

## Workshop D2 – Impact Investing in BoP markets

**Helinä Piik**, the moderator, and founder and executive director of **Better World Events** (<https://betterworldevents.org/>), started by stressing that the point of the debate was not only how to serve the about 2bn from the Bottom of the Pyramid, but also about how to turn them into investors (like P2P lending or other informal finance practices).

The debate was energetic and very participative, with assistants standing or on the floor as sitting places were not sufficient, confirming the interest in the BoP and the effect caring for them can have in the society and ultimately in the environment.

**Per Haagensen** executive officer of **ResponsAbility Investments** (<http://www.responsability.com/investing/en/678/Investments-AG.htm>) for the Nordics, spoke about the US\$3B wallet from funds available for impact investments. Most projects are in microfinance, agriculture and energy. Per raised the point that the fact that some elements of BoP are now looking for alternatives to invest their saving points to the success of Impact Investment in reducing poverty.

Next, **Aaron Kaplan** presented the core projects in forestry of **Sense Group** (<http://sensegroup.se/?lang=en>) of which he is a co-founder, namely their Chilean tropical hardwood project from natural forests, which are under control of and sustainably managed by local smallholders.

And before handing the word to the audience, **Patrice Schneider** CSO of **Media Development Investment Fund** (<http://www.mdif.org/>), clarified that they are in the “corruption business” (fighting it of course) and are perhaps the only stable and “profitable” (in NGO terms) private association dealing with human rights, investing primarily in media companies (as a vehicle for democracy). Patrice focused on the importance of information flow and how social networks, while bringing more info towards the BoP, is also bringing “bad” info towards the developed world.

Helinä questioned how is “impact” measured. The general opinion is that while in tangible projects like in agriculture or forestry this is easier to measure (via sales, tax, and employment), in others is much more difficult. For instance, how efficient is microcredit in fighting poverty?

The audience raised the point that new technologies like blockchain are changing the status quo of the BoP namely in fostering democracy and fighting corruption. In fact it was requested that the next TBLI Conference includes a session on the importance of technology in Impact Investment.

Blog Entries – *Guest Blog Post by Manuel Valadas Preto about the workshop*  
**Impact Investing in BoP markets**

*Views and opinions are that of the writer and are not the official views of TBLI CONFERENCE.*