How to use public funds to attract private investment for high-impact enterprises addressing the SDGs
Ready to use your resources for maximum impact?

To use public funds more effectively and mobilize private investment to achieve the Sustainable Development Goals (SDGs) has become a key concern of many development agencies and donor organizations. While the idea to create blended finance models is compelling, one specific approach holds particular promise: empowering high-impact enterprises with market-based solutions to scale and deliver positive impact in a sustainable way – a bottom-up approach.

This actionable, practice-driven program is specifically designed for providers of public or philanthropic funding, who strive to maximize the impact of their grants or investments and want to be on top of the most innovative solutions and trends. It includes outstanding lecturers, features inspiring live cases and received exceptional feedbacks in several program runs since inception in 2018.

The three-day program will provide valuable insights on strategies and instruments to “leverage” own resources by blending it with private investment for small and growing businesses in developing and emerging countries. It will also shed light on the whole spectrum of finance for impact and international development. A specific focus will be on catalytic financing tools that are able to attract additional capital for high-impact enterprises.

The program is organized by the Initiative for Blended Finance at the University of Zurich, with program partners Roots of Impact, University of Zurich Center for Sustainable Finance and Private Wealth, and Convergence.
**Participants:**
Project and program managers in development agencies, public or multilateral organizations and foundations with a focus on international development

**Format:**
3-day on-site program

**Dates:**
September 9th to 11th, 2020 (Wednesday morning to Friday afternoon)

**Contribution:**
Regular fee CHF 3,950.- per participant
Early bird discount (registration until April 30, 2020): CHF 3,350.- 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: cmoehrle@roots-of-impact.org or apply directly at: bit.ly/IIBF_Zurich_Application

**Planned Training Address**
Zurich, Switzerland. Exact venue to be announced yet.

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**Content Outline**
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
I like that the speakers have different perspectives about the same problem, with examples and challenging views about blended finance.”

“I enjoyed the engaging sessions that generated good discussions and reflexions”

— Participants in the 2019 program iteration

“The speakers’ wealth of knowledge, enthusiasm and experience were excellent.”

“The program was enlightening to me and really exceeded my expectations.”

“I really enjoyed the training and think that it was well organized.”

— Participants in the 2018 program iteration

Tailored Onboarding

You are invited to have a structured discussion with our program team in an individual onboarding call before the training takes place. We will also design individual pre-course learnings that will be an integral part of the executive program.

The onboarding will include exploring your personal objectives, circumstances and background, discussing your pre-course learnings and investigating any specific issues that you would like us to cover during the 3-day learning experience in Zurich.

This will also allow us to elaborate on the concrete program objectives and tailor the program to the needs of the participants.
Karen E. Wilson has been working at the OECD since 2009 with a focus on impact investment and private finance for sustainable development. She is also an Associate Fellow at Said Business School at Oxford University and a Visiting Lecturer at the Stockholm School of Economics in Riga. Karen is the Founder of GV Partners, a research and consulting firm focused on entrepreneurship and finance.

David Wood is an Adjunct Lecturer in Public Policy and the Director of the Initiative for Responsible Investment (IRI) at the Hauser Institute for Civil Society, John F. Kennedy School of Government at Harvard University. Current projects include his work with pension fund trustees on responsible investment policies and a global survey of the relationship between public policy and impact investment.

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 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.

More information? Please contact Christina Moehrle at cmoehrle@roots-of-impact.org
Falko Paetzold initiated and leads the Center for Sustainable Finance and Private Wealth (CSP) at the University of Zurich, a spin-off from the Next Gen Impact Investing program he co-initiated at the Initiative for Responsible Investment at Harvard University. He is also the Academic Lead of the Initiative for Blended Finance. Previously, he developed sustainable investing funds at Bank Vontobel AG, and advised banks and family offices as a partner with the Contrast Capital consultancy.

Rory Tews is Program Manager at Roots of Impact where he manages a multi-year blended finance project in Latin America with the Swiss Agency for Development and Cooperation and New Ventures. He has also co-developed a new impact optimization approach and focuses on impact assessment and guiding social entrepreneurs on impact generation, incentives and measurement.

Bjoern Struwer is Founder and CEO at Roots of Impact, a specialized advisory firm dedicated to pioneering effective financing solutions for scaling high-impact enterprises. After leaving the banking industry, he started to work closely with public funders and impact investors to scale enterprises and innovations with strong potential for positive impact. He leads the Initiative for Blended Finance at the University of Zurich and is Senior Fellow at the Center for Sustainable Finance and Private Wealth as well as mentor at the Harvard Kennedy School’s Impact Investment for the Next Generation program.

Christina Moehrle is Advisor at Roots of Impact and Education Lead of the Initiative for Blended Finance at the University of Zurich. She facilitates and manages the IIBF program since inception in 2018 and brings more than 20 years of structured finance, venture capital, investor relations and communications expertise with her. After leaving the traditional finance sector in 2010, innovative impact and blended finance solutions became her passion and profession. At Roots of Impact, she focuses on communications and creating educational content for impact enterprises.