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IIBF

IMPACT INVESTMENT & BLENDED FINANCE  
FOR DEVELOPMENT AGENCIES, FOUNDATIONS AND IMPACT FINANCIERS

2-Day Executive Program  
November 25-26, 2019 - Amman

2019



BLENDED  
FINANCE  
PROGRAM

SDG IMPACT JORDAN

HOW TO USE PUBLIC FUNDS TO ATTRACT PRIVATE INVESTMENT  
FOR HIGH-IMPACT ENTERPRISES ADDRESSING THE SDGs



University of  
Zurich <sup>UZH</sup>

Department of Banking and Finance  
Center for Sustainable Finance and Private Wealth



SOCIAL FINANCE  
ACADEMY



## The Journey

### EXPECT THE UNEXPECTED – EXPAND THE KNOWN

With this executive program organized by [UNDP Jordan](#), we will take you on a [journey](#). The goal is that your trip will not end here: To use public or philanthropic funds more effectively and mobilize private investment to achieve the Sustainable Development Goals (SDGs) needs curiosity, dedication and [practical tools](#) that development agencies, public/multilateral organizations and foundations can effectively put into practice.

In this first stage of the journey, we will map the territory, frame the environment, introduce you to the culture, hint to stumbling blocks and focus on a promising path: How to empower high-impact enterprises with market-based solutions to scale and deliver positive impact in a sustainable way - [a bottom-up approach](#).

Our lecturers and experts will be your guides to the world of blended finance & impact investment on this trip. They will provide state-of-the-art knowledge, lead you through interactive sessions and answer your burning questions in a trusted environment. In addition, you will benefit from experiences that your peer travelers will bring from many fields. Regional case studies as well as group challenges will enrich the experience with practical insights, different stakeholder perspectives and the do's and don'ts of discovering impact finance the novel way. [Expand your horizon and become inspired!](#)

*Bjoern Struwer*  
Roots of Impact /  
Social Finance Academy (SFA)

*Joan M. Larrea*  
Convergence

*Dr. Falko Paetzold*  
University of Zurich  
Center for Sustainable Finance  
and Private Wealth (CSP)

**PARTICIPANTS:**

Project and program managers in development agencies, public or multilateral organizations, foundations and impact financiers with a focus on development

**FORMAT & VENUE:**

2-day on site training  
 Venue: TBD

**DATES:**

November 25 & 26, 2019

**CONTRIBUTION:**

Regular fee USD 1,500 per participant  
 Early-bird discount for registration until Oct. 20, 2019: USD 1,200 per participant

**INFORMATION AND REGISTRATION:**

The program has limited space to ensure a personal, intensive and practice-driven learning experience. For more information please contact:

Rasha Manna:  
[rasha.manna@undp.org](mailto:rasha.manna@undp.org)  
 Juan Al Zoubi:  
[juan.alzoubi@undp.org](mailto:juan.alzoubi@undp.org)

This hands-on learning experience will deliver practical, actionable and relevant knowledge on how to mobilize private investment for sustainable development and use catalytic financing solutions for creating impact at scale:



The role of the private sector for achieving the SDGs



Introduction to impact investing and blended finance



Different approaches to attracting private capital



Choosing the right instruments to catalyze private investment



Pay-for-success instruments



The role of impact management



Mis-conceptions and mis-directions



Case studies: solutions from the field

**PARTICIPANTS WILL:**

- Understand the huge potential of the private sector – both companies and investors– to contribute to international development, as well as recognize the key contribution of small and growing businesses
- See impact investment and private sector resources as a promising source of capital to be integrated into public and philanthropic strategies
- Identify new ways of capacity building, catalytic capital and funding mechanisms to scale high-impact enterprises.
- Overcome market failures and structural challenges by blending different types of capital more effectively
- Gain a deeper understanding of impact, alignment of interest and additionality to design the right incentives and the optimal mix of capital sources
- Inspire colleagues and peers with state-of-the art tools and best practices



## LECTURERS &amp; EXPERTS

**HENRY GONZALEZ**

Program Director, Saïd Business School, University of Oxford

Henry González is an Associate Fellow at Oxford University's Saïd Business School where he directs a Sustainable Investing executive education program customized for ABN AMRO. He is also a Blended Finance Senior Consultant to the World Bank/CGAP and a Senior Advisor on Impact Management to the Dutch Development Bank, FMO. Previously, he was Head of Research & Advisory at responsAbility Investments AG and held positions at the World Bank, the UNDP and the Government of Costa Rica.

**JEREMY NICHOLLS**

Professor, Staffordshire University & Lead Conceptual Frameworks, IMP

Jeremy Nicholls is Professor of Social Value and Impact at Staffordshire University & Lead on Conceptual Frameworks at the Impact Management Project (IMP). Until mid 2018, he was the CEO of Social Value UK and Social Value International, both membership organisations supporting principles and standards in accounting for social and environmental impact. He also chairs the British Standards Institute's social value subcommittee and is a member of the IRIS advisory committee and the Social Value Taskforce.

**AAKIF MERCHANT**

Senior Associate, Convergence

Aakif Merchant leads Convergence's learning and capacity building programs, supporting various organizations to develop their capacity to participate effectively in blended finance transactions. He brings over 6 years of experience as a management consultant, most recently as Principal of NeXus Consulting Group, and worked as Dasra, India's leading venture philanthropy foundation.

**BJOERN STRUEWER**

Founder and CEO, Roots of Impact

Bjoern Struewer is Founder and CEO of Roots of Impact, an impact finance advisory firm working with public funders, philanthropists and impact investors globally. After leaving the traditional finance sector, Bjoern dedicated his work to designing and implementing effective solutions for financing social impact at scale. He is Senior Fellow at the Center for Sustainable Finance and Private Wealth at University of Zurich.

## LECTURERS &amp; EXPERTS

**TAEUN KWON**

Head of Wealth Manager Programs, University of Zurich CSP

Taeun Kwon is the Head of Wealth Manager Programs at the Center for Sustainable Finance and Private Wealth at University of Zurich, where she oversees industry research such as the Sustainable Investing Capabilities of Private Banks report. She is also in charge of diffusing that knowledge through executive education programs and workshops. Before CSP, Taeun worked in strategy consulting at Boston Consulting Group and impact consulting at Impact Square.

**PROGRAM FACILITATOR**

If you still have some questions, write to: [cmoehrle@roots-of-impact.org](mailto:cmoehrle@roots-of-impact.org)

**CHRISTINA MOEHRLE**

Social Finance Academy (SFA)

Christina Moehrle is Advisor at Social Finance Academy and Roots of Impact. She facilitates and manages the IIBF program since inception in 2018 and brings more than 20 years of structured finance, venture capital and investor relations experience. After leaving the traditional finance sector in 2010, innovative impact and blended finance became her passion and profession. At SFA, she focuses on designing education programs and content for impact enterprises, investors and philanthropic capital providers.