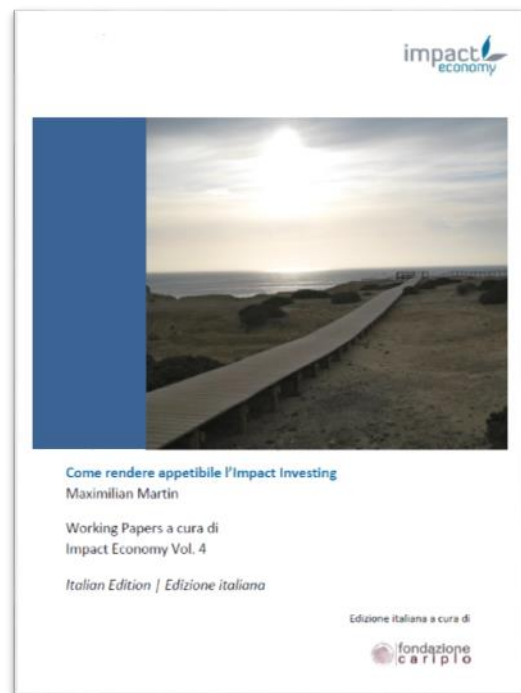


Impact Economy Launches the Italian Edition of “Making Impact Investible”

Lausanne/Switzerland, April 15, 2014. Impact Economy announced today the launch of the new Italian Edition of “Making Impact Investible”, with support from the Cariplo Foundation. The report provides a framework for investors, policymakers, and foundations for building the impact investing ecosystem. The report is the in-depth companion of “Status of the Social Impact Investment Market: A Primer”, prepared for the first-ever social impact investment forum held at the G8 level, an event that was hosted under the UK’s G8 Presidency in 2013 by the country’s Prime Minister.

Italy is the world’s ninth-largest economy by nominal GDP in addition to being a G8 member, and is well positioned to play a strategic role in nurturing the seedlings of impact investing and harvesting its fruits, both for its own benefit and that of the international community.



“The Great Recession has tested the very foundations of Italy’s economy and society, and raised questions about how to reactivate the economy and ensure its long-term competitiveness and sustainability,” said Dr. Maximilian Martin, the author of the report and founder of Impact Economy. *“Impact investing, or the intentional pursuit of financial and social returns, is quite possibly the biggest innovation opportunity in finance in at least a generation. Its emergence is closely connected to the next wave of transformation that is hitting our global economy and changing the way in which countries like Italy are able to compete.”*

Impact investing can help modernize the public and the private sector

The core argument of the report is that impact investing can drive both private sector value creation on an unprecedented scale and the modernization of the provision of public goods (i.e., goods or services such as knowledge, safety or street lighting that benefit the public, whose consumption is not fully excludable and non-rivalrous, and which are typically provided by the government). The crux is that impact must first be made investible so there are enough transaction opportunities to deliver on capital formation, business growth and new jobs as well as social inclusion. The necessary conditions for a functioning impact-focused capital market are a sound impact investment ecosystem composed of quality investors, investees and intermediaries; a generally competitive social sector; and an enabling policy and regulatory environment. The most affordable and fastest way to build such a capital market is via collaborative and systemic action.

Build on Italy’s unique assets in order to touch lives and boost competitiveness

Italy’s large number of unique assets include its world-class industrial infrastructure, leading position in a number of industries, and membership in the European Union, which contains the world’s largest GDP with over 16 trillion dollars and almost half a billion of consumers. Impact investing can

now help build a more prosperous and inclusive Italy, Europe and global community. It is time to ask how progress around the world in investing for social impact and financial returns, and new insights into designing financial instruments that embed incentives to drive micro-level improvements, can touch lives and boost competitiveness.

“Seizing the opportunity requires the simultaneous and intentional creation of economic and social or environmental value in and by all sectors of the economy and society. To generate this progress, we need innovative ways to access and allocate capital that are based on incentives to achieve financial and extra-financial performance simultaneously, and that benefits shareholders and stakeholders alike,” said Martin.

Supported by the [Cariplo Foundation](#), the new report is being released by [Impact Economy](#), the global impact investing and strategy firm. The goal of this effort is to inform and encourage decision makers in all sectors to examine and reconsider how innovation in the field of finance can help the country overcome its period of stagnation and unleash Italy’s next wave of innovation—pairing impact with financial returns.

For the full publication, please follow this [link](#).

Visit our website:

<http://www.impacteconomy.com>

[Impact Economy](#) is a global impact investing and strategy firm headquartered in Switzerland, with overseas operations in North and South America. Our teams on three continents provide strategy advisory, investment services and corresponding research to companies and professional investors.

Contact:

Media

Phone: +41 (0)21 697 07 00

Email: media@impacteconomy.com

[Impact Economy SA](#)

EPFL Innovation Park

PSE-C

1015 Lausanne

Switzerland