WHAT DO INVESTORS LOOK FOR IN GREEN INFRASTRUCTURE PROJECTS?

FEMSA FOUNDATION – MOVING BEYOND THE RISK-RETURN MINDSET
“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

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

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?
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!

David Moreno – Head of Water Security Program LATAM
david.moreno1@femsa.com.mx