



## Project Lab – Impact Invest

# Coordinated strategies to drive investments towards sustainable development

Organiser



In partnership with



Union for the Mediterranean  
Union pour la Méditerranée  
الإتحاد من أجل المتوسط



Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

Location

UfM Secretariat, Palacio de Pedralbes,  
Pere Duran Farell, 11 Barcelona, Spain



The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



**ANIMA Investment Network** conveys its members and partners for a collective creation lab aiming at designing the instruments of its new initiative **Impact Invest**.

**Impact Invest** aims at developing investments which contribute to sustainable development and generate positive impacts in the Mediterranean countries and beyond. It is promoted by ANIMA with the **RIAFPI** network, **Expertise France** and **Business France**, and capitalises notably on the EDILE initiative on investment impact assessment developed with the label of the **Union for the Mediterranean**.

This project lab benefits from the support of the **European Commission** through the **EBSOMED project**, as well as **GIZ**. EBSOMED aims at promoting the Mediterranean business support ecosystems and is a spinoff of the EMIPO initiative also labelled by the Union for the Mediterranean.

## **AGENDA**

**Tuesday 7 April 2020**

Opening remarks by the organisers: ANIMA Investment Network, Union for the Mediterranean and the GIZ.

Challenges and existing approaches for the Sustainable Development Goals

### *Keynotes*

- Setting the scene: A necessary public-private alliance. UNCTAD\*
- The possible convergence of attractiveness and inclusive development policies. OECD\*

### *Panels*

- Leverage on economic development to support social and environmental challenges, the experiences of local governments (Région Provence Alpes Côte d'Azur, Agence de l'Oriental, Region of Thessaly, ...)
- Pioneer initiatives from the private sector (CGEM, CONECT, AMEC, ...)

Signature of the Impact Invest memorandum

### *Lunch Break*

Construction of coordinated action plans (creative workshops associating all participating guests)

Introduction: Presentation of the Impact Invest approach by the promoters

### *Parallel workshops*

- Lab 1 : Generate projects at local level, attractive for investors and beneficial for the country. Facilitated by GIZ
- Lab 2 : Connect projects with operators and investors, the conditions for a successful implementation. Facilitated by UNCTAD\*
- Lab 3 : Facilitate the implementation and pilot the impact of investment projects, which programmes to reinforce the services, tools and common practices. Facilitated by Business France

### *Wrap up and takeaways*

**Wednesday 8 April**

Launching the action plan with the invited partners

Review and capitalisation on the Labs, roles and involvement of partners, contributions

### *Conclusion*