

THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

*Forum for Action on Sustainability,
Intrapreneurship and Innovation*



UNEP/WUPPERTAL INSTITUTE COLLABORATING
CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



EUROPEAN COMMISSION
European Research Area

Funded under Socio-economic Sciences & Humanities



Ministry for Climate Protection, Environment,
Agriculture, Nature Conservation and Consumer
Protection of the State of North Rhine-Westphalia



Deutsche Bundesstiftung Umwelt



WELCOME!

**THE FUTURE
OF SUSTAINABLE
LIFESTYLES AND
ENTREPRENEURSHIP**

*Forum for Action on Sustainability,
Intrapreneurship and Innovation*



WORKSHOP 10: Financing Sustainable Innovation & Entrepreneurship

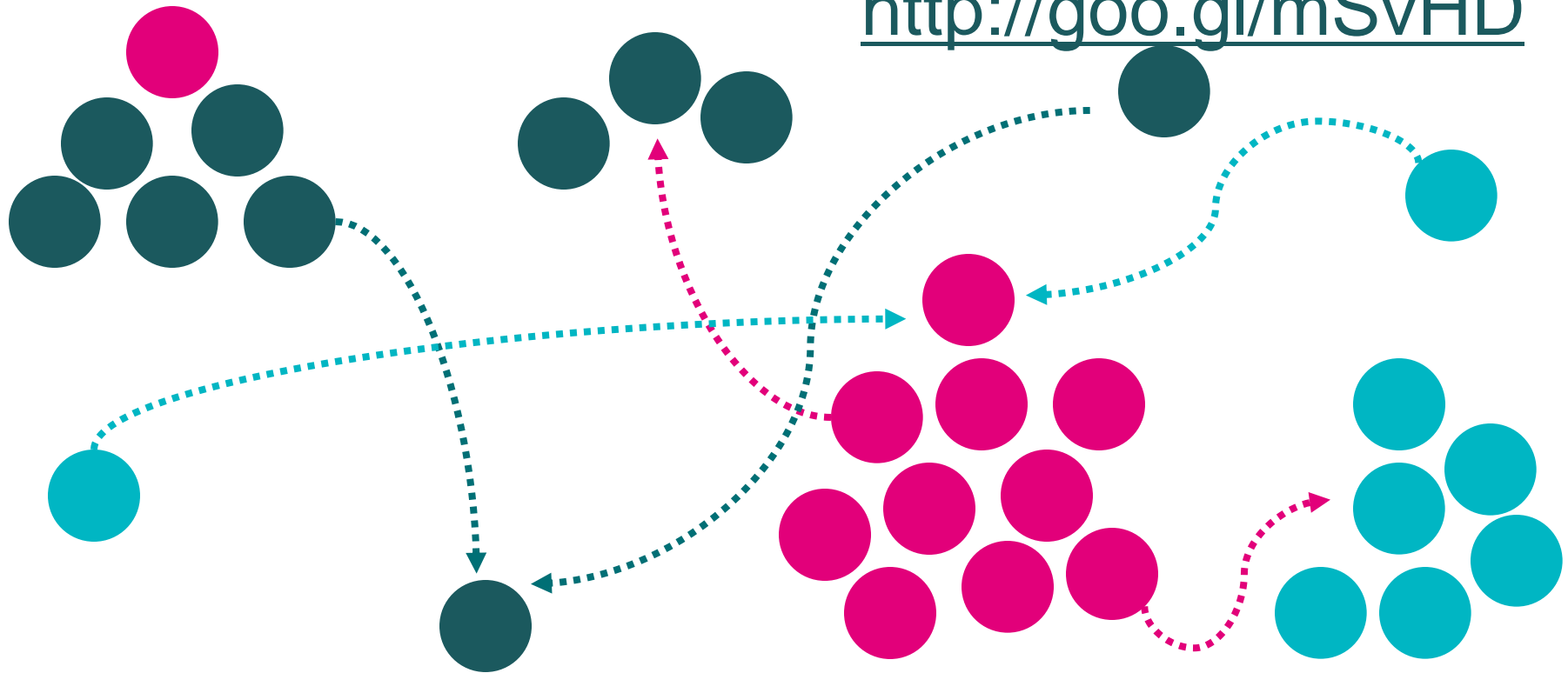
Rhein-Erft-Saal



Map of challenges, opportunities & needs for sustainable entrepreneurship

WS 2: My sustainable business models: ENHANCING, INCUBATING AND FOSTERING SUSTAINABLE ENTREPRENEURSHIP

<http://goo.gl/mSvHD>





Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Hosts

CSCP, BSR, adelphi

Moderator

Rainer Agster, adelphi

Keynote Speaker

Giuseppe van der Helm, EUROSIF

Panel Speakers

Guy Morgan, BSR

Bert Reyno, ADFIAP, WFDFI

Rebecca Szrama, ENDEVA

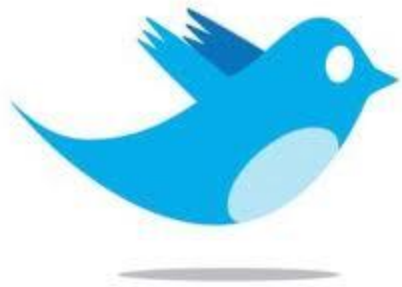
Marc Verhaeren, Funds for Good

Katharina Beck, Institute for Social Banking



Join our WiFi for the Workshop

- Network name: **SI**
- Password: **smartsmart**



Join us on !!!

If you have already had a profile on Twitter, all you need is:

- **@SustainFuture11** – to follow the conference.

Use this hashtag:

- **#FinWS** to follow this workshop!

If you don't have an account on Twitter use login data of the workshop participant:

- **User:** **WSparticip**
- **Password:** **cologne**

For detailed information, see the manual, which you will find on your chair!





Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Keynote speech

Giuseppe van der Helm
European Social Investment
Forum (EUROSIF)





Developing Sustainability through European Financial Markets

The Future of Sustainable Lifestyles and Entrepreneurship

Giuseppe van der Helm, President

Eurosif

Cologne, May 25, 2011

Eurosif Key Facts: Governance, Financing, Mission and Activities

Governance

- Governed by 8 National SIFs headquartered in these European countries: **UK, FR, DE, NL, IT, BE, SW, ES**

Funding Sources

- Institutional Member Affiliates (85)

Mission / Benefits

- Develop Sustainability through European Financial Markets
- Networking and Promotion for Member Affiliates

Activities

- Research
- EU Lobbying
- Events and Communications
- Initiatives and Partnerships

Eurosif Member Affiliates - 85

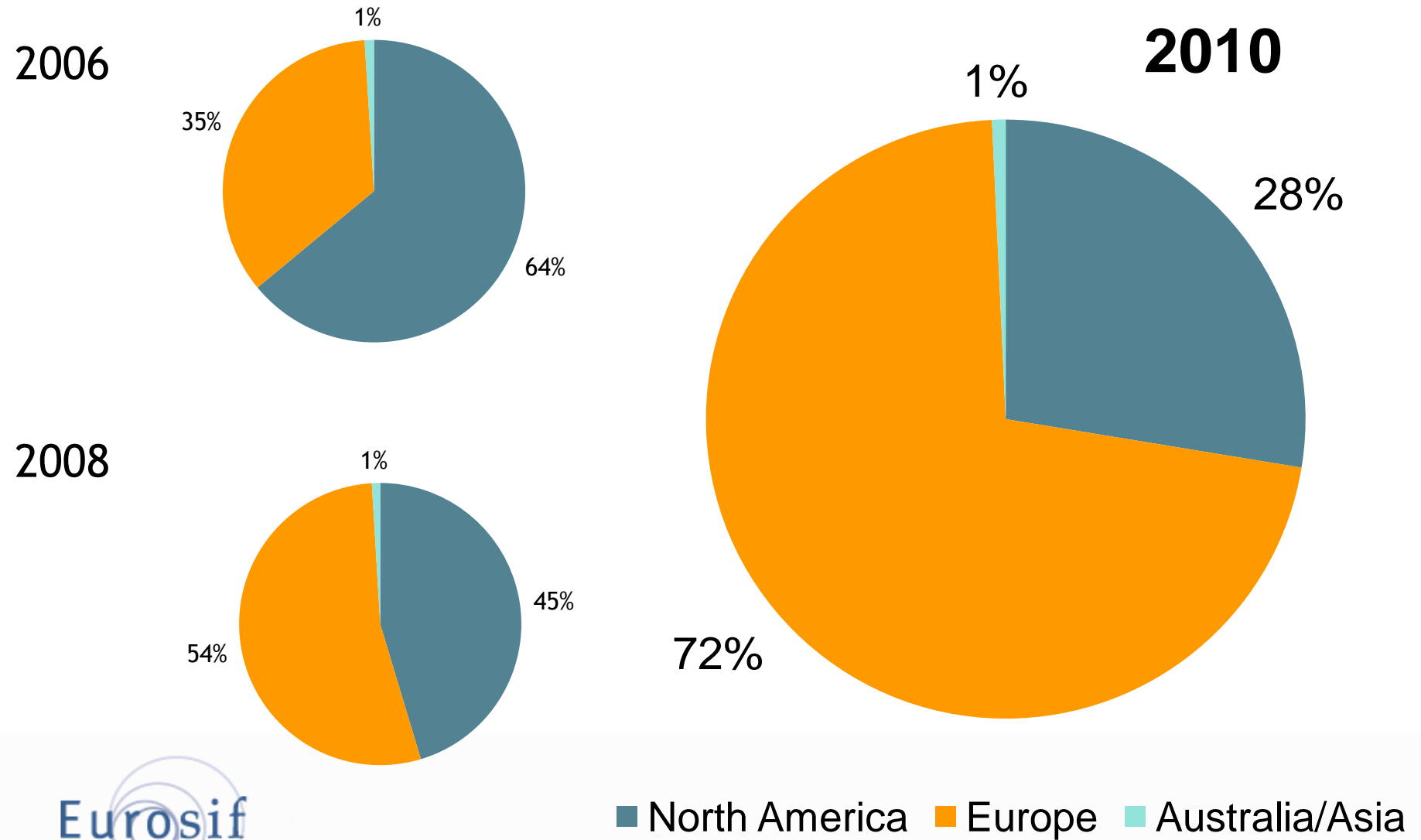


The European SRI Market

Sustainable and Responsible Investment (SRI):

A generic term covering any type of investment process that combines investors' financial objectives with their concerns about Environmental, Social and Governance (ESG) issues.

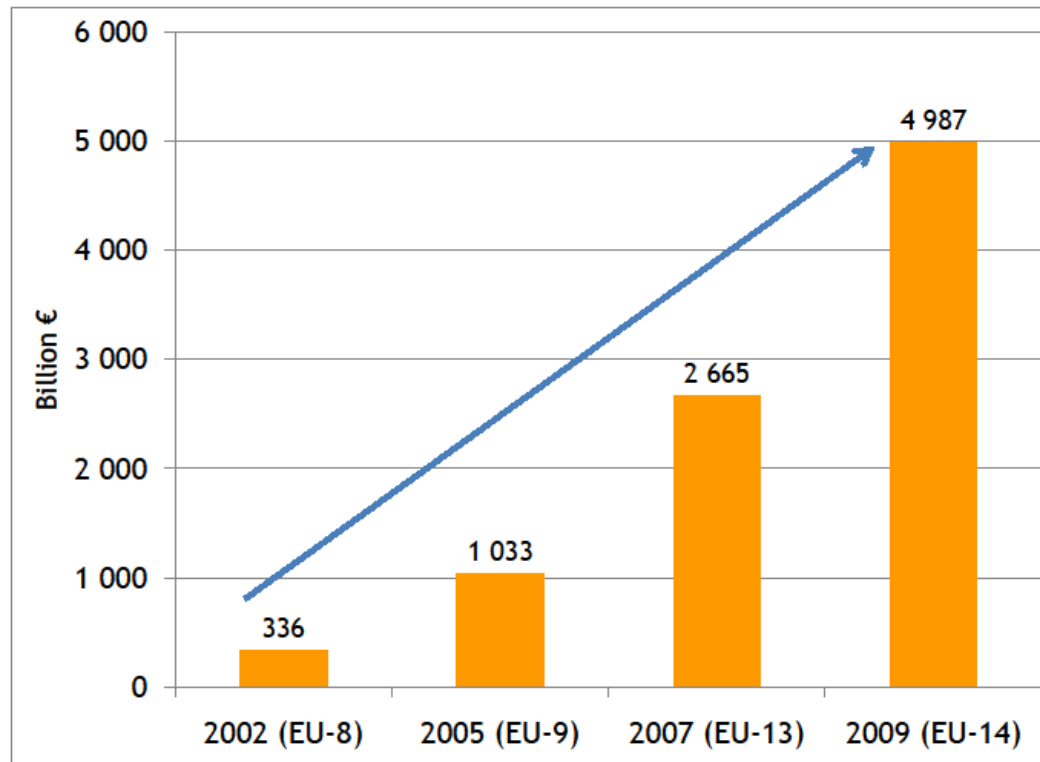
Global SRI Market is Growing and Regional Influence is Shifting



Source: Eurosif Research

Size of the European SRI Market

Total EU SRI assets under management have reached €4.987 trillion as of 31/12/09



Source: Eurosif

Definitions

Exclusions:

- Values and Norms

Best in class:

Leading companies with regard to ESG criteria from each individual sector or industry group are identified and included in the portfolio.

Engagement:

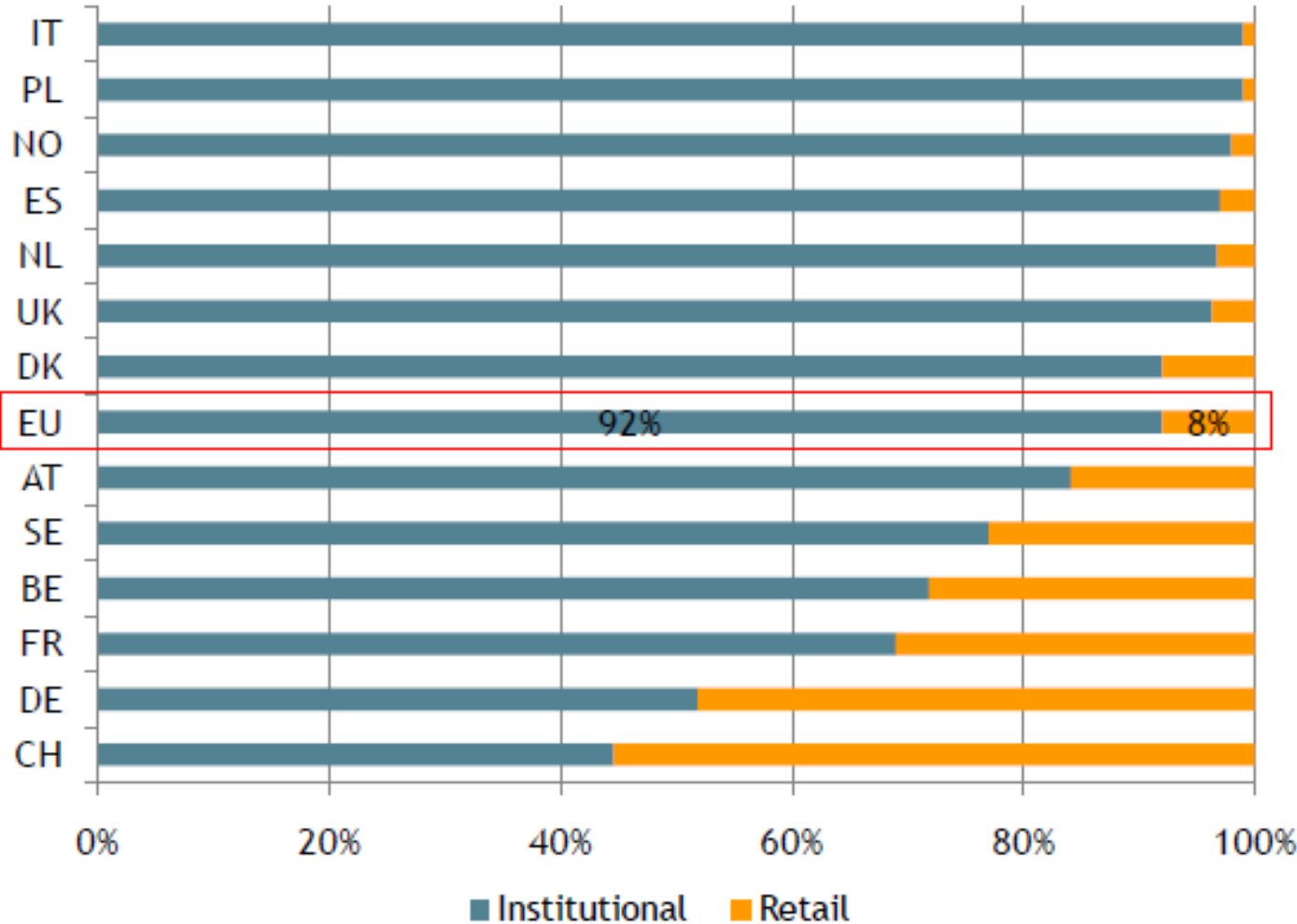
A long-term process of dialogue with companies which seeks to influence company behaviour in relation to their social, ethical and environmental practices.

Integration:

The explicit inclusion by asset managers of ESG-risk into traditional financial analysis.

European SRI – Driven by Institutional Investors

The institutional market drives the European SRI market...



Source: Eurosif

Market Drivers for the Next Three Years

Demand from institutional investors remains a key driver, along with international initiatives, external pressure and demand from retail investors.



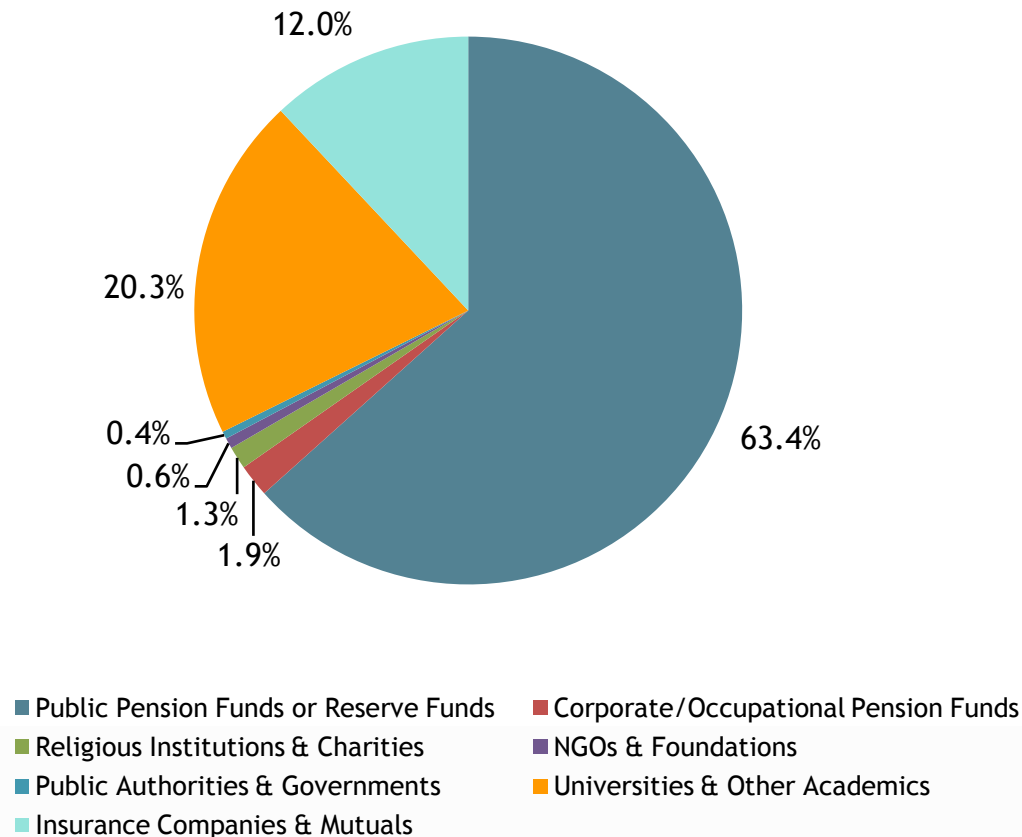
Financing sources for Sustainable Innovation and Entrepreneurship

1. EU Grants/ Funding Programmes

- **Social innovation is an EU priority for 2011-2012 (as defined in the Single Market Act):**
 - Legislation for a European framework facilitating the development of social investment funds;
 - Legislation for a *European Foundation Statute*, to facilitate the establishment of foundations in other Member States / pooling their assets on a cross-border basis (foundations remain an important funding source for social entrepreneurship);
- **Social Business Initiative:**
 - To be set up in 2011 by the European Commission, aiming to facilitate access to the Union's financial programmes of social entrepreneurship initiatives.

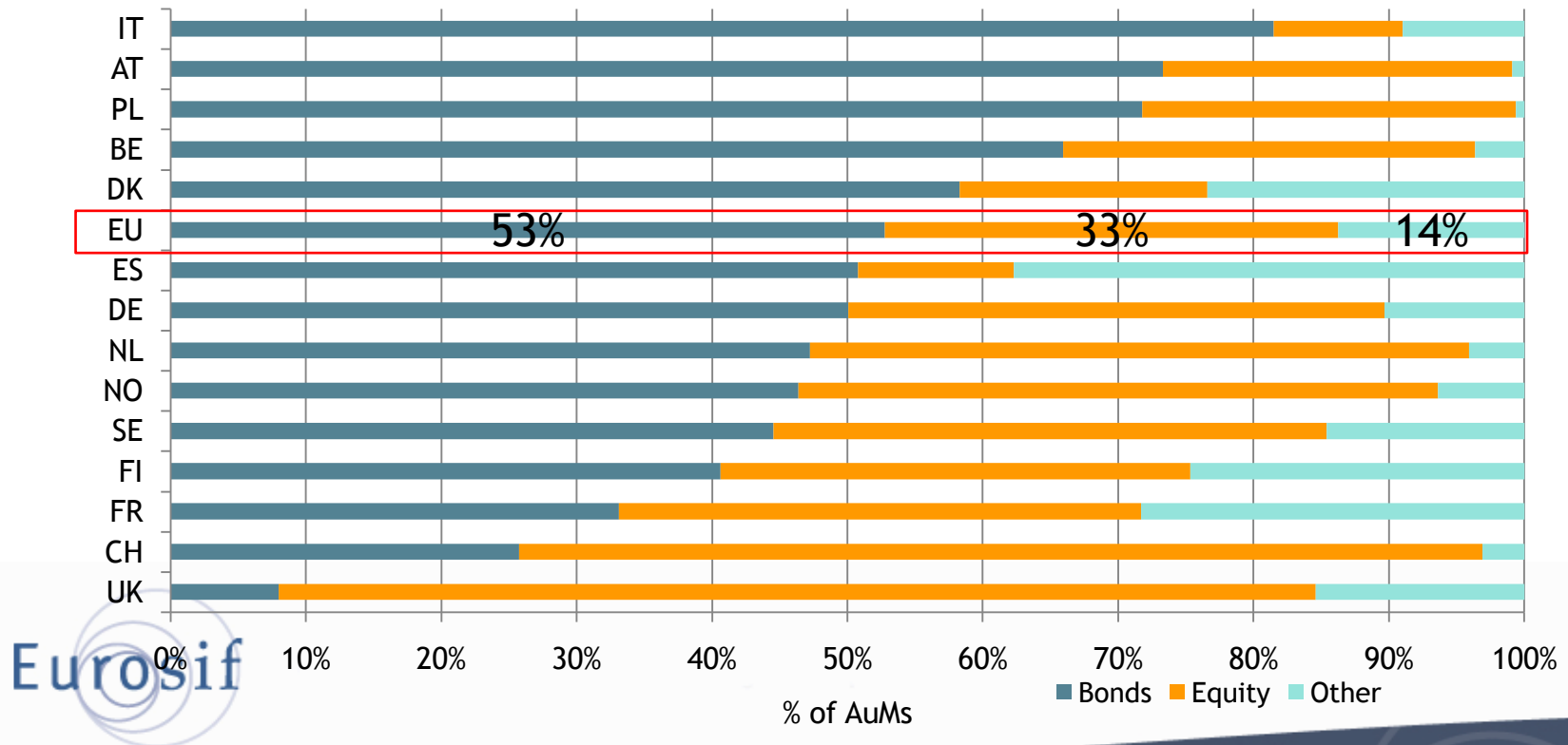
2. NGOs and Foundations

- Demand from **NGOs and Foundations** of asset management services (Europe, as of December 31, 2009):



3. Microfinance

Along with equity (33%) and bonds (53%), Microfinance is becoming an important strategy for the SRI market (EUR 1 trillion, as of December 31, 2009);



4. Social Banking

- Ethical/ social banks, concerned with the environmental and social impact of investments;
- Includes ethical investment, socially responsible investment, CSR or ethical trade among others;
- Social banking is still a juvenile sector, regulation still needs to be developed in the sector;

5. Private Equity

- Private equity: “*any asset an opportunity where others see a challenge*”
- Social entrepreneurship becomes an increasingly popular investment strategy for private equity firms;
- Develop skills and resources to turn social entrepreneurship into mainstream activity and social investment into an asset.

Conclusions

- Money looking for projects;
- **Issues:**
 - Lack of information
 - Risks
 - Size
- SRI Market will continue to grow (18-20% over the next three years)

Eurosif

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Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Guy Morgan
Business for Social
Responsibility (BSR)





Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Alberto B. Reyno

Association of Development
Financing Institutions in Asia and
the Pacific (ADFIAP),
World Federation of
Development Financing
Institutions (WFDFI)



Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Rebecca Szrama
ENDEVA



BoP Approach – an opportunity to finance sustainable innovation & entrepreneurship

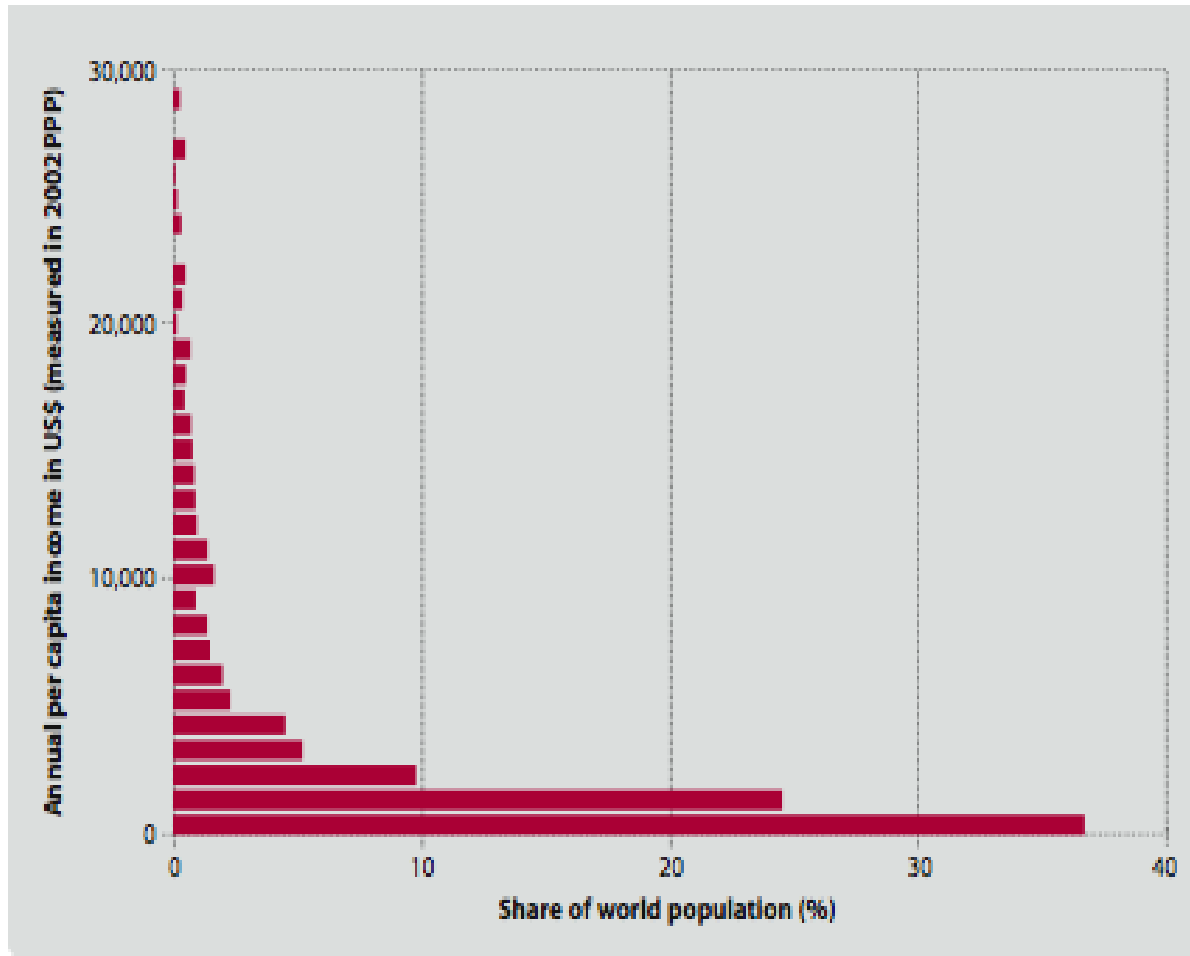
Rebecca Szrama,
Self-employed consultant & associate
at Endeava
Cologne, May 25, 2011

BoP

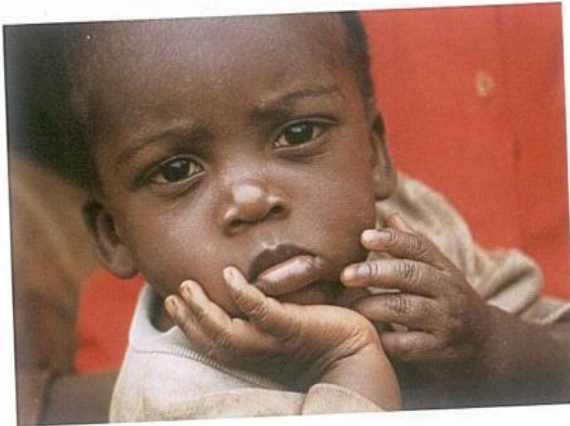


Inclusive Business

Global Income Pyramid



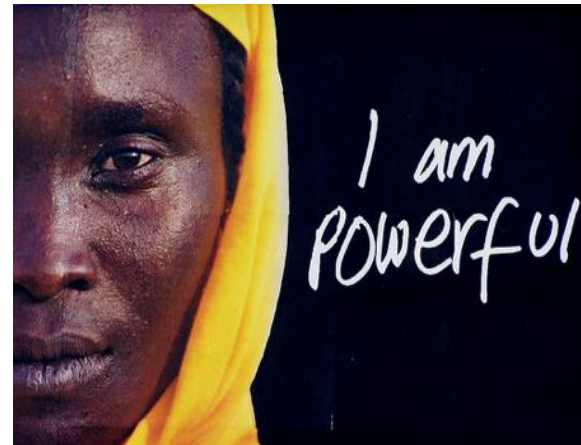
... From



Warum werde ich nie satt?



... To agents



Value for business

- Winning new customers
- Expanding the workforce
- Strengthening supply and delivery chains

Value for people living in poverty

- Increasing incomes
- Meeting needs
- Increasing productivity



Sources: http://www.google.de/imgres?imgurl=http://www.csr360.gpn.org/uploads/images/resizer_cache/fa7bb4b2a640703cf1d4ae76edc0fb6d84969f2.jpg&imgrefurl=http://www.csr360.gpn.org/magazine/feature/sabmiller-enterprise-development/&usq=__HMM/oph/SM5cn1NjYASU_xS5-pY-&h=298&w=500&sz=205&hl=de&start=3&sig2=vw-m5NYZxwU7gZuWsvY43A&zoom=1&ibid=ulBwghGwybsRCM.&ibnh=77&ibnw=130&ei=gVPRTeqyFovn-gb9lse9&prev=search%3Fq%3D%26sAB%26Miller%26supporting%26farmers%26um%3D1%26h%3Dde%26sa%3DN%26tz%3D1G1GGLQ_DEDE342%26bw%3D1263%26bh%3D598%26bm%3Dsch&um=1&itbs=1
http://makanaka.files.wordpress.com/2011/01/lancet_india_201101-02.jpg

End

*Thank you very much for your
attention!*



Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Marc Verhaeren

Funds for Good



FUNDS FOR GOOD

invest, impact



a **new** business model

That was set up by 3 entrepreneurs sharing a **common vision**:

combining as from
inception

financial profitability & philanthropy

by conducting our **activity**:

promoting **investment funds and strategies** to institutional clients

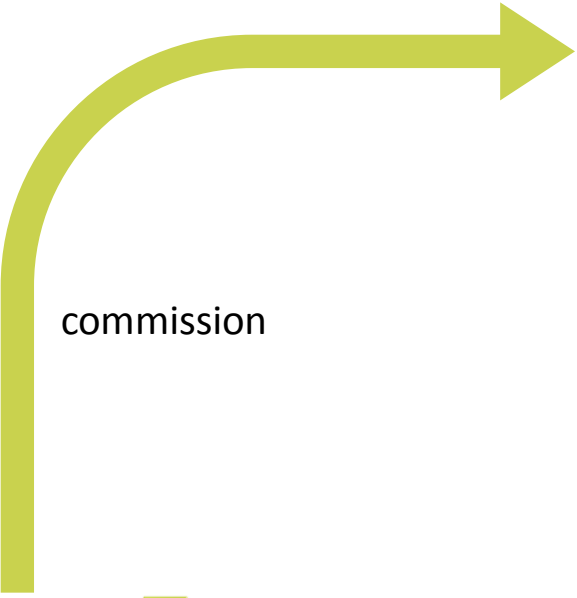




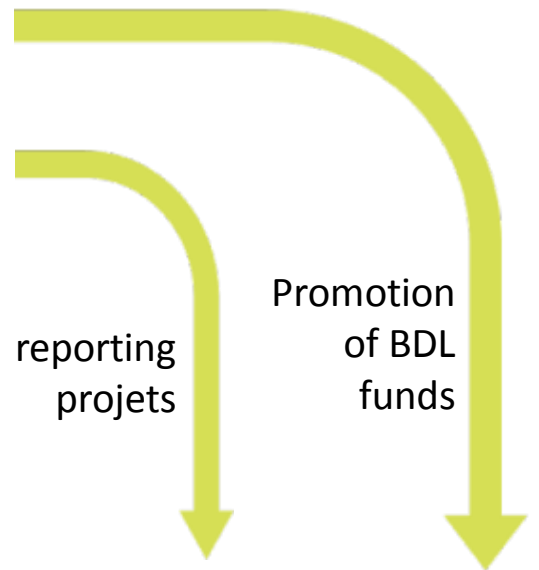
FUNDS FOR GOOD
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CROIX-ROUGE 
de Belgique

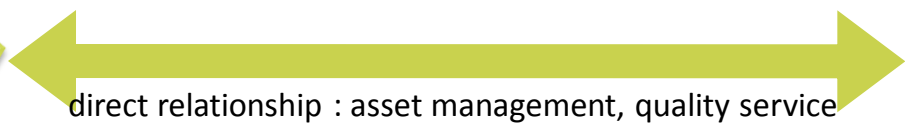


commission



reporting
projets

Promotion
of BDL
funds



direct relationship : asset management, quality service

minimise structural expenses

small **team**

strict salary **policy**

no unnecessary expenses

negotiations with all third **party** suppliers



maximise profits to maximise donations

50% of our profits systematically given

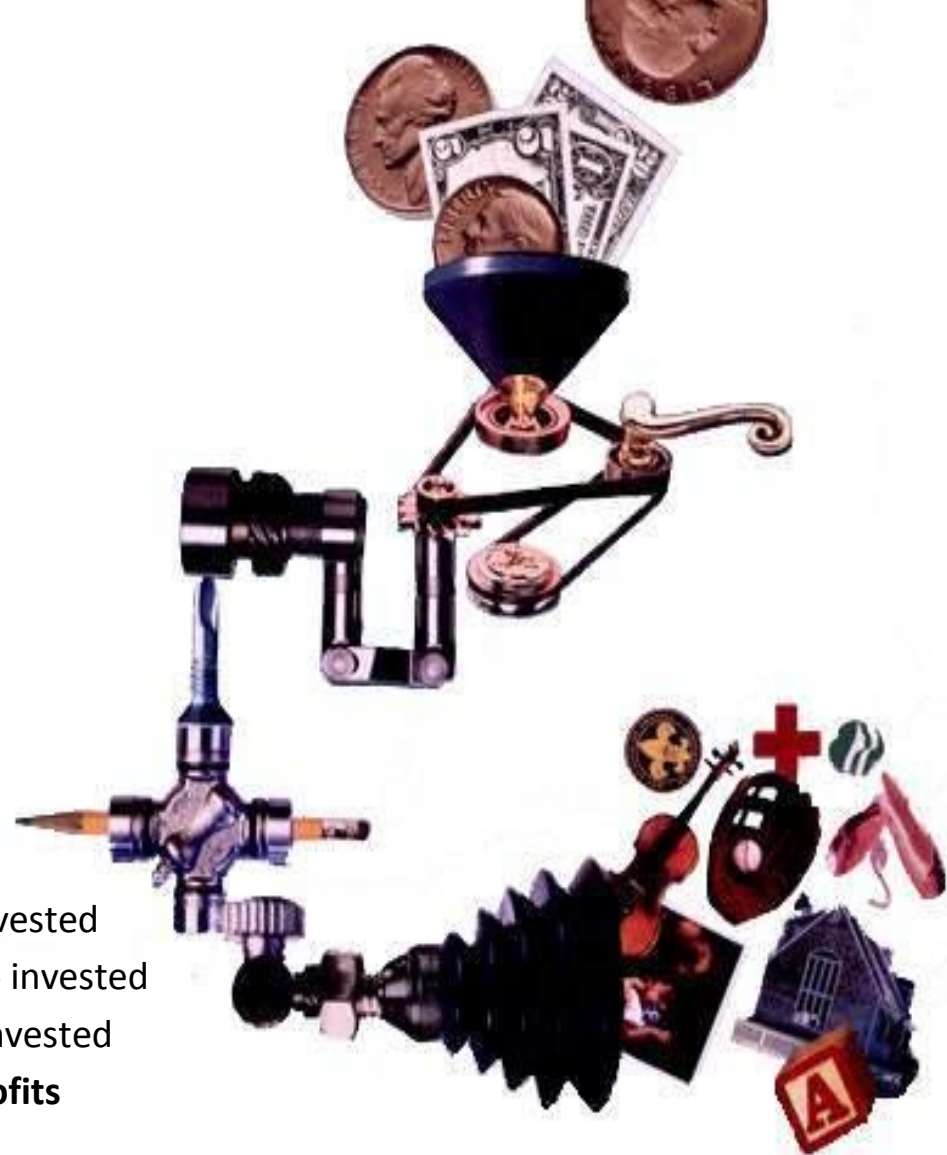
Before reaching breakeven:

10% of our revenues given on first tranche of 50mio invested

15% of our revenues given on second tranche of 50mio invested

20% of our revenues given on third tranche of 50mio invested

Then: **the biggest from 20% of revenues or 50% of profits**



Thank You!

FUNDS FOR GOOD
invest, impact





Financing Sustainable Innovation & Entrepreneurship

Rhein-Erft-Saal

Katharina Beck
Institute for Social Banking



CSCP Network Facility – Online Platform on Sustainable Entrepreneurship

Join us!



CSCP

Sustainable Entrepreneurship

CSCP Network Facility:
<http://www.cscpnet.org/>

Contact:
Nadine Pratt
nadine.pratt@scp-centre.org



Coffee Break 11.00-11.30

Foyer - Mezzane

THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP



*Forum for Action on Sustainability,
Intrapreneurship and Innovation*

*Launch of the European Social Platform
SPREAD Sustainable Lifestyles 2050*





Next Session

Co-Creation Workshops

11.30 - 13.00

WS 11

Plenary
Match-
Making

WS12

KaminZ-Karl-Hell-Phosphor
Understanding Needs,
Motivators & Triggers

WS13

Rhein-Erft
Sustainable
Living