world!

## WHAT DO EXPERTS SAY ABOUT IMPACT INVESTING?

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"Impact investing is being a responsible investor. There is actually no other way. It is where learning, sharing and investing comes together!"

*Maarten van Dam*  
Impact Investor Pymwymic ("Put Your Money Where Your Meaning Is Community")

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"Impact Investing is the investment power of the coalition of the willing. Any investment that makes a positive contribution to the SDG's, both with intention and measurable, is an impact investment, public equities included."

*Hans Volberda*  
Partner CEO IVM Caring Capital

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"We envision a world in which institutional capital helps to end poverty, protect the planet and ensure prosperity for all. The SDG financing gap is 5 to 7 trillion dollar annually. If the top 300 responsible institutional investors were to allocate 5 % of their asset under management to impact and SDG investment, 800 billion \$ would be mobilised."

*Sophie Robé, PhD, CFA,*  
Founder of Phenix Capital

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"Impact finance is a catalyst to promote desired change in society."

*Florian Grohs*  
Managing Director Symbiotics Netherlands

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"It should be every investors fiduciary duty to allocate a substantial amount of the portfolio to impact investing, even if this generates a lower return then the average market return."

*Rudi Daelmans*  
Group Sustainability Scouting and  
Advocacy Director, Tarkett

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"Impact investing is contributing to the needed massive shift in order to face the climate challenge. It is about taking stewardship, engagement, partnership and pushing forward financial innovation."

*Marjolein van Dongen*  
Head Amundi Netherlands & ESG Benelux  
Market

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"Impact Investing can accelerate quickly when investors dedicate part of their capital to grow early stage companies and funds into sizeable investment opportunities."

*Jasper Snoek*  
Director at Fair Capital Partners Impact  
Investing BV

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"Impact investing is not philanthropy, but an investment with a financial return. Hence making it the core business; resolving social and environmental problems year after year."

*Willem Tielenius Kruythoff RBA*  
Portfolio Manager | Sustainable  
Investments ASN Bank

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"The growth of carbon emissions will be much stronger in developing countries. Financing projects in that part of the world is key to combat climate change."

*Antoine Prédour*  
Head of Energy Debt Financing at  
ResponsAbility

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"Every investment has an impact, positive or negative. Maximizing your net positive impact is impact investing."

*Piet Sprengers*  
Manager Sustainability Strategy Climate |  
Biodiversity ASN Bank

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"How will impact investors resolve their debate between the limited capacity of most high impact investments, and the large capacity offered by listed investing?"

*Paul Broholm*  
Chief Investment Officer Theodoor Gilissen

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"Impact Investing is probably the most powerful way to achieve tangible and positive change in the world. Therefore, the time to make impact investments is now! For first-time investors, decisions on how to allocate assets towards impact investing will come with experience, but the biggest priority right now is simply to get started!"

*Steffen Klawitter*  
Director investor relations  
Finance in Motion

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"Know what assets you own and know their impact on our planet."

*Robert Klijn RBA*  
ESG Specialist Fair Impact

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