



# Project Lab – Impact Invest

## Coordinated strategies to drive investments towards sustainable development

Organiser



In partnership with



Location

Live video meetings upon invitation

Registration [manon.spina@anima.coop](mailto:manon.spina@anima.coop)



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**.

**The health crisis that has been raging since the beginning of 2020 shows the weaknesses** in the organisation of our societies, our health and social protection, and highlights the limits of the production and economic development models in force in most of our countries.

**The investments needed to achieve sustainable development goals** in emerging countries are \$3.900 bn per year. Today only \$1.400 bn per year are mobilized, mainly by the public sector. It is therefore necessary to find the mechanisms and models to align corporate efforts with SDGs.

**The Impact Invest initiative** makes a practical contribution to the reflections on the new development models emerging around the Mediterranean: it aims at developing mechanisms to align business efforts with SDGs and maximize their positive impacts.

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 the **German Development Cooperation and the Region Provence Alpes Côte d'Azur**. 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.

It comprises:

- **An opening webinar on Tuesday 28th April**, during which the initiators of Impact Invest will present their intentions and present partners who have developed interesting approaches tackling the ambitions of the initiative.
- **Three collective intelligence workshops** during which a limited number of partners are invited to design the instruments and tools of the Impact Invest initiative's action plan.

The results of this co-construction work will be **presented during a face-to-face workshop, scheduled for September 22nd** if the sanitary conditions allow meetings in an international framework.

## Plan of the web meetings

### **Tuesday, April 28th at 10 am | Conditions for coordinated strategies to drive investment towards sustainable development**

The 1st webinar will propose presentation by international experts expressing why public and private investors must act jointly in order to approach the sustainable development goals. Public decision makers as well as businesses and investors representatives will then present their views and current commitments before the ANIMA team presents the Impact Invest roadmap.

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

#### Challenges and existing approaches for the Sustainable Development Goals

- **Sarah Dayan**, Policy analyst at OECD: How FDI contributes to sustainable development and in which conditions
- **Caroline Pozmentier**, VP of Region Provence Alpes Côte d'Azur: How the climate plan also contributes to economic development
- **Ola El Kobrosy**, Deputy Executive Director at GAFI Egypt: How Egypt developed his portfolio of investment project and promotes it towards investors
- **Diego Guri**, Deputy General Manager at AMEC: How his business exporters association became a purpose driven organisation "for the people, for the planet"
- **Douja Gharbi**, VP of CONECT Tunisia: How the private sector is promoting socially responsible business practices in Tunisia

### **April 28, 29 and May, 5<sup>th</sup> at 10 am | Project Lab sessions : collective intelligence workshops to design Impact Invest action plan**

Three Project Labs will be organised giving a large space to collective intelligence, by organizing group workshops between public and private stakeholders, in order to propose concrete approaches:

#### **- Wednesday, April 29th | Efficient processes for matching projects with investors and operators**

**Key stakeholders:** Corporates, SMEs, sovereign funds, long term investors, private equity, banks

#### **- Thursday, April 30th | Conditions for creating the emergence of projects contributing to sustainable development at territorial level**

**Key stakeholders :** *local authorities, innovators, enterprises, civil society*

#### **- Tuesday, May 5<sup>th</sup> | Develop common services for impact assessment and investment facilitation**

**Key stakeholders:** investment promotion actors, business and investment representatives