



Impact Investment to shape our future

Building the ecosystem that will accelerate impact.



Status quo

**Do what I'm good at
Feel secure**

← Old Life

New Life →

Embrace change

Learn new things

Seek new opportunities





environment
global ecology
dirty
factory
plant smog world
greenhouse
green
sustainable industrial sun
arid gas
pollution
destruction
technology globe save
eco damage
conservation landscape change
chimney ocean weather planet ecological source
natural care industry clean
poison
nature chemical dry safety
ozone
environmental air land
waste future concept
energy
atmosphere
warming
renewable earth
power
sky
climate
hot water
emission steam prote problems industry clean

Empirical Proof on Altruism

Acting for others' good is a natural human behaviour

Self-interest is an acquired behaviour
It doesn't come natural to human

Our Chosen Philosophical Code

SOVEREIGN

**DEFENCE
LAW & ORDER
INSTITUTIONS**

society

INDIVIDUAL

SELF INTEREST

laissez-faire
+
S&E Impact

*Governed by the invisible hand
Citizens promote public interest through their everyday self-interest economic choices.
Physiocrats | Tableau Economique by François Quesnay – Natural Order*

Alternative Philosophical Code

PRACTICAL REASON

A single moral law:

CATEGORICAL IMPERATIVE

Universal code of conduct

Possible realm of ends

Sapere aude. New Enlightenment

Kant, Philosopher

VISION

RISK-ADJUSTED RETURN
+ IMPACT

In 5-10 years financial intermediaries cannot offer investment mandates without also addressing the social & environmental values of their clients.

WHAT IMPACT?

Impact is highly personal and very subjective. The wish to make “What Impact” is formed and acquired through life experiences, upbringing, geography, class, politics and daily life habits.

What would you do if you had all the money, time and power?

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



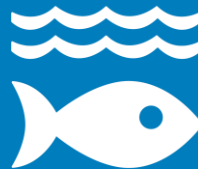
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



**I CAN NOW
CHOOSE
MY
PURPOSE**

1 NO
POVERTY



2 ZERO
HUNGER

3 GOOD HEALTH
AND WELL-BEING

4 QUALITY
EDUCATION

5 GENDER
EQUALITY

6 CLEAN WATER
AND SANITATION



SIIA mission is to showcase, **promote and enable** investments and companies with societal impact.

Partnerships, alliances and **cross-sector collaborations** are vital for the success of impact investments

and for the acceleration and sustainability of economic and societal progress

7 AFFORDABLE AND
CLEAN ENERGY



SIIA aims to **support and enable stakeholders and private and public organizations** with shared values and visions

in the development of **effective Impact Investments partnerships and collaborations**

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
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16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS





**SDG FINANCING NEEDS
2% OF GLOBAL GDP WITH
50% FROM PRIVATE INVESTMENTS**

WHY IS MONEY
NOT HANGING
ON TREES FOR
SOCIAL AND
ENVIRONMENTAL
INVESTMENTS?

SELF-INTEREST!





RAISE AWARENESS

about
IMPACT INVESTMENT
in the
Swiss Financial Industry

Traditional versus Impact Investor (not Investment)

Traditional Investor

- Risk-Adjusted Returns
- Correlation & Diversification
- Tailored Investment Strategies
- Adherence to some new laws:
 - Environmental laws
 - Social or Civic laws
 - Governance laws
- Short- to long-term gains
 - Financial Returns
 - Support Status quo

Impact Investor

- Risk-Adjusted Returns
- Correlation & Diversification
- Tailored Investment Strategies
- **Active** Investment Selection to:
 - **Improve** the Environmental
 - **Develop** Social Justice
 - **Ensure** Governance and Accountability
- Mid- to long-term gains
 - Financial Returns
 - Societal Value Creation

What is Impact Investment?

GIIN's definition

Impact investments are investments made into companies, organizations, and funds with the intention to generate measurable social and environmental impact alongside a financial return.

What is Impact Investment?

SIIA's definition

Impact investments are investments in businesses or investments run by people seeking positive impact (e.g. defined by 17 SDGs) in society.

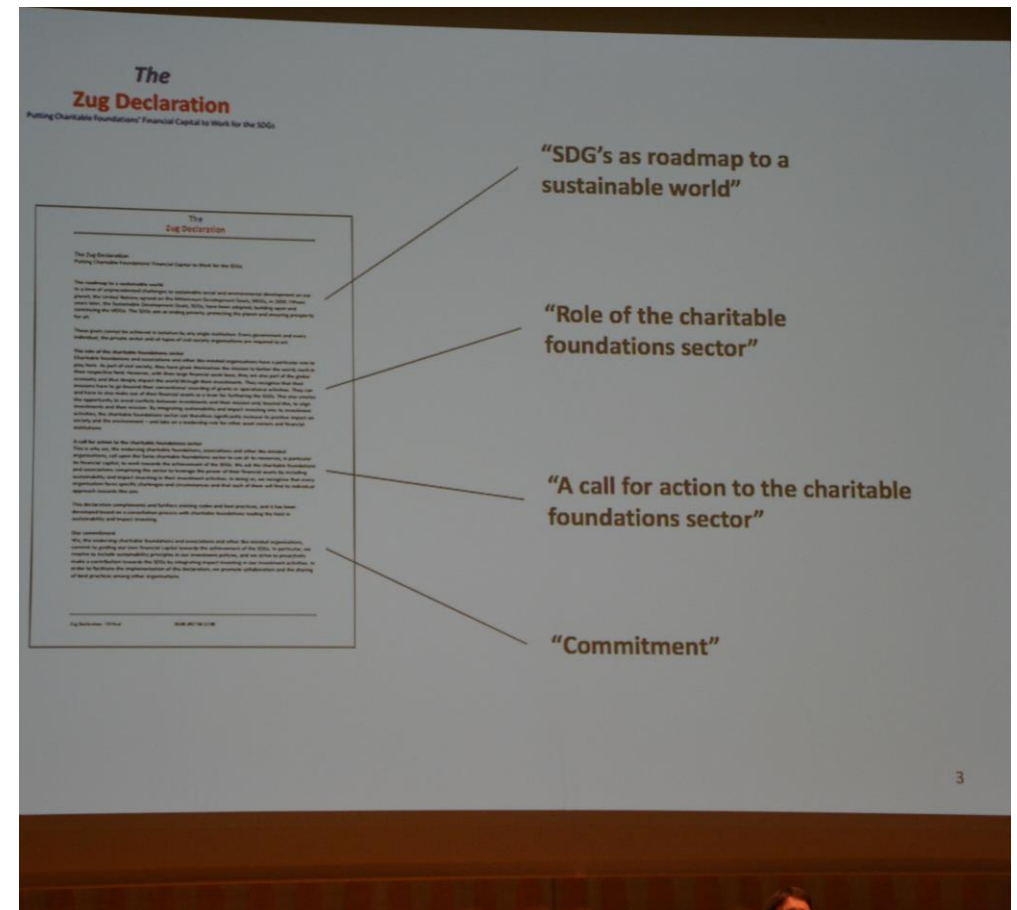
WHAT IS SIIA FOR?

SIIA Bridges: Values – SDGs – Stakeholders

Action Based Outcome

- Zug Declaration
- Zug Guidelines
- Save-The-Nature
- Gender Equality
- Business Showcases
- Social Banking
- Building BlockChain Alliances

ZUG DECLARATION











ZUG GUIDELINES



SAVE-THE-FOREST SYMPOSIUM



VISION RIDGE PARTNERS

	REAL ASSET EXAMPLES	
	SUSTAINABLE	TRADITIONAL
ENERGY	 Solar Power	 Fossil Energy
AGRICULTURE	 Water Storage	 Crop-Land
TRANSPORT	 Charging Infrastructure	 Toll Roads
REAL ESTATE	 Mitigation Banking	 Commercial Buildings

Poseidon

Poseidon brings value to nature through blockchain technology

ecosphere+

stellar
Powered by Stellar

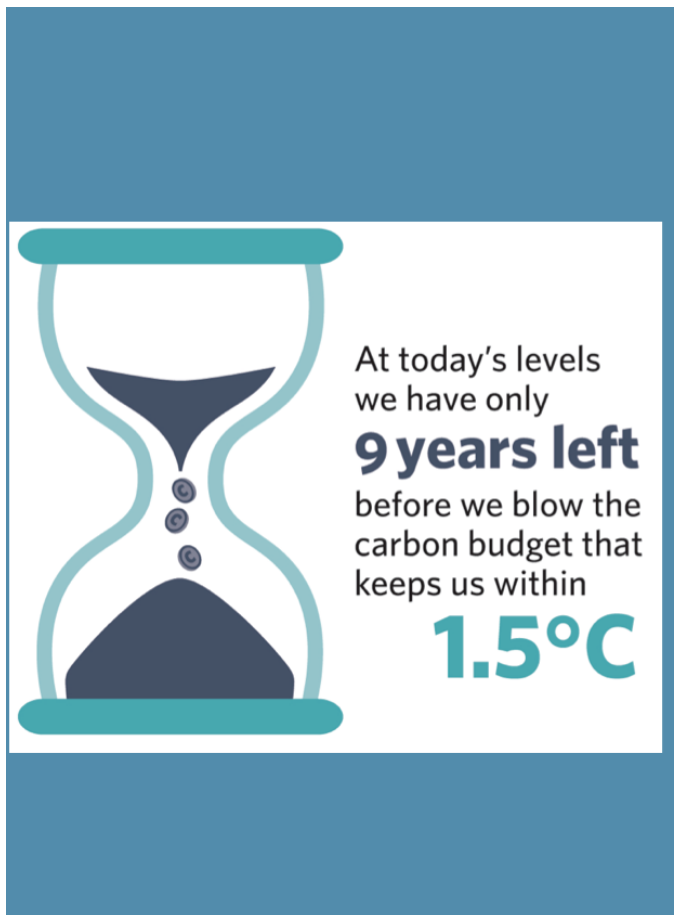
MME

Cambridge Analytica

6POINT6
TECHNOLOGY SERVICES



Poseidon



Who benefits from Poseidon

Corporate traders/buyers of carbon credits can buy and sell carbon with less steps and greater transparency, traceability and accountability.

Retailers of 'climate positive product' can sell a product and pay for the GHG impact in tokens at the point of sale.

Consumers can make a product climate positive by purchasing the tokens themselves at the point of sale. They immediately see their impact on the ground.

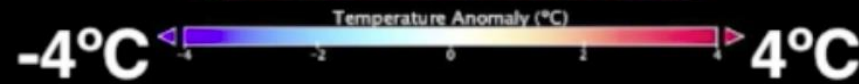
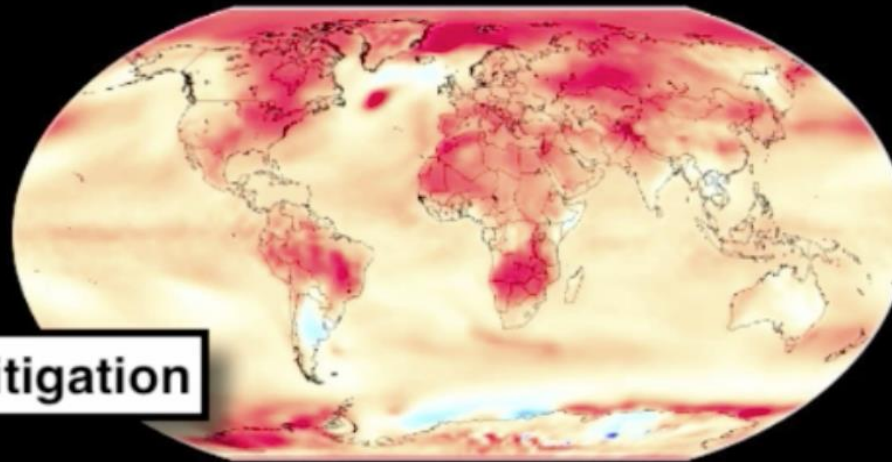
Investors that see the potential for the value of carbon to appreciate.

On to the 21st C...

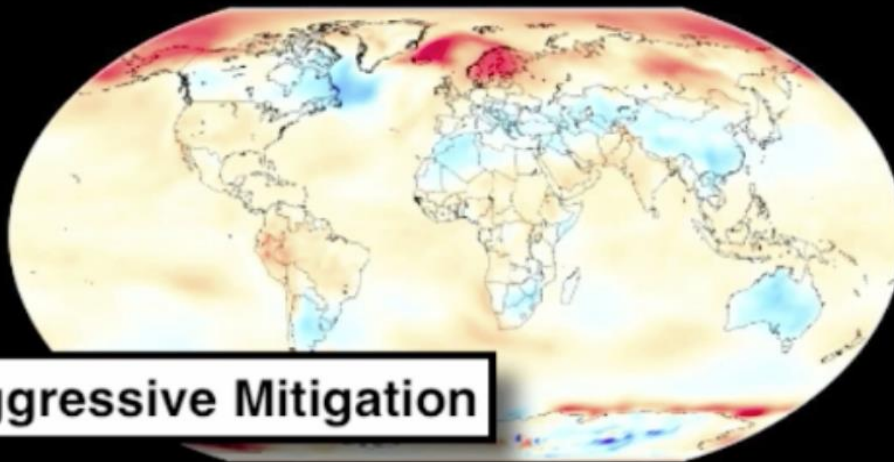


Years: 2100

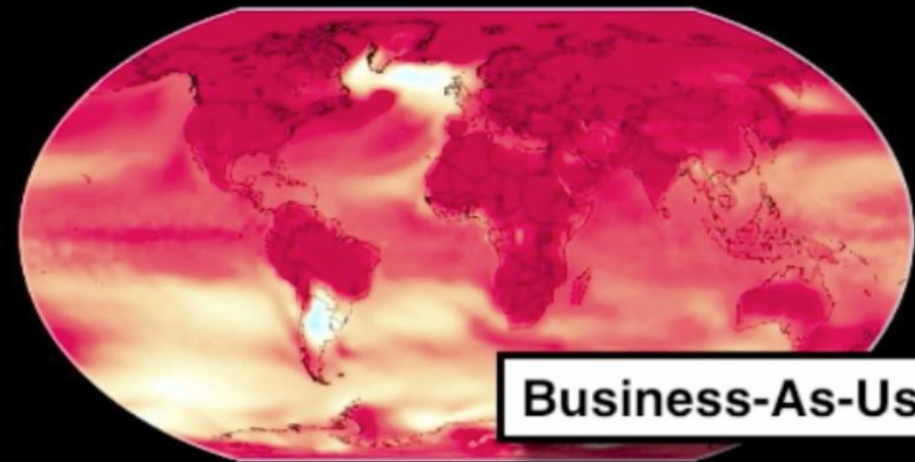
Serious Mitigation

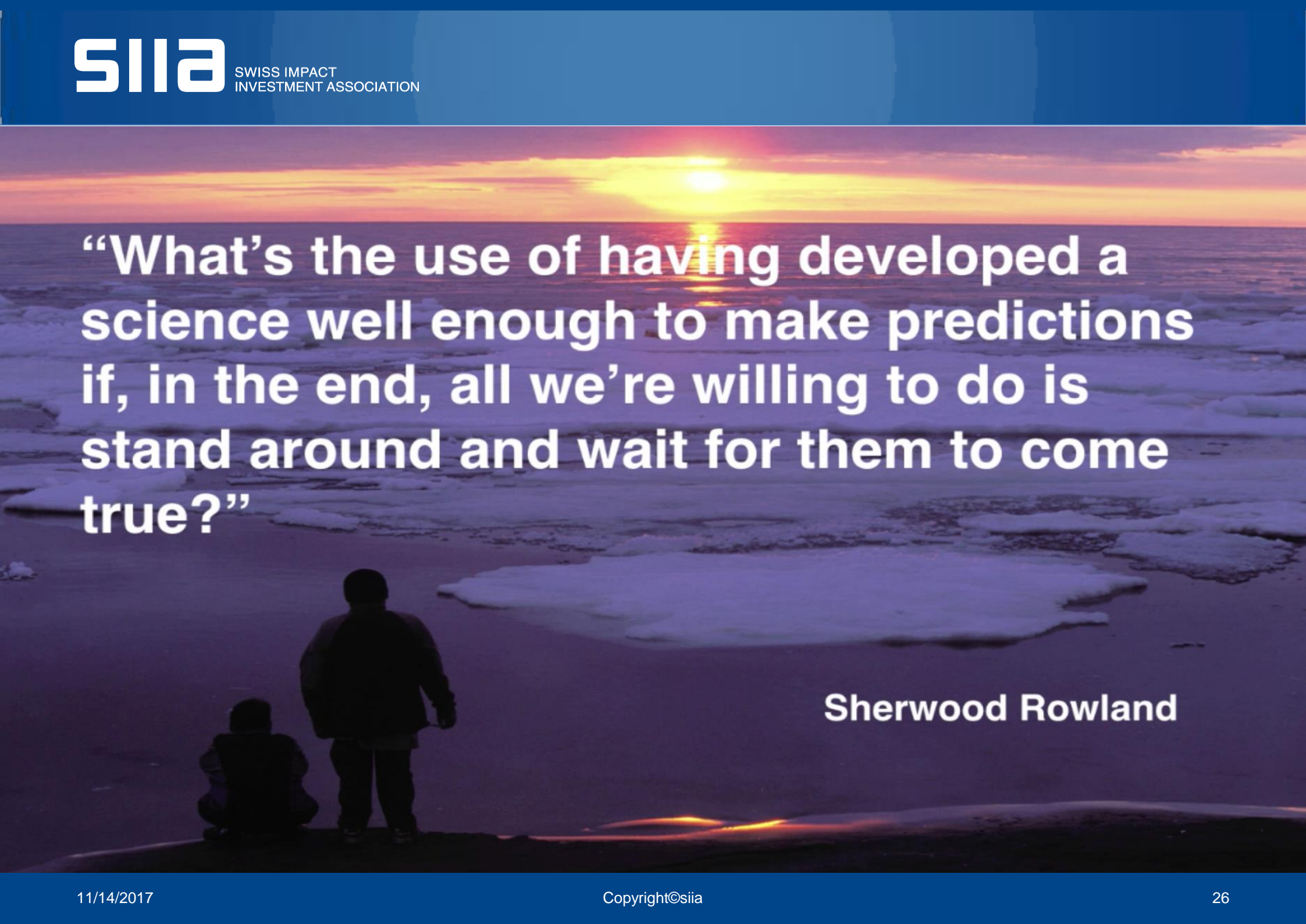


Aggressive Mitigation



Business-As-Usual



A sunset over a frozen sea with silhouettes of two people in the foreground. The sun is low on the horizon, casting a warm glow over the ice. The sky is a mix of orange, yellow, and blue. The water is dark, and the ice is white and blue. Two people are silhouetted in the foreground, one standing and one crouching, looking out at the sea.

“What’s the use of having developed a science well enough to make predictions if, in the end, all we’re willing to do is stand around and wait for them to come true?”

Sherwood Rowland

REDD+ is the fastest, most effective, lowest cost initiative that can be done right now to combat climate change.

Everland is a specialized marketing company exclusively representing a portfolio of large-scale, forest conservation (REDD+) projects across the globe

The company is seeking USD\$5m for a 25% equity stake to establish a robust global marketing team

Profitable at start with a well-established sales book.

29% IRR over five years with no exit or 71% with exit in year 5 at a 5x EBITDA multiple.



The social and biodiversity impacts are significant

3.5m hectares of forests protected

25M tonnes of CO2 reduced each year
(projects are for 30 years)

1M+ community members benefit

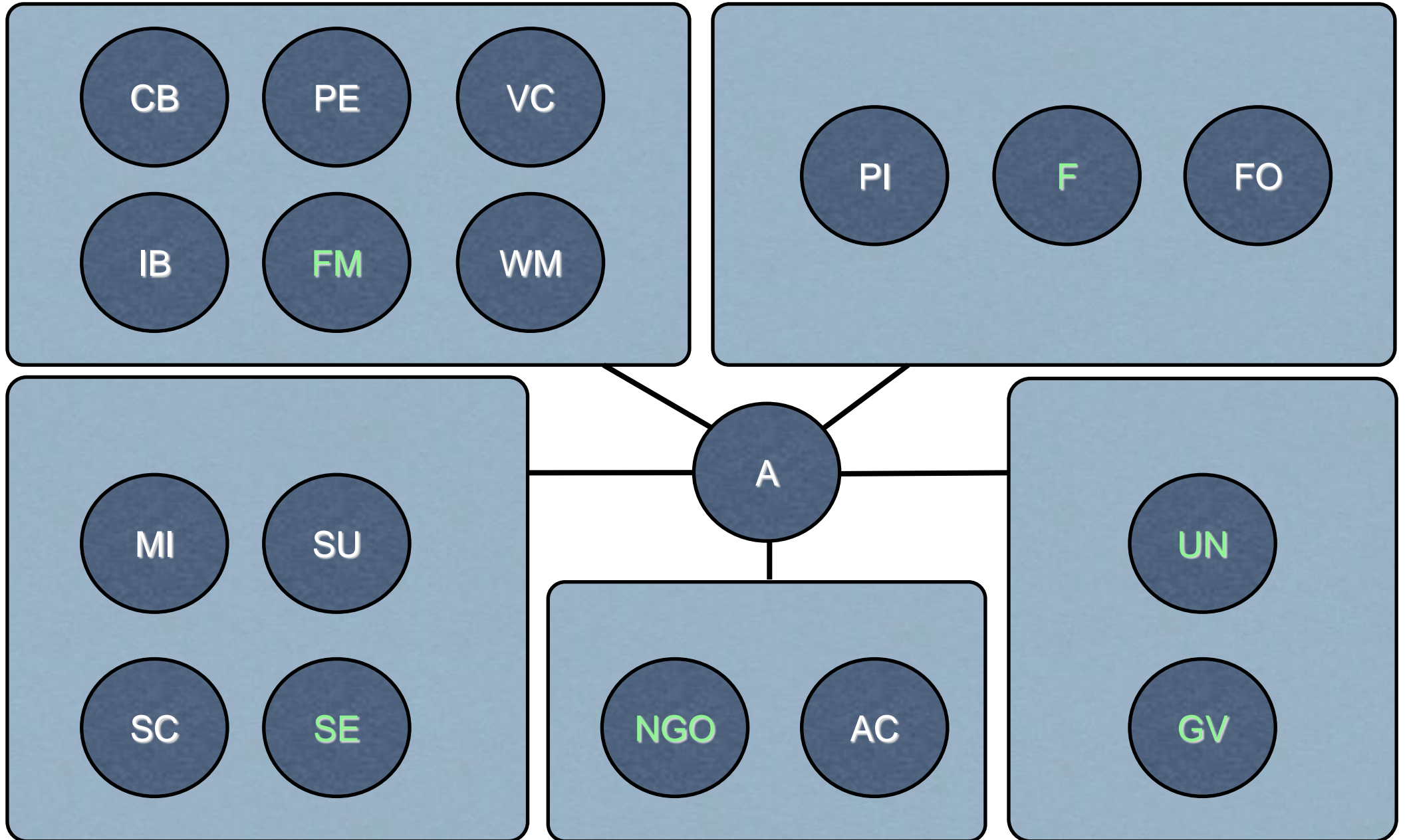
1,750 Jobs created

Millions of dollars for sustainable
development in the world's most
impoverished communities

Habitat protected for hundreds of
threatened wildlife species.

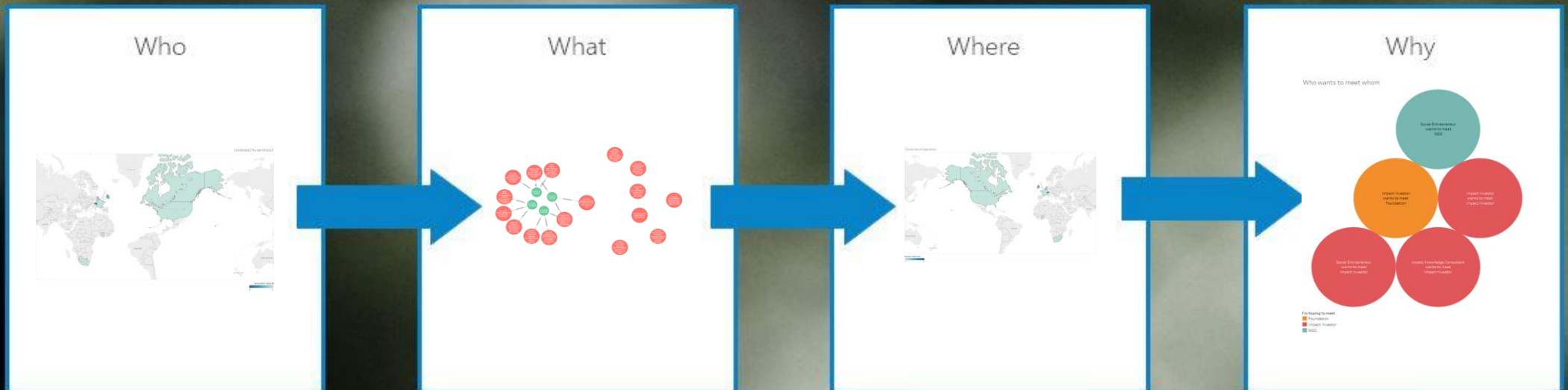


**EVER
LAND**



SIIA CONNECT

Building transparency in the value chain of impact investment.



Impact Investment

Shaping our future through conscious investing

