

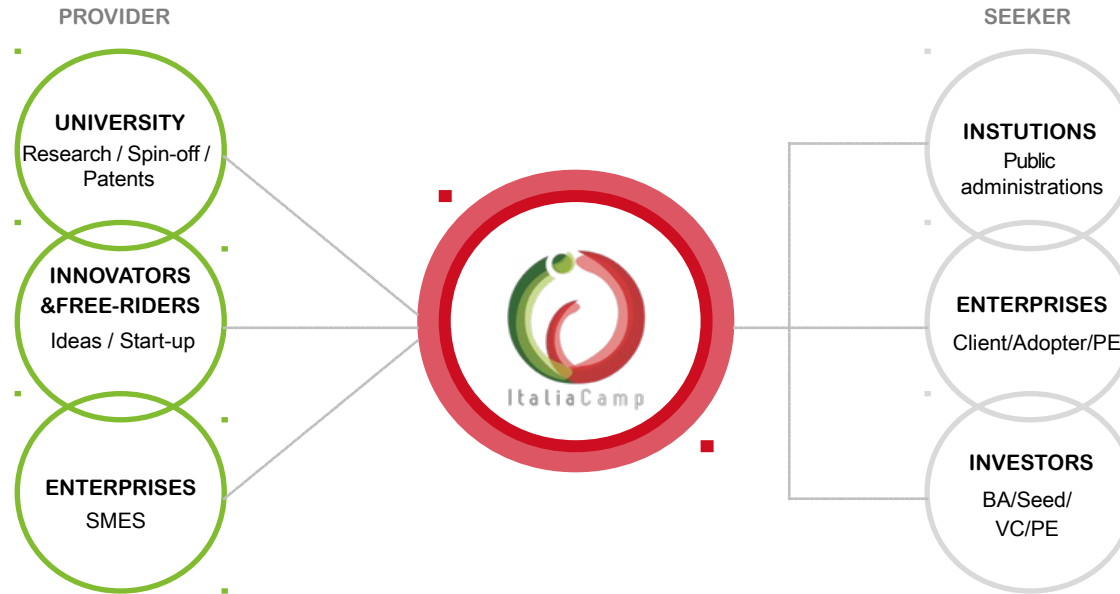


SOCIAL
ENTERPRISE
**WORLD
FORUM 2015**

MILAN - ITALY   July 1-3

W4. Workshop “Democratizing Impact Investing”

Francesco Pozzobon
Moderator



Italiacamp promotes and sustains **social innovation** filling the gap between the birth and the realization of ideas and projects.

Italiacamp connects institutions, enterprises, investors, universities, research centers and citizens thanks to its innovative platform of participation and engagement, that exploits **new technologies** and **new innovative instruments**.

Italiacamp srl focuses on three main business units:

- Advocacy
- Placement (matching Demand&Offer of innovation)
- Impact Investing



Democratizing Impact Investing

The potential of crowdfunding, social bonds, sustainability bonds and other financial tools for social enterprise.

Durreen Shahnaz, IIX (Impact Investment Exchange) Shujog

Riccardo Tramezzani, UBI Bank

Amy Anslow, HiSBe UK

Ruth Anslow, HiSBe UK

Sara Gallagher, Calvert Foundation



Talking about development, investment, social finance, impact
Is still an issue of

DISRUPTION





Impact Investing (and related tools) is still a **NICHE**



we need to move from NICHE to **MASS (MARKET)**



Innovation in Social Business needs to **SCALE UP**



Which the recipe to SCALE UP?

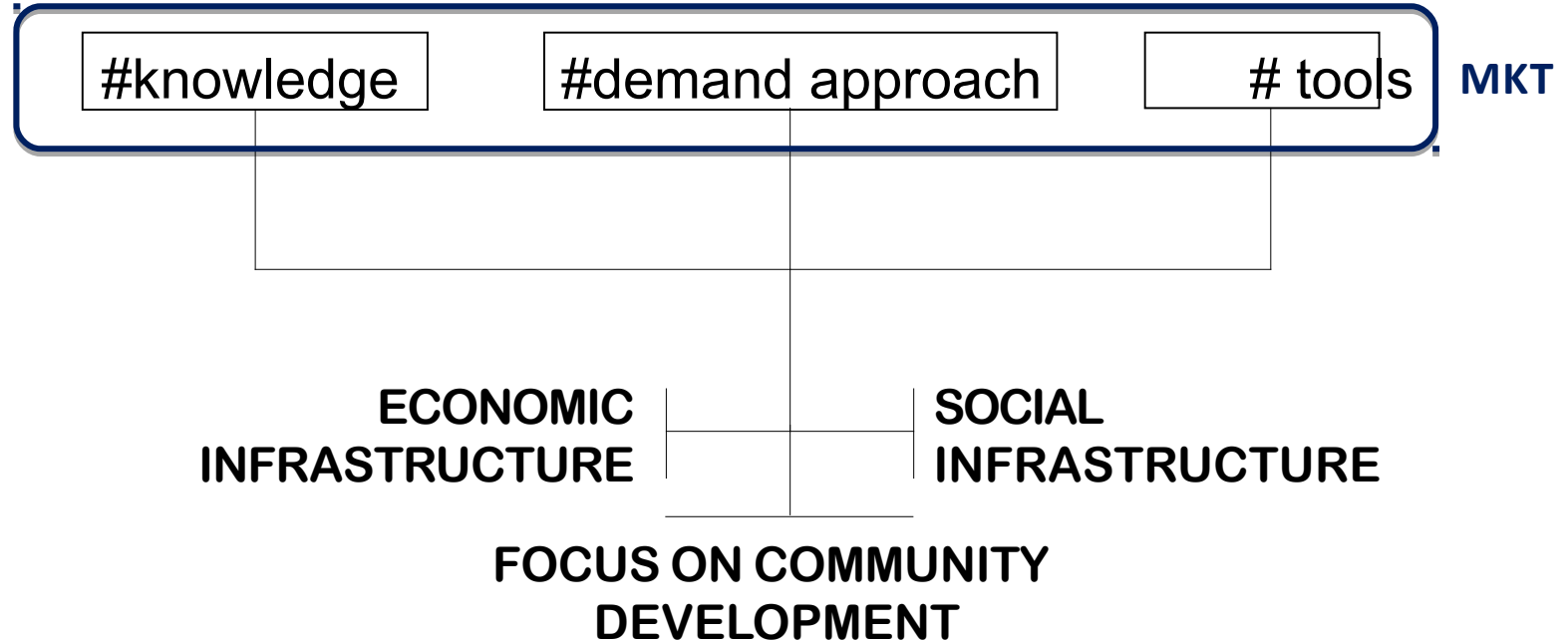
Business needs **MARKET** & market needs **DEMAND**





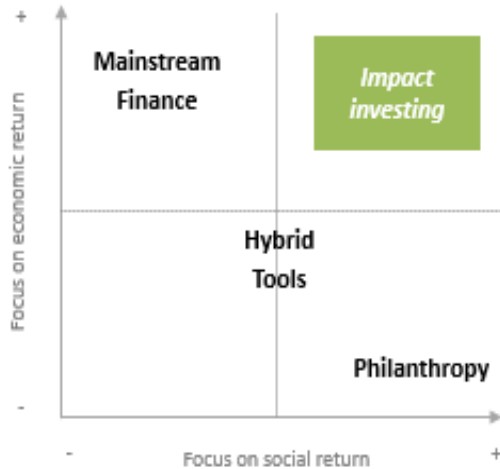
FOCUS on IMPACT

from NICHE to MASS, how?





Impact Investing, beyond business as usual...with *open issues*:



- Examine transferable strategies, tools and financial facilities;
- What can be learned from different experiences in different settings and cultures
- A deeper understanding of constraints and challenges faced by the Speakers;
- How to make Impact Investing a “retail industry”: is it something reachable?;
- Democratizing impact investing: is a change in individuals’ mindset necessary?;
- Democratizing impact investing: how to move from NICHE to MASS (market)
- Through which instruments?;
- Which are the most urgent challenges or needs to be faced?