



What is impact investing?

Impact investing is an exciting and rapidly growing industry powered by investors who are determined to generate **social and environmental impact** as well as **financial returns**. This is taking place all over the world, and across all asset classes.

Impact investment allows conscientious investors and businesses to move away from philanthropic endeavours to identifying opportunities that have defined, measurable social /environmental impact.

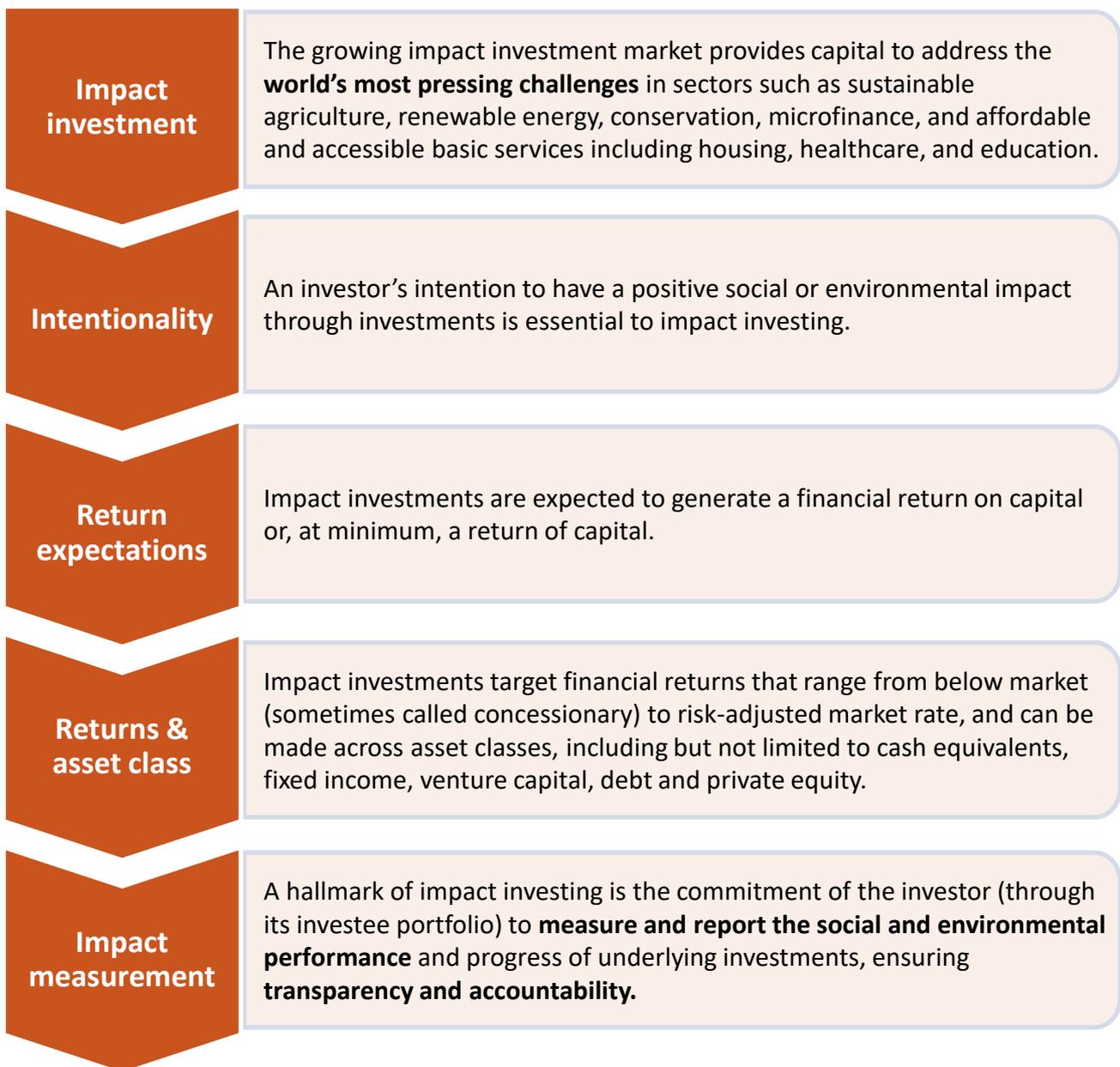
Over the past few years, impact investment has gained momentum, offering an alternative route to finance for growing businesses.

“Over 1,340 organizations currently manage USD 502 billion in impact investing assets worldwide.”

Source: GIIN 2018 Report: Sizing the Impact Investing Market



The hallmarks of impact investing





What does this mean for businesses seeking finance?

Few companies will self-identify as impact businesses

To attract an impact investor a business needs to demonstrate:

- Ability to generate a **financial return** on capital
- Ability to **produce returns** aligned with investor expectation
 - Can range from below market rate to a risk-adjusted market rate
- A positive, demonstrable **social or environmental** impact
- An **impact story**, approach and measurement methodology
- Ability to **define, measure, and report** social and environmental performance and progress