



---

## The World In Impact Investing TODAY

**COVID-19** has propelled Environment, Social, Governance and impact investing forward exponentially. Globally investors are [doubling down on commitments to integrate ESG into their portfolios](#). Despite recent market volatility, ESG funds saw record inflows, and outperformed their traditional peers with less risk.

The latest **Global Impact Investing Network (GIIN)** 2019 report calculates the Impact Investing Market is now \$750B, up 50% year over year (YoY). Tremendous opportunities have been created due to the pandemic shifts in the fintech, finance, education and healthcare industries, accelerating both innovation and access. [Read more in the Refinitiv ESG Playbook 2020 below.](#)

---

## What is Impact Investing?

**Intentionally investing towards measurable social, environmental AND financial returns.**

## Why does integrating Impact into investments Matter?

- Drives Outperformance and Reduces Risk
- Aligns Investors with Their Values
- Aligns Capital Markets with Social and Environmental Outcomes That Are Key to Economic Stability and Our Sustainable Survival.
- Improves Portfolio Resilience and Adaptability to Exogenous Shocks Such as COVID-19
- Activates the Next Generation of Investors to Get Involved in Family Office
- Improves Employee Retention

## Spotlight on Education



Watch the replay and subscribe to our new YouTube channel!

Last month **invest** hosted its bimonthly impact investing discussion as a Webinar on impact investing in Education post-COVID. Our **CEO, Julia Wilkinson**, moderated the discussion featuring **Matt Greenfield** of [Rethink Education](#), **Laura Jaguaribe** of [Peninsula Participacoes](#), and **Santiago Alvarez** of [Acumen Fund Capital Partners](#).

How has COVID-19 impacted education and impact investors? Massive disruptions in education delivery have occurred due to COVID-19, as delivery moved to the home practically overnight.

- Education institutions are rapidly adapting blended learning models (online and in-person). To manage the blended experience quality **Online Platform Management (OPM)** systems that improve content management and delivery are in high demand.
- In response to a large workforce that is suddenly unemployed or

underemployed, unbundled traditional degrees, upskilling and reskilling platforms such as **Rethink** and **Acumen's** portfolio co-investment in [Crehana](#), have grown exponentially over the past 6 months.

- Artificial intelligence can be a powerful tool to improve educational outcomes at scale such as **Peninsula's** adaptive learning company [Letrus](#). In an effort to reduce bias in the hiring process while improving efficiencies, **Acumen's** investment in [LEVEE](#) uses AI. To date, LEVEE is the biggest recruitment agency in Brazil, with more than 25,000 blue-collar workers placed in formal jobs, out of which 80% are women. Average wage increase for LEVEE's placed workers is more than 2x.
- Portfolio companies with impact-driven and diverse teams were better prepared to adapt to **COVID-19**, all while prioritizing their core stakeholders.

## Refinitive 2020 ESG and Sustainable Investing Playbook

As consensus grows on sustainable investing as the path forward, **invest** was honored to be featured in [Refinitiv's 2020 ESG and Sustainable Investing Playbook](#).

In this playbook for 2020, **Refinitiv** brings you the perspectives of 18 world-leading ESG investing and sustainable

finance experts and consultants, including **Jed Emerson** (Blended Value), **Audrey Choi** (Chief Sustainability Officer at Morgan Stanley), **Nikita Singhal** (Co-Head of Sustainable Investment & ESG at Lazard Asset Management).

Their insights into the trends to follow will be an invaluable asset for anyone in the business and investment worlds, especially those considering what impact their capital has on society, the environment and human development.

Review our **CEO, Julia Wilkinson's** contributions on **Impact investing Post-COVID** (Page 10) and **Smart, Sustainable City Investing will Present Opportunities: Global Market Outlook** (Page 62)



## Coming in August

**Spotlight** - **invest's** new 'sound bite' series with our first guest - **Sofia Yague** of [Next Legal](#) focusing on **Public Benefit Corporations**, and her work on Chile's first Series A raise for a company of this classification.

## Upcoming Events

- New interview series starting mid-August
- Our next webinar - Impact Investing in Climate Action.

## INVENT • INVEST • IMPACT

At invest, we narrow the gap between investors and entrepreneurs who understand and support the need for a better tomorrow. We are committed to creating a sustainable future by cultivating and investing in a global network of experienced impact investors and social entrepreneurs.

