

# A Guide for Investors

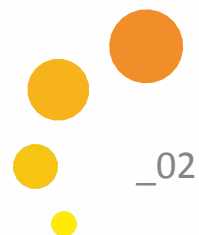
*How to Guide Your Investments to Generate  
Positive Socio-Environmental Impact*

Co-realisation



Strategic Partnership





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**Entrepreneurship is  
not all the same.**

**Investors can make a  
difference.**

Investors can make a difference in building a robust and sustainable ecosystem for new businesses.

Impact investors use new logic in doing business and thinking about capital. They obtain financial returns while enabling business models committed to tackling major socio-environmental challenges. In this way, they can exercise their protagonism through their investment decisions.

This guide was developed to support investors in the first steps of their transformation journey, which involves seeking to integrate more impact into their investments and contribute to a more regenerative and inclusive world.

**Enjoy your journey!**

**#VEMTRANSFORMAR  
(COMETRANSFORM)**

**coalizão** pelo  
**impacto**

# What Will You Find Here?

What Is Impact Investing? 04

The Main Characteristics of Impact Investing 05

ESG and Impact Investing 06

Impact Businesses and How They Relate to Impact Investing 07

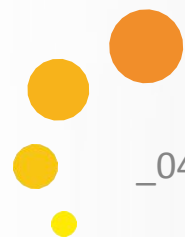
The Coalition for Impact (Coalizão pelo Impacto) 09

What Positive Socio-Environmental Impact Has to Do with Investors 10

How Investors Can Connect with the Agenda of Businesses with Positive Socio-Environmental Impact 11

Good Practices and Inspiring Examples of Impact Businesses for Investors 12





## What Is **Impact** Investing?

**Impact investing** is investing that offers financial profitability to the investor, along with the commitment to generating measurable social and/or environmental impact.



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# The Main Characteristics of Impact Investing

## 1 A NEW WAY TO THINK ABOUT CAPITAL: PROFIT + PURPOSE

Impact investing is a global transformative force that is changing the way the world thinks about capital by providing a social and environmental return on investment in addition to profit (Profit + Purpose). It does this by linking financial returns to a measurable socio-environmental benefit, allowing investors to consider not just risk and return but also impact.

## 2 SCALABILITY POTENTIAL: THE VIRTUOUS CIRCLE OF POSITIVE IMPACT

Impact investing is potentially scalable. It helps solve a socio-environmental problem by generating profit and attracting more resources for the most successful cases. Therefore, it allows relevant and innovative socio-environmental solutions to grow and enhance their positive impacts.

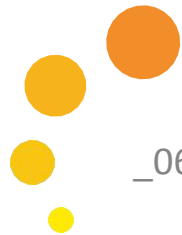
## 3 THE TRANSFORMATIVE PROTAGONISM OF THE INVESTOR

Impact investing allows investors to use financial intelligence to catalyse purposeful entrepreneurship and help solve some of society's biggest challenges.

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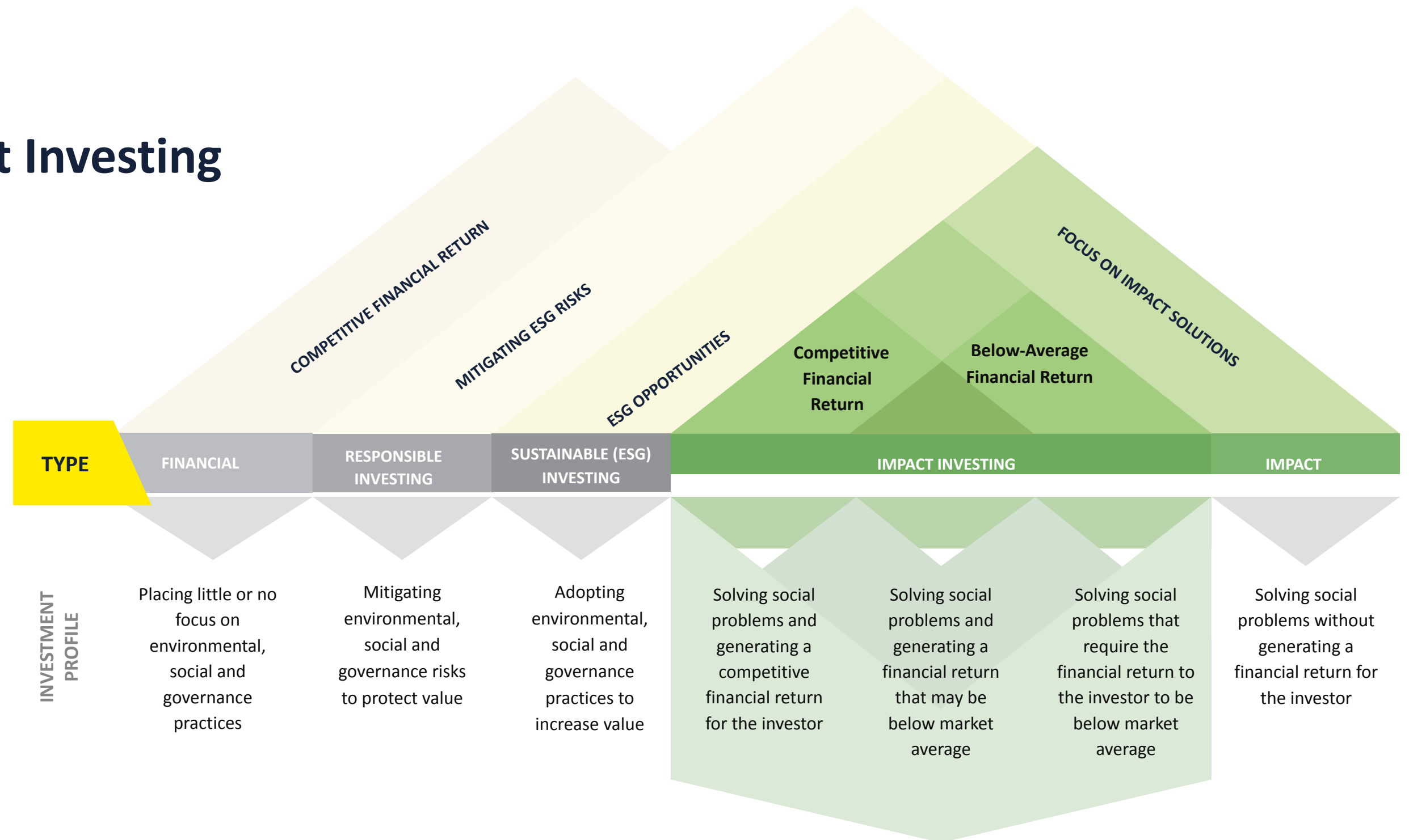






# ESG and Impact Investing

While ESG and responsible investments focus on reducing and mitigating social, environmental and governance risks, impact investing is centred on measurable impact solutions that generate positive socio-environmental returns.





# What Are Impact Businesses and How Do They Relate to Impact Investing?

## CONTEXT

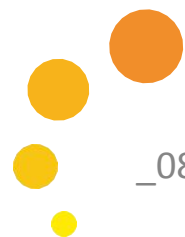
- Brazil has serious, recurring environmental and social challenges, which affect people and territories disparately.
- Public policies and the third sector already deal with these challenges directly but cannot resolve them.
- It is necessary to commit more people and resources to resolving these challenges.
- There is an opportunity to stimulate a new economy that rethinks market logic to combine entrepreneurship, technology and innovation to solve social and environmental problems.
- It is necessary to stimulate and strengthen more business models committed to solving social and environmental problems.

**IMPACT BUSINESSES ARE ENTERPRISES THAT USE BUSINESS LOGIC TO IMPROVE THE LIVES OF PEOPLE AND THE PLANET.**

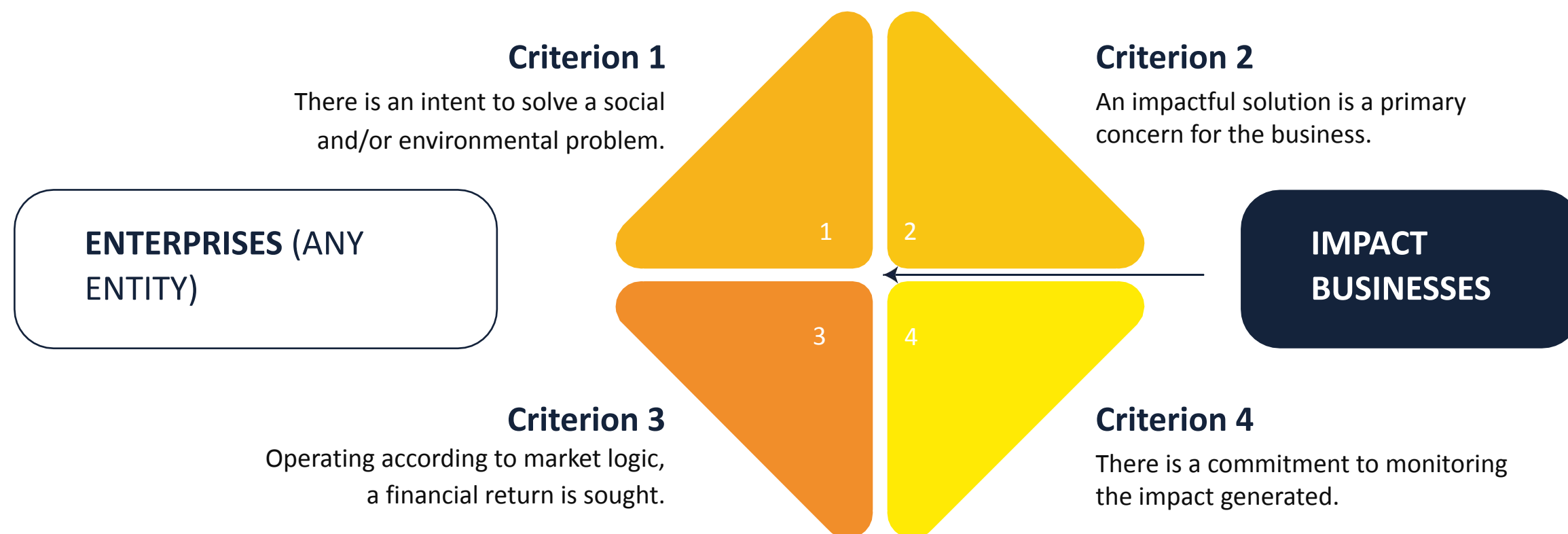
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# Impact Investments Allow Business Models that are Committed to Solving Socio-Environmental Challenges





## A 5-year Initiative that Will Operate in 6 Cities in Brazil

Our goal is to qualify and connect the various organisations that offer support for the development of businesses with socio-environmental impact.



INVESTORS are a strategic public for the Coalition for Impact

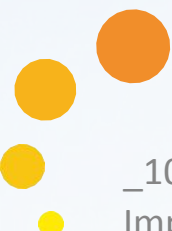
We are in  
Brazil's  
5 regions



12 financing partners that believe in impact businesses







\_10 What Positive Socio-Environmental Impact Has to Do with Investors

# What Positive Socio-Environmental Impact Has to Do with Investors



Global financial capital is increasingly directed towards businesses that can combine lower risk, higher profit and more positive socio-environmental impact.

Impact investing is a way for investors to generate positive social and environmental impact.

In Brazil, the impact investment market already moves more than R\$18,7 billion in assets under management. Worldwide, the total assets under management have already reached US\$1,164 trillion.

Making impact investments means promoting a global trend that has been gaining ground in a world that seeks alternative ways to generate well-being for all on the planet. It means being a part of a group of purpose-driven investors who are building the new frontier of the financial market.

Impact investing allows you to use financial market tools to strengthen purposeful entrepreneurship and enable innovative solutions with potential for scale.

Through it, investors can align their investments with their personal and/or family values and motivations, address a specific socio-environmental challenge, positively impact a community or region, and contribute to global socio-environmental agendas such as the Sustainable Development Goals.

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# How **Investors** Can Connect with the Agenda of Businesses with Positive Socio-Environmental Impact

## 1 Training and Examples

Compile a list on the topic and analyse how your investments and strategic decisions align with positive impact.

## 2 Participating in Networks

Participate in groups, networks, coalitions, and/or pacts regarding positive impact.

## 3 Investing Directly in Businesses

Invest directly in businesses that are committed to solving socio-environmental challenges.

## 4 Investing via Networks

Approach and partner with incubators, accelerators and universities that can support you in identifying businesses for investment.

## 5 Investing in Impact Financial Products

In addition to direct investment and investments via networks, you can also invest in impact financial products. On the platform [Investir com Impacto](#) (Invest with Impact), you can find indirect investment opportunities through available impact financial products.



# Good Practices and Inspiring Examples of Impact Businesses for **Investors**



## PORTFOLIO MIGRATION JOURNEY

In the guide “Portfolio Journey: Migration for Impact”, discover tools, lessons learned, and practices for directing your investments towards financial return and socio-environmental impact.

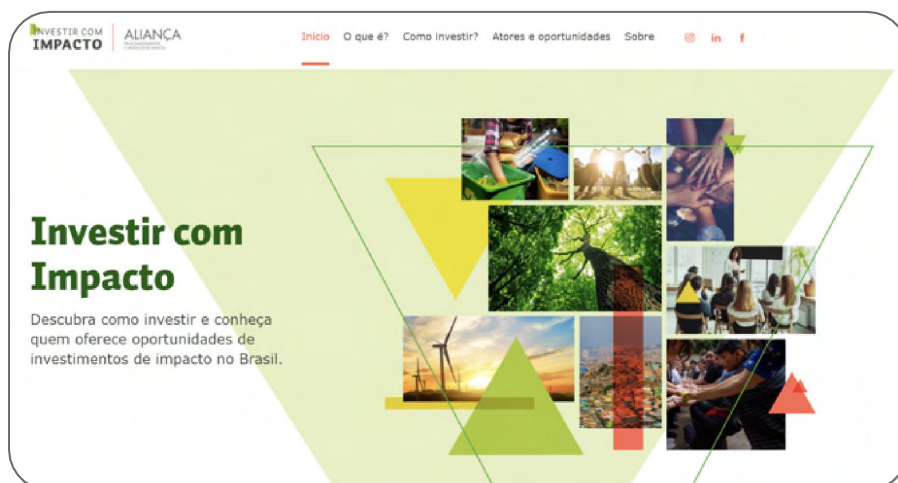
[Access here](#)



## WHAT ARE IMPACT BUSINESSES?

Discover the characteristics that define ventures as impact businesses in Brazil.

[Access here](#)



## PLATFORM INVESTIR COM IMPACTO (INVEST WITH IMPACT)

Discover how to invest and learn who offers impact Investments in Brazil.

[Access here](#)

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*Would you like to learn more about this topic?*

*Would you like to delve into methodologies and opportunities for action?*

*Would you like to pilot an initiative with an impact lens?*

**For more information, contact the Coalition's local coordinator in your city.**

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