

4 JULY

VIENNA, AUSTRIA

A large, abstract teal brushstroke graphic that serves as a background for the main title. The stroke is composed of several overlapping, textured strokes of varying lengths and directions, creating a sense of movement and depth. It is positioned diagonally across the page, starting from the upper right and moving towards the lower left.

CEE
IMPACT
DAY
2014

WELCOME TO THE THIRD CEE IMPACT DAY

WE ARE HERE TO CELEBRATE
IMPACT INVESTING FOR BLENDED VALUE.

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This day is about the power of investment strategies that generate financial return *and* improve social and environmental conditions. Call it the perfect mix – or Wiener Melange, as we do here in town.

The idea of impact investing is increasingly appealing for both social ventures and investors in Central and Eastern Europe.

However, to achieve the perfect mix, the sector still needs to develop the right recipes. Financing solutions and innovative business models need to blend well together. The ecosystem has to be developed further to support the diverse needs of entrepreneurs creating impact.

This is why, today, at the third CEE Impact Day, we want to provide space for the diversity of this sector, from private and institutional investors to entrepreneurs and all the supporting organizations between them.

You can expect different session formats and exciting locations that enhance deep conversations and support best practice sharing.

We would like to thank our partner organizations OeKB, ERSTE Bank and Toniic for sharing our ambition and co-hosting this day with us.

WE ARE LOOKING FORWARD TO AN EXCITING DAY!
MAY THE PERFECT BLEND BE WITH YOU.

AC & FRIENDS

CHRISTOPHER GRABHER

BUSINESS ANGELS

MICHAEL ALTRICHTER
STEPHAN DERTNIG

CREDIT COOPERATIF

KAROL SACHS

ERSTE BANK

GÜNTER BENISCHEK
PETER BOSEK
JOHANN HEEP
PETER SUREK

ERSTE FOUNDATION

FRANZ-KARL PRÜLLER

EUROPEAN CROWD-FUNDING NETWORK

OLIVER GAJDA

GEBRÜDER STITCH

MORIZ PIFFL

IMPACT HUB GLOBAL

HINNERK HANSEN

INDIA INVESTMENT CLUB

CHRISTOPH PRINZ

JBJ CONSULT

JULIA BALANDINA JAQUIER

NEW VENTURE SCOUTING

WERNER WUTSCHER

OEKB

VALENTIN KASSIN
MICHAEL SASSE

SKLAD 05

GREGOR SAKOVIC

TISE

MICHAL RADZIWILL

TONIIC

CHARLY & LISA KLEISSNER

WILLOW INVEST

STEPHEN BRENNIKMEIJER

WWF

PAUL CHATTERTON

INVESTMENT READY PROGRAM

ALEXIS EREMIA
LENA GANSTERER
NIKOLAUS HUTTER
CLEMENS STIFT

BREAK-OUT SESSION

1 INTRODUCTION TO IMPACT INVESTMENT

Impact investing is bridging the world of investing for profit and for desired social and environmental outcomes and is attracting a diverse group of impact investors. But how did this growing sector emerge? What is impact investment and what is it not? What are best-case practices? What does it mean to be an impact investor and how is it relevant for you? These and more questions will be answered in this introductory session to impact investment, hosted by seasoned impact investors.



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1 / **JULIA BALANDINA JAQUIER**
FOUNDER **JBJ CONSULT**

Impact investment expert and founder of JBJ Consult, advising major high net worth families, private foundations, the Swiss Government and international banks. / guidetoimpactinvesting.net

2 / **STEPHEN BRENNINKMEIJER**
FOUNDER & PRINCIPAL
WILLOWS INVESTMENTS

Seasoned impact investor Chairman of the Social Stock Exchange and serving on the Board of several organisations e.g.: responsAbility, Grassroots Business Fund. / willows.uk.com



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BREAK-OUT SESSION

2 CROWDINVESTING FOR IMPACT

Crowdfunding and Crowdinvesting are democratizing capital and offer new opportunities for (social) entrepreneurs and investors. Oliver Gajda will give a short overview of the European Crowdfunding activities and developments and how it is used to fuel the impact economy. Hosted by Valentin Kassin, OeKB, the purpose of this session is to bring together different stakeholders (banks, investors & social enterprises) and discuss the next developments.

3 / **OLIVER GAJDA MSC.**
CO-FOUNDER
EUROPEAN CROWD-FUNDING NETWORK

Co-Founder and Chairman of the European Crowdfunding Network. / europecrowdfunding.org

4 / **VALENTIN KASSIN**
OeKB - OESTERREICHISCHE KONTROLLBANK AKTIEN-GESELLSCHAFT CAPITAL MARKET SERVICES

Specialist in Business Analysis and Risk Management. Providing assistance to OeKB's idea of supporting Crowdfunding. / oekb.at

BREAK-OUT SESSION

3 IMPACT BANKING

(BANKING BACKGROUND REQUIRED)

This session is designed as a round table discussion between representatives of banks active in the region (Credit Coopératif, TISE, NLB, ERSTE Bank, Partner Bank, OeKB and others). The purpose of the session is to enhance understanding, collaboration and innovation in impact banking through good case practice sharing, inquiry and dialogue.

5 / **KAROL SACHS**
ADVISOR OF THE
CHAIRMAN
CRÉDIT COOPÉRATIF

Honorary Chairman of European Federation of Ethical and Alternative Banks – FEBEA. / credit-cooperatif.coop

6 / **MICHAL RADZIWILL**
CEO **TISE**

TISE is a Social and Economic Investment company and the only Polish representative in the European Federation of Ethical and Alternative Banks. / tise.pl

VENUE:
ERSTE BANK

- 10:00 OPENING REMARKS**
MICHAEL SASSE, *OeKB*
- 10:05 KEYNOTE**
Insights into practices of action-oriented impact investors and the global impact investment sector
CHARLY KLEISSNER, *Toniic*
- 10:30 IMPACT INVESTMENT ESPRESSO TALKS**
Sharing of different experiences from investors, intermediaries, entrepreneurs
LISA KLEISSNER, *Toniic*
STEPHAN DERTNIG, *Business Angel*
FRANZ-KARL PRÜLLER, *ERSTE Foundation* and more
- 11:00 IMPACT INVESTMENT IN PRACTICE**
Live interviews on stage with active impact investors
JULIA BALANDINA JAQUIER, *JBJ Consult*
MICHAEL ALTRICHTER, *Business Angel*
CHRISTOPHER GRABHER, *AC&Friends* and more
Moderated by MORIZ PIFFL, *Gebrüder Stitch*
- 11:30 IMPACT ENTREPRENEURSHIP**
Pitches from selected ventures of the *Investment Ready Program*
Introduction by HINNERK HANSEN, *Impact Hub Global – BENISI, Scaling Social Innovation*
- 12:00 KEYNOTE: FOSTERING IMPACT INVESTMENT**
- 12:15 INTRO TO BREAK-OUT SESSIONS**
- 12:30 LUNCH**

- 14:00 BREAK-OUT SESSIONS**
- 1. INTRODUCTION TO IMPACT INVESTMENT**
JULIA BALANDINA JAQUIER, *JBJ Consult*
STEPHEN BRENNIKMEIJER, *Willow Invest*
 - 2. CROWDINVESTING FOR IMPACT**
OLIVER GAJDA, *European Crowdfunding Network*
VALENTIN KASSIN, *OeKB*
 - 3. IMPACT BANKING**
KAROL SACHS, *Credit Cooperatif*
MICHAL RADZIWILL, *TISE*
 - 4. INVESTING IN ENVIRONMENTAL IMPACT**
WERNER WUTSCHER, *New Venture Scouting, AAIA*
PAUL CHATTERTON, *WWF*
 - 5. GOING ALL IN – THE 100 % NETWORK**
CHARLY KLEISSNER, *Toniic*
 - 6. EARLY STAGE IMPACT INVESTMENT – THE ROLE OF BUSINESS ANGELS**
LISA KLEISSNER, *Toniic*

16:00 KEYNOTE
PETER BOSEK, *Member of the Board, ERSTE Bank*

16:15 PANEL DISCUSSION & WORKING SESSION
Finding solutions for more impact

17:45 CLOSING ADDRESS
LISA KLEISSNER, *Toniic*

18:00 NETWORKING

18:45 INVESTMENT READY COMMUNITY CELEBRATION
Awards & Graduation of the third Investment Ready Academy Cohort

BREAK-OUT SESSION

4 INVESTING IN ENVIRONMENTAL IMPACT

Investing in environmental impact (agriculture, energy, other climate related areas, sustainable consumer goods): Werner Wutscher and Paul Chatterton will kick-off a discussion to learn what challenges and opportunities in the environmental sector are. Is there a best way to bring these sectors to the next level and to drive social and economic development?



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7 / **WERNER WUTSCHER**
CEO **NEW VENTURE SCOUTING**

Business Angel and expert in sustainability, retail and green tech. / nvs.co.at

8 / **PAUL CHATTERTON**
DEPUTY LEADER OF FOREST & CLIMATE **WWF**

Thoughtleader in environmental issues, specialist in scalable solutions for low carbon development and environmental sustainability. / wwf.panda.org

BREAK-OUT SESSION

5 GOING ALL IN – THE 100% NETWORK

(FOR ADVANCED INVESTORS)

Seasoned impact investor Charly Kleissner is not only the founder of many initiatives like Toniic that foster the development of impact investment, he has also recently launched *The 100% Network*: a group of investors who aim to invest 100% of their portfolio in impact across all asset classes. Learn from Charly how this is possible and what it means to rethink modern portfolio theory.



9

9 / **CHARLY KLEISSNER**
CO-FOUNDER **KL FELICITAS FOUNDATION, THE 100% NETWORK & TONIIC LLC**

Pioneering international impact investor and philanthropic entrepreneur, serving on several advisory boards, e.g. Acumen Capital Markets and Impact Hub. / toniic.com



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BREAK-OUT SESSION

6 EARLY STAGE IMPACT INVESTMENT – THE ROLE OF BUSINESS ANGELS

Early stage impact investment is crucial in order to support innovative social ventures and ultimately to advance the whole impact investment sector. Business angels play an important role for this segment and even the European Business Angel Network (EBAN) has created it's own Impact Investment Committee. The aim of this session is to gather collaborative efforts and discuss good case practices amongst each other.

10 / **LISA KLEISSNER**
 PRESIDENT **KL FELICITAS FOUNDATION**, CO-FOUNDER
TONIIC LLC & SOCIAL IMPACT INTERNATIONAL

Expert on leveraged and holistic approaches to philanthropy and impact investing, supports social entrepreneurs to grow economically sustainable. / **toniic.com**

from the **INVESTMENT READY PROGRAM**



IMAGINE|CARGO



talentify



ZERO WASTE JAM

CONSULTACLICK (RO), DAJDAJ (RS), ETRI (SI), FRAGNEBENAN (AT), IMAGINECARGO (CH), MARIJA HAND MADE (RS), SPENDLESS ENERGY (SI), TALENTIFY (AT), ZADRUGA DOBROTE (SI), ZERO WASTE JAM (AT)

HOSTED BY:



INVESTMENT READY PROGRAM (IRP) is an accelerator program for social entrepreneurs from Central and Eastern Europe aiming to scale their ventures. / investment-ready.org



OESTERREICHISCHE KONTROLLBANK AKTIENGESELLSCHAFT (OeKB) is Austria's main provider of financial and information services to export industry and the capital market. OeKB offers a wide range of specialised services to companies in all sectors, including financial institutions and Austrian government agencies.

OeKB acts as a central hub in the markets, operating impartially and in accordance with its sustainability policy. / oekb.at



ERSTE BANK DER OESTERREICHISCHEN SPARKASSEN AG, together with the Sparkassen, forms one of the largest banking groups in Austria. In the core business areas – depositing and lending – emphasis is put on private customers, business customers and public authorities. Erste Bank Oesterreich is the leading institution for the Austrian Sparkassen. / sparkasse.at/erstebank



TONIIC is an international impact investor network promoting sustainable global economy by investing in entrepreneurs, enterprises and funds seeking to change the world for the better. / toniic.com

INVESTMENT READY PROGRAM IS SUPPORTED BY:



ERSTE Stiftung



KL Felicitas Foundation



RUN BY:



IMPACT HUB VIENNA is an impact driven community and space that supports enterprising ideas for sustainable impact through a collaborative working environment, curated experiences, incubation and accelerator programs. / vienna.impacthub.net



IMPACT HUB is a global network of collaborators focused on making a positive impact in our world. Other hubs present are: Impact Hub Amsterdam, Belgrade, Seattle, Zagreb. / impacthub.net

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