

# IMPACT INVESTING

Mainstreaming  
purpose-driven finance

June 15th 2017 | London

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[impact-investingeurope.economist.com](http://impact-investingeurope.economist.com)

## INTRODUCTION

**THE IMPACT INVESTING SUMMIT****Mainstreaming purpose-driven finance**June 15<sup>th</sup> 2017 • London

The relationship between the private capital markets and the well-being of society and the planet has become a hot topic. In 2015, in New York and Paris, the world's governments signed up to ambitious goals to curb climate change and generate the sort of economic growth that benefits everyone, not just a wealthy minority – goals that it is estimated will require over \$2.5 trillion a year of additional private investment.

At the same time, partly in response to criticisms that irresponsible short-termism in the capital markets caused the 2008 financial crash and the Great Recession that followed, some leading capital-market institutions have pledged to take a more long term, sustainable and socially responsible approach to investing.

**The growing demand for a more socially-responsible, purpose-driven finance has been best illustrated by the emergence of a new approach to putting capital to work called “impact investing.”**

Having started out as a niche activity, largely practised by wealthy and philanthropically-inclined individuals, impact investment is now championed by a growing number of leading institutions in the capital markets. Yet such a shift is by no means inevitable. Critics question whether the recent commitment of mainstream finance to impact investing is more than skin deep.

Uniting leading financiers, institutional investors, policymakers, academics, impact investors and philanthropists, The [Impact Investing Summit](#) will analyse the main obstacles and opportunities presented by impact investing and examine how it could alter the course of trillions of pounds of investment in the years to come.

- **Conference chair:** Matthew Bishop, senior editor, The Economist Group
- **Conference moderator:** Andrew Palmer, business affairs editor, *The Economist*

## SPEAKERS

### CONFIRMED SPEAKERS



**Catherine Howarth**  
Chief executive officer  
**ShareAction**



**Ronald Cohen**  
Chairman, Global Social  
Impact Investing Steering  
Group  
**The Portland Trust**



**Patsy Doerr**  
Global head of  
corporate responsibility  
& inclusion  
**Thomson Reuters**



**Mark Malloch-Brown**  
Chairman  
**SGO**



**Rodney Schwartz**  
Founder and CEO  
**ClearySo**



**Mark Campanale**  
Founder  
**Carbon Tracker**



**Mark Goldring**  
CEO  
**Oxfam**



**Leon Kamhi**  
Head of responsibility  
**Hermes Investment  
Management**



**Nigel Kershaw**  
Chair  
**Big Issue Invest**

## SPEAKERS

### CONFIRMED SPEAKERS



**Abigail Noble**  
CEO  
The ImPact



**Mark Zinkula**  
CEO  
Legal & General  
investment management



**Justin Mundy**  
Director  
International  
Sustainability Unit

## PROGRAMME

**08.00**      **Registration and refreshments**

**09:00**      **Chair's Opening remarks**

**09.10**      **Opening keynote panel: Impact: the investment opportunity of a lifetime or an impossible dream?**

Impact investing has historically been driven by niche players. Now the big financial institutions are getting in on the act, and a new wave of mainstream impact investors is emerging. What will it take for impact to become the 'new normal'? Should this even be the goal?

**09.50**      **Getting real: Who drives demand?**

Consumers of investment management range from sovereign funds to ordinary retail consumers. Which customers are driving the demand for impact products? Which products are most appealing, and to which customers? And is demand as deep as impact-evangelists would have us believe?

**10.30**      **Spotlight: Insights from the city**

**10.50**      **Morning Refreshment Break**

**11.20**      **Measuring Impact**

You can't manage what you don't measure, as the adage goes. Organisations like the Sustainable Accounting Standards Board and the Global Impact Investment Network are making great leaps in helping consumers to understand the impact investing products they buy. But what remains to be done? What will tech-driven innovations such as artificial intelligence and data-mining mean for measuring impact?

**12.05**      **Paying for success: a close look at the great social impact bond experiment**

Social impact bonds (SIBs) are designed as the foundations of a framework for financial markets to invest in social infrastructure. Yet returns are often patchy. How can SIBs enable civil society organisations to scale up? How can governments and financial institutions improve visibility for investors?

## PROGRAMME

- 12.35**     **Let's Talk**  
What can we learn from the United States? How can investors be sure they are avoiding 'green washing'? How should impact investment be defined? This interactive session allows you to have a say.
- 12.50**     **Networking Lunch**
- 13.40**     **Spotlight: Values-based banking: is this a contradiction in terms?**
- 13.50**     **Impacting big business**  
Impact investing is about more than corporate social responsibility (CSR): it means using environmental and social goals to drive a profit. This keynote panel will bring together global business leaders for a frank discussion about the role of impact in their business strategy, heightened expectations from investors and consumers, and how to square social and environmental goals with the search for profit.
- 14.25**     **The B corporation movement**  
With rapidly growing interest in using business as a force for good, becoming certified as a B Corporation has become increasingly popular to signify a business as mission aligned. How do companies meet the rigorous standards of social and environmental performance, accountability, and transparency?
- 14.50**     **Spotlight: Unlocking the potential – A focus on women**  
One of the most encouraging global trends is the growing economic role of women. Do companies that empower women perform better? Should investors demand more women on boards?
- 15.00**     **Reflections of an impact revolutionary**  
A fireside chat with **Ronald Cohen** about the challenges and opportunities the impact investing community is facing when moving into the mainstream.
- 15.25**     **Afternoon refreshment break**

## PROGRAMME

- 15.55 Investing in Sustainable Development Goals**  
The 17 Sustainable Development Goals (SDGs) set out to be achieved by 2030 reveals the scale and ambition of the new universal agenda. United Nations Trade and Development estimates that globally, the level of investment needed to achieve the SDGs will be \$5 to \$7 trillion per year, on average, over the period 2015-2030. How can the investors capitalise on the massive potential of achieving these SDGs?
- 16.30 Oxford style debate: This house believes that investors and bankers, not politicians or social movements, are the best hope for avoiding climate disaster.**
- 17.10 Chair's closing remarks**  
Matthew Bishop, senior editor, **The Economist Group**
- 17.20 Conference close; networking drinks reception**
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## Companies represented at the previous event held in the US include:

- Athena Capital Advisors
- Bank of America
- Barclays
- Beyond Capital Fund
- BNP Paribas
- Clinton Foundation
- Federal Reserve Bank of New York
- Goldman Sachs
- HSBC Bank
- IESE Business School
- Merrill Lynch
- Milken Institute
- Morgan Stanley
- National Australia Bank
- Orrick
- Prudential Financial
- Richmond Global
- Rockefeller Philanthropy
- Advisors
- Soros Economic Development Fund
- Women's World Banking Asset Management
- Unilever

**70%** of the 350 attendees were director level or above.



## See what people have to say about the event!

“It was the best Impact Investing conference I have been to (and I have been to many). It was the first time that I felt we were having a conversation amongst adults at scale, rather than a fragmented and fractious conversation between aspiring teenagers.”

-Vivina Berla, **Sarona Asset Management**

“Excellent. The speakers were fascinating and I appreciated the breadth of information conveyed.”

- Kerri Schlottman, **Creative Capital**

“Good discussion and rare oppt. to speak with both the true believers and more mainstream asset owners.”

- Laurence Dworkin, **PGIM Inc.**

“Thanks for the conference. Was a really insightful day with excellent speakers. The app was beneficial for the flow and included great detail. The insight on AI helped broaden the conversation.”

-Emily Fry, **Barclays**

“Brilliant and inspiring. Happy to see such influential groups advocating for change.”

-Ben Krasnostein, **Impact Investing Group**

## REGISTRATION

- For a limited time only, take advantage of our **£695\*** **Unpublished rate** which expires on **Friday, March 31<sup>st</sup> 2017**. To register, [click here](#) and enter promo code **UNPUB/DC**.
- For more information visit our website : [impact-investingeurope.economist.com](http://impact-investingeurope.economist.com)

## CONTACT US

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## FOLLOW US

>> Continue the conversation on Twitter using **#EconImpact** **@EconomistEvents**.

>> The Impact Investing Summit comes to London for the first time. Previous events in the series include:

- [Impact Investing Summit 2017, Chicago](#)