



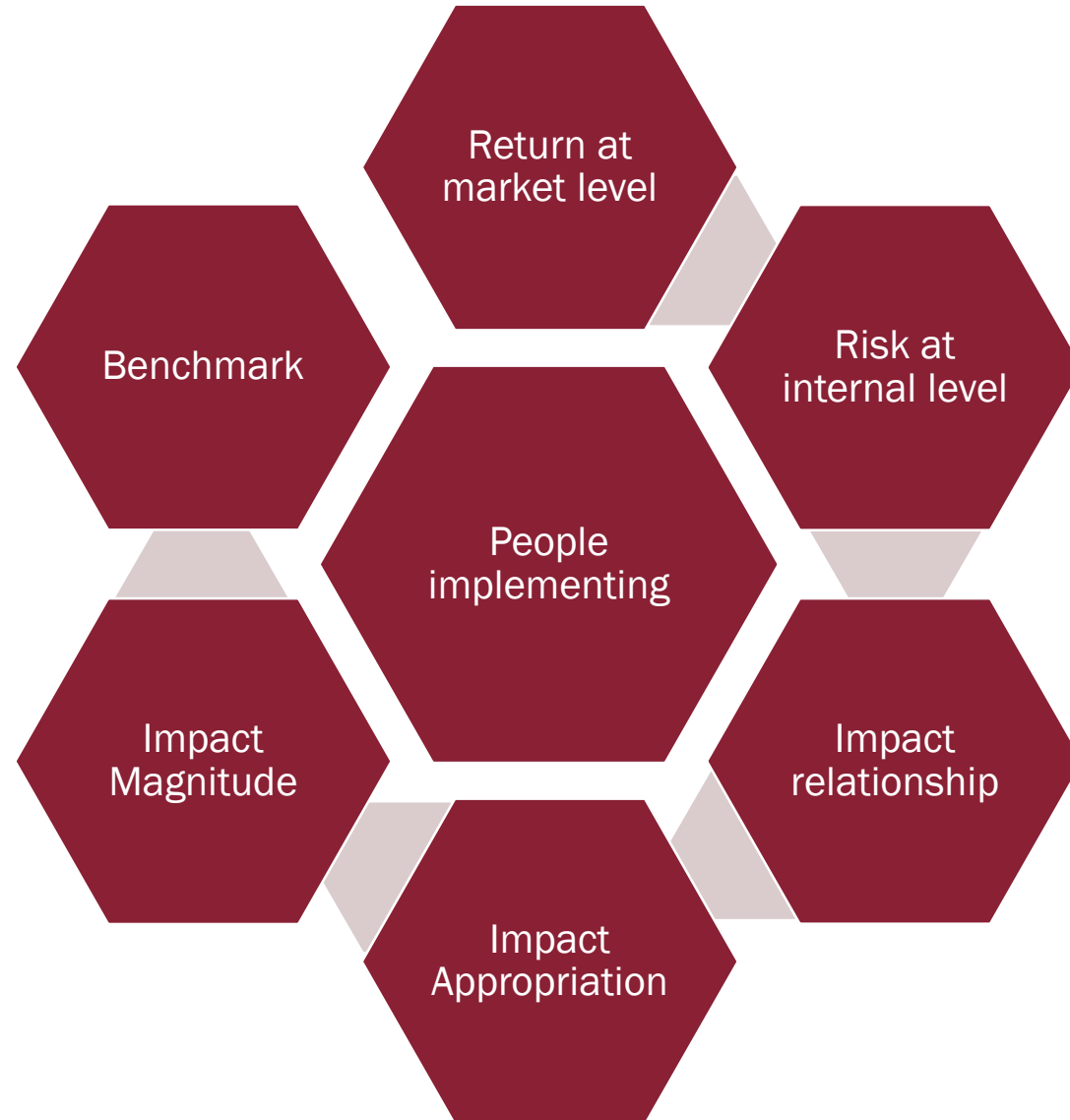
WHAT DO INVESTORS LOOK FOR IN GREEN INFRASTRUCTURE PROJECTS?

*FEMSA FOUNDATION – MOVING BEYOND THE RISK-RETURN
MINDSET*

KEY ELEMENTS TO SELECT AN IMPACT INVESTMENT

“Investments made into companies, organizations, and funds with the intention to generate a measurable social and environmental impact alongside a financial return.”

- Global Impact Investing Network



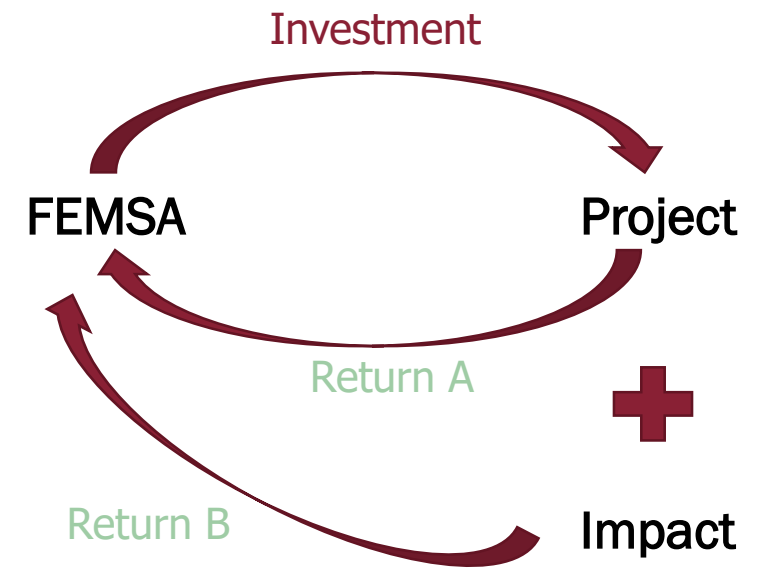
WHY ARE WE INTERESTED ON IMPACT INVESTMENT?

Operational Continuity & Competitive Advantage

FEMSA Foundation has been investing in green infrastructure projects, but now we want to create a market in Latin America in partnership with WRI... Why?

Assumptions

1. Solving major social problems is good for business
2. The only way to reach impact at scale is internalizing the problems into the market
3. The private sector has a leading role to enable impact investments



MAIN BARRIERS THAT WE HAVE IDENTIFIED

Enabling Conditions

- As incentives and evidence that provide the environment to develop projects

Understanding

- Inside the organizations this is something new

Common Language

- Among practitioners we use different words for the same concepts

Accuracy of Measurement

- With a robust and shared methodology





Thank you!

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