

# SSF WORKGROUP IMPACT INVESTING

## Working definition of Impact Investing

	<b>Impact Investing approaches</b>			
<b>Principles &amp; Characteristics</b>	Intentionality			
	Management			
	Measurability			
<b>Impact Investment focus</b>	All sectors			
	Developing and developed markets			
	All target populations			
<b>Type of activity</b>	Impact Investing public markets	Impact Investing private markets	Impact First approaches	Venture Philanthropy
<b>Financial Risk/Return profile/expectation</b>	<b>Three dimensions: RISK/RETURN/IMPACT</b>			
	General baseline expectation of market-rate financial risk/return with a measurable impact on environment and/or social aspect	Clear expectations on Impact performance, with below market risk/return		Clear expectations on Impact performance (Market creation)