The Next Step

pymwymic | IMPACT DAYS
AMSTERDAM

The gathering of European capital holders committed to impact and action.
Pymwymic is the ‘Put Your Money Where Your Meaning Is Community’ of impact investors: a European community of families, philanthropists and individual investors who support for-profit companies creating global solutions. Over the last 22 years, we’ve together invested many millions, helped over 60 companies with significant seed or growth funding, and supported many more hundreds of entrepreneurs through belief, support and connections. Our motto is “Learn, Share, Invest.”

**Pymwymic Investors’ Club** supports impact investors by searching the world for opportunity, and pre-screening and approving several standout deals each year. Pipeline is also shared according to interest.

The **Pymwymic Impact Coop** is the first peer-to-peer impact holding company, welcoming mission-aligned families and individual investors as shareholders.

The **Donor Impact Involve Fund (DIIF)** welcomes family and corporate donation capital, and catalyses early stage companies.

The **Pymwymic Field Building Center** brings the impact movement to new investors, new countries, and offers experience-based and sector-focused reports that build impact knowledge. We welcome grants to support this work.
PYMWYMIC WELCOME
Pymwymic Team
We’re happy to see familiar faces, and a warm welcome to old and new friends.

LAY OF THE LAND
Moderators: Margaret McGovern, Katrin Ley, Alexandra Korijn
As we kick off the conference day, the morning session will map the landscape. Where do we find ourselves today? How optimistic and hopeful are we? Helped by several members and colleagues, we open with a series of conversations and challenges highlighting conference themes.

Investors Changing the System
Stephen Brenninkmeijer, Johan Andresen
Family principals with more than a decade of impact experience discuss the changing landscape.

The Market Moves
Caroline Princen, Nanno Kleiterp
To leap into the mainstream, impact investing needs accessible, vetted opportunities. Two impact partners unveil a special announcement.

SDGs: Who Cares?
Herman Mulder, Florian Meister
Why should private capital holders and family foundations care about a UN framing?

The Smartest Investment?
Suzanne Biegel, Chetna Sinha
A new economic power is arising, and savvy investors understand the opportunity.

Challenging the Impact Choir
Jos Peeters
An experienced, successful VC explains why he believes impact is a barrier to market.

The Next Step for Europe
Uli Grabenwarter
The lead for impact within the European Investment Fund reflects on challenges, and necessary systemic change.

ENTREPRENEURS: INTRODUCTIONS
InspiraFarms, Zeewaar, Lendahand, Innovare, Bomberbot, Vigga
A quick showcase of six Pymwymic Approved opportunities that are offering impact solutions through new business models.
GENDER EQUALITY GLOBAL SOUTH: ENDING POVERTY AND BEYOND
Suzanne Biegel & Chetna Sinha
836 Million people on the planet still live in extreme poverty; 2/3rd of those are women. Chetna Sinha and Suzanne Biegel are investors – one institutional, one private – who can attest to the need and the benefit of investing in women in the Global South. Explore how Gender and Poverty are related, and what can be done to breakthrough on this SDG goal.

FOOD SYSTEMS & NATURAL WORLD
Tim Chambers, Jennifer Breaton, Willem Ferwerda
Over 30% of marine habitats are now destroyed; topsoil is eroding faster than it can be replaced; and 32% of all food grown is wasted, translating to a $940 billion loss. How can we save our natural systems, and feed 8.5 billion people by 2030? And when an entrepreneur attempts to step in to this broken system, what challenges does he or she face?

SUSTAINABLE & CIRCULAR CONSUMPTION
HRH Prince Carlos de Bourbon de Parme, Vigga Svensson, Charlotte Linnebank
Waste is choking our global systems and us. An urgent change is called for: in the way we produce and consume goods, in how we dispose of toxic waste and pollutants. According to the Ellen MacArthur Foundation, if a circular philosophy is adopted, net material cost savings worth up to $630 billion by 2025 could be realized. Is the market ready for circular models? How do consumers access the info they need to make sustainable decisions?

IMPACT AT SCALE: ABN AMRO & FMO
Yvonne Bakkum, Nic Wessemius, Solange Rouschop
Following on from our morning plenary announcement, this investment table will present the new product launched by our impact partners FMO and ABN AMRO, and dive deeper into the vision, impact intentions, metrics, and fund construction unveiled in this new offering for impact at scale.
GIVE, LEND, INVEST, GUARANTEE
Lauren Booker, Markus Hipp, Eric Buckens, John Ayliffe
What is the best way to structure or to layer capital for early impact companies? Join BMW Foundation, Omidyar Network, the ABN AMRO Social Impact Fund, and the 1-to-4 Foundation in four case studies, and discuss why the choice for a particular capital structure was made – how did it benefit the entrepreneurs, and also satisfy the investor stakeholders?

SCREENING YOUR STOCKS FOR IMPACT
Tomás Carruthers, Ivo Knoepfel, Carolien de Bruin
With an increased focus for many investors on Full Portfolio Activation, how do we screen the public companies in our stock portfolios for impact? What is the filter beyond ‘negative screening’ and beyond ESG to... the next step? Join in this timely topic with one of the most experienced advisors in impact, and with the CEO of the London based Social Stock Exchange.
(Moderator Carolien de Bruin, C-change.)

UPDATE ON DIVEST/INVEST
Jochen Wermuth
At a small roundtable discussion in the Colleague’s Hall, 2015 Keynote speaker Jochen Wermuth, co-founder of Divest/Invest Europe, will update on the progress of the Divest/Invest movement, and the death of the fossil fuel economy.
THE NEXT STEP

WEDNESDAY APRIL 20

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 09:00 - 9:15 | Pymwymic Welcome | Pymwymic Team  
Overview of the day. |
| 09:15 - 11:15 | Lay of the Land  
As the Conference Day kicks-off, let’s first map the landscape. Where do we find ourselves in April, 2016? Are investors feeling hope, or retraction?  
Helped by several members and strong colleagues, we will open with a series of conversations and challenges highlighting conference themes.  
Moderators: Margaret McGovern, Katrin Ley, Alexandra Korijn. |
| 11:15 - 11:30 | Entrepreneurs: Introductions  
A quick showcase of six Pymwymic Approved opportunities that are offering impact solutions in new business models. |
| 11:30 - 12:00 | BREAK |

<table>
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<tr>
<th>12:00 - 13:00</th>
<th>DEEPER INTO SDGs</th>
<th>SKILLS</th>
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<td>King</td>
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| Gender Equality Global South: Ending Poverty and Beyond SDG 1, 5  
Chetna Sinha, Suzanne Biegel | Food Systems & Natural World SDG 2, 14, 15  
Tim Chambers, Jennifer Breaton, Willem Ferwerda | Sustainable & Circular Consumption SDG 12  
HRH Prince Carlos de Bourbon de Parme, Vigga Svensson, Charlotte Linnebank | Impact at Scale ABN AMRO & FMO SDG 1, 2, 7, 8  
Yvonne Bakkum, Nic Wessemius, Sdlange Rouschop | Give, Lend, Invest, Guarantee |
|               |                  |        | Plenary Room     | Screening your Stocks for Impact |
|               |                  |        | Alderman’s Chamber | Update on Divest / Invest |
|               |                  |        | Grand Duke       |                             |

11:00 - 16:30 | ROOM CHANGE |

16:10 - 16:30 | TEA BREAK |

16:30 - 17:00 | The Nature of Risk  
| Paul Iske  
As the times ahead call for urgent innovation and collaboration, let’s use some humour to examine our fear of failure, and celebrate the nature of risk. |

17:00 - 18:00 | The Next Step  
for Europe  
Ul Grabenwarter  
Sharing the insights, challenges, and big ideas of working groups, we host a community-wide conversation and Q&A, and deliver Pymwymic input to the National and International SDG committee.  
What have you realized is your next step?  
18:00 - 18:30 | DRINKS, SPONTANEOUS DINNERS | Alternate:  
Inner Life Session: Energy & Balance  
Fred Matser, Nora Coers |
### Agenda

#### Wednesday, April 20, 2016

**13:00 - 14:00**

**DEEPER INTO SDGs**

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<td>Gender Equality Global North: Investing across Asset Classes SDG 4, 5</td>
<td>Decent Work &amp; Economic Growth SDG 8</td>
<td>Peace and Justice</td>
<td>Preserving the Planet with Capital SDG 13, 14, 15</td>
<td>Impact Management instead of Impact Measurement</td>
<td>Corporates Collaborating for Impact</td>
<td>Journey towards a Total Impact Portfolio: a report from RS Group</td>
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<td>Suzanne Biegel, Cristian Bello, Diana van Maasdijk</td>
<td>Peter Heijen, Roger Frank, Jose Moncada, Laure Wessemius-Chibrac</td>
<td>Jay Asad, Paula Schwarz, Gjs Corstens, Idriess Nor</td>
<td>Florian Meister, Markus Grulke, Mike Velings, Sylvia Wisniwski</td>
<td>Margot Quagegebeur, Clara Barby</td>
<td>Kurt Peleman, Steven Serneels, Carolien de Bruin</td>
<td>Ivo Knoepfel</td>
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**15:00 - 15:10**

**ROOM CHANGE**

**15:10 - 15:40**

**DEAL TABLES**

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**16:10 - 16:30**

**TEA BREAK**

**16:30 - 17:00**

**The Nature of Risk** | Paul Iske

*As the times ahead call for urgent innovation and collaboration, let’s use some humour to examine our fear of failure, and celebrate the nature of risk.*

**17:00 - 18:00**

**The Next Step** | Community Q&A & Decisions

*Sharing the insights, challenges, and big ideas of working groups, we host a community-wide conversation and Q&A, and deliver Pymwymic input to the National and International SDG committee. What have you realized is your next step?*

**18:00 - 18:30**

**DRINKS, SPONTANEOUS DINNERS**
GENDER EQUALITY GLOBAL NORTH: INVESTING ACROSS ASSET CLASSES
Suzanne Biegel, Cristian Bello, Diana van Maasdijk
Creating equality begins with equal access to education and to opportunity. In our portfolios, a gender lens can be used across asset classes to perform due diligence, make investment decisions, review a portfolio, and/or be active shareholders. More than a moral choice, it makes investment sense: according to McKinsey & Co., achieving gender equality could add $12 trillion to global GDP.

DECENT WORK & ECONOMIC GROWTH
Peter Heijen, Roger Frank, Jose Moncada, Laure Wessemius-Chibrac
600 Million jobs are needed in the next 15 years to absorb a growing workforce. New jobs in emerging markets come from SMEs, which typically create 4 to 5 new positions. With youth unemployment in both Greece and Spain tipping 50%, and Italy not far behind, what can Europe learn about creating jobs in emerging market economies? And is the creation of jobs, no matter the sector, still creating impact?

PEACE AND JUSTICE | REFUGEES
Jay Asad, Paula Schwarz, Gijs Corstens, Idriss Nor
We are in the worst refugee crisis since WW2, with 60 million people now displaced by war. While our governments struggle with intake and integration, early Refugee Response companies have begun nimbly and quickly providing some solutions. These companies are small boats trying to conquer large systemic waves. Can we find a big and bold idea to rise to the response needed for refugees?

PRESERVING THE PLANET WITH CAPITAL
Florian Meister, Markus Grulke, Mike Velings, Sylvia Wisniwski
With natural resources disappearing daily, a movement towards ‘conservation finance’ uses capital to support companies contributing to the conservation of biodiversity, sustainable use of natural resources, and restoration of eco-systems. Three of the best examples are Aqua Spark, Arbaro Fund and eco.business fund, presenting vision, lessons, and barriers.

IMPACT MANAGEMENT INSTEAD OF IMPACT MEASUREMENT
Margot Quaegebeur, Clara Barby
The search for impact metrics has launched several sets of standards - and very little agreement of methodology. This case study of the early work of the 2015 launched Skopos Fund, a private impact fund building on Brenninkmeijer family values, and a search for language and frameworks has resulted in interesting new insights about impact management. With Bridges Advisory, we are pleased to be presenting some of the first case-study results.
CORPORATES COLLABORATING FOR IMPACT  
Kurt Peleman, Steven Serneels, Carolien de Bruin  
In association with EVPA and C-change, this session explores the increased activities of corporates towards impact investment to deliver social impact. Whether bringing resources to social purpose organisations, to delivering investment innovations ready to scale, or as co-investors for private capital, this session will examine the first pioneer examples of successful collaboration in the Tinder Test between corporates and impact.

JOURNEY TOWARDS A TOTAL IMPACT PORTFOLIO: A REPORT FROM RS GROUP  
Ivo Knoepfel  
Ivo Knoepfel shares insights about the journey taken by Hong Kong family office, RS Group, to build a Total Impact Portfolio. By sharing personal insights in a new report, RS Group hopes to engage others in mission-focused total asset deployment, and to harness capital markets to support positive change.

DEAL TABLES AND BREAKOUTS  
15:10 - 16:10

DEAL TABLES (SEE PAGE 10)

IMPACT AT SCALE: ABN AMRO & FMO  
Yvonne Bakkum, Nic Wessemius, Solange Rouschop  
Following from the morning plenary announcement, and reprising the midday session, our impact partners FMO and ABN AMRO present their new product, diving into the vision, impact intentions, metrics, and fund construction for their new offering for impact at scale.

PRESERVING THE PLANET WITH CAPITAL: ARBARO FUND & ECO.BUSINESS FUND  
This investment table for qualified investors will present the compelling case for the Arbaro Fund’s sustainable forestry projects, which combat climate change effects and support rural economies, and eco.business fund’s biodiversity and conservation focus, supporting improvements in agriculture, aquaculture, and tourism.

INNER LIFE: ENERGY AND BALANCE  
Fred Matser, Nora Coers  
In a quiet session amongst the conference buzz, a focus on inner life. How can we incorporate a yin/yang balance into all aspects of life, including our capital? Two Pymwymic members, each seekers, team to take us inside a journey of balance, sharing both academic and personal insights.
TIM CHAMBERS AND MICHELE BRUNI
Bomberbot is a digital learning tool that teaches primary-school age boys and girls to computer code, which allows them to access information, connectivity, and gradual employment. The first of its kind in Europe, Bomberbot is in 630 schools in Holland, in 270 schools in Finland and ready to scale.

JENNIFER BREATON AND REBECCA WIERING
In order to meet the increasing demand for alternative protein sources, Zeewaar is cultivating and building a supply chain of sustainable seaweed production for B2B and B2C business lines, with the added value of restoring the seas and oceans where seaweed is sustainably cultivated.

ROGER FRANK
Innovare provides financing for East African agriculturally focused SMEs and enables them to lease equipment needed for production, harvesting and processing. In turn, this increases demand for smallholder production which improves livelihoods.

CRISTIAN BELLO
Bomberbot is a digital learning tool that teaches primary-school age boys and girls to computer code, which allows them to access information, connectivity, and gradual employment. The first of its kind in Europe, Bomberbot is in 630 schools in Holland, in 270 schools in Finland and ready to scale.

VIGGA SVENSSON
VIGGA is a circular-economy, subscription-based baby-clothing company, which offers ease for new parents, and cuts the expense, water, and toxicity of one of the most polluting retail lines: infant and toddler baby clothes. The VIGGA product-as-service-model enables parents to lease organic kid’s wear.
THE NATURE OF RISK
Paul Iske
Given the Global Goals, and the challenges ahead, how do we deal with our innate aversion to risk, and apparent failure? Most of Europe still regards failure with shame and shadow - while in fast-moving industries, risk, iteration and changes are not only expected, but celebrated. As the times ahead call for urgent innovation and collaboration, let’s use humour to examine our fear of failure, and celebrate the nature of risk.

THE NEXT STEP
Community Q&A & Decisions
Sharing the insights, challenges, and ideas of earlier sessions, we host a community-wide conversation and Q&A, and deliver Pymwymic input to the National and International SDG committee.
What is your next step?

NOTES
SUSTAINABLE DEVELOPMENT GOALS

SEE YOU NEXT YEAR
PYMWYMIC IMPACT DAYS 2017
4 & 5 APRIL 2017

WE ARE GRATEFUL FOR THE SUPPORT OF FRIENDS AND IMPACT PARTNERS