

IIBF

Impact Investment & Blended Finance  
for Development Agencies and Foundations

3-Day Executive Program

September 8th to 10th - Zurich

2021

Blended  
Finance  
Program

How to use public funds to attract private investment  
for **high-impact enterprises** addressing the SDGs

Cover picture by Neil Palmer (CIAT)



Initiative for  
Blended Finance  
at the University of Zurich



University of  
Zurich <sup>UZH</sup>



### Impact Investment:

Investments into organizations, projects and funds that intentionally generate a positive social and/or environmental impact alongside a financial return.

### Blended Finance:

The strategic use of development finance and philanthropic funds to mobilize private capital flows to emerging and frontier markets.



## 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](#), [Center for Sustainable Finance and Private Wealth at the University of Zurich](#), 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 in-person program

**Dates:**

September 8th to 10th, 2021  
(Wednesday morning to Friday afternoon)

**Contribution:**

Regular fee CHF 3,950.- per participant

Early bird discount (registration until April 30, 2021): CHF 3,350.- per participant

**Information and Registration:**

The program has limited space to ensure an intensive, interactive, practice-driven and healthy learning experience. For more information please contact: [cmoehrle@roots-of-impact.org](mailto:cmoehrle@roots-of-impact.org) or apply directly at: <https://ibf-uzh.ch/education/>

**Planned Training Address**

University of Zurich Zentrum für Weiterbildung (Center for Continuing Education), Schaffhauserstrasse 228, 8057 Zurich, Switzerland

**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



Results-Based and Impact-Linked Finance instruments



The vital role of impact management



Mis-conceptions and mis-directions



Case studies: inspiring 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



100% of the participants in the most recent iteration rated the program “very good” or “excellent”

*"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"*

*"Clarity and simplicity of presentation, realism, addressing the questions I had in mind."*

*"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**."*

## 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.

Interested in scheduling your individual onboarding session?

Please contact **Christina Moehrle**,  
Roots of Impact & Social Finance  
Academy at:  
[cmoehrle@roots-of-impact.org](mailto:cmoehrle@roots-of-impact.org)

## Selection of Planned Lecturers



**Karen E. Wilson**

Finance for Sustainable Development, DCD, OECD

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.



**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.



**Bjoern Struwer**

Founder and CEO, Roots of Impact

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.



**Aakif Merchant**

Manager Training & Engagement, Convergence

Aakif Merchant manages Convergence's capacity building programs, supporting clients from public, private to philanthropic organizations to develop the capacity to participate effectively in blended finance transactions. He brings over 6 years of experience as a management consultant, most recently as Principal of the NeXus Consulting Group, where he spearheaded business development across a variety of sectors. Aakif has also worked at Dasra, India's leading strategic philanthropy foundation.



**Taeun Kwon**

Research Lead on Blended Finance, Center for Sustainable Finance and Private Wealth

Taeun Kwon is the Research Lead on Blended Finance at the Center for Sustainable Finance and Private Wealth at University of Zurich, where she is responsible for academic and practice-oriented research on innovative and blended finance, and leads the research side of the Initiative for Blended Finance. Her recent research topics include the effectiveness of various instruments, across sectors such as water and education. Before, she was responsible of the Sustainable Investing Capabilities of Private Banks report as the Head of Wealth Manager Programs.



**Pablo Santaefemia**

Co-Founder & CEO, Bridge for Billions

Pablo Santaefemia is the Co-Founder and CEO of Bridge for Billions, a digital ecosystem of entrepreneurship programs that connect early-stage entrepreneurs to growth opportunities worldwide. His mission is to democratize access to quality entrepreneurship training, mentoring, and business opportunities globally. Pablo's social enterprise has supported 1500+ entrepreneurs from 70 countries. He has been recognized as a Forbes 30 Under 30 and Ashoka Fellow and worked in for- and non-profit organizations in China, Thailand, India, the US, Austria and was involved in innovation projects across the globe.



**Greg Krupa**

CEO & Founder, Novulis

Greg Krupa was born in the United States, although his heart belongs to Latin America. In 2007 he moved to Guatemala to work at the ROMP foundation. He managed to raise funds for patients in need of prosthetics, riding a bicycle from Oregon to Guatemala. He worked with Lawyers without Borders, starting his fight for human rights and lived in Chile, where he obtained an MBA from the University of Chile and Tulane. As a social entrepreneur, he co-founded Krupa O&P and founded Novulism S.A. in 2015.



**Katie Naeve**

Director of Impact & Partnerships, Root Capital

Katie Naeve leads Root Capital's impact program to identify the firms's impact on clients and the clients' impact on farmer households and communities. She also supervises a global team that implements these studies in Latin America and Africa. Prior to joining Root Capital, Katie conducted evaluations of international development projects with Harvard's Center for International Development and Mathematica Policy Research and helped launch a social enterprise (Instiglio) based in Colombia that aims to improve public services through innovative results-based financing.