



INSTITUTE FOR
POLICY ALTERNATIVES



Field Building Strategies for Growing Impact Investing: What Works and What Doesn't?

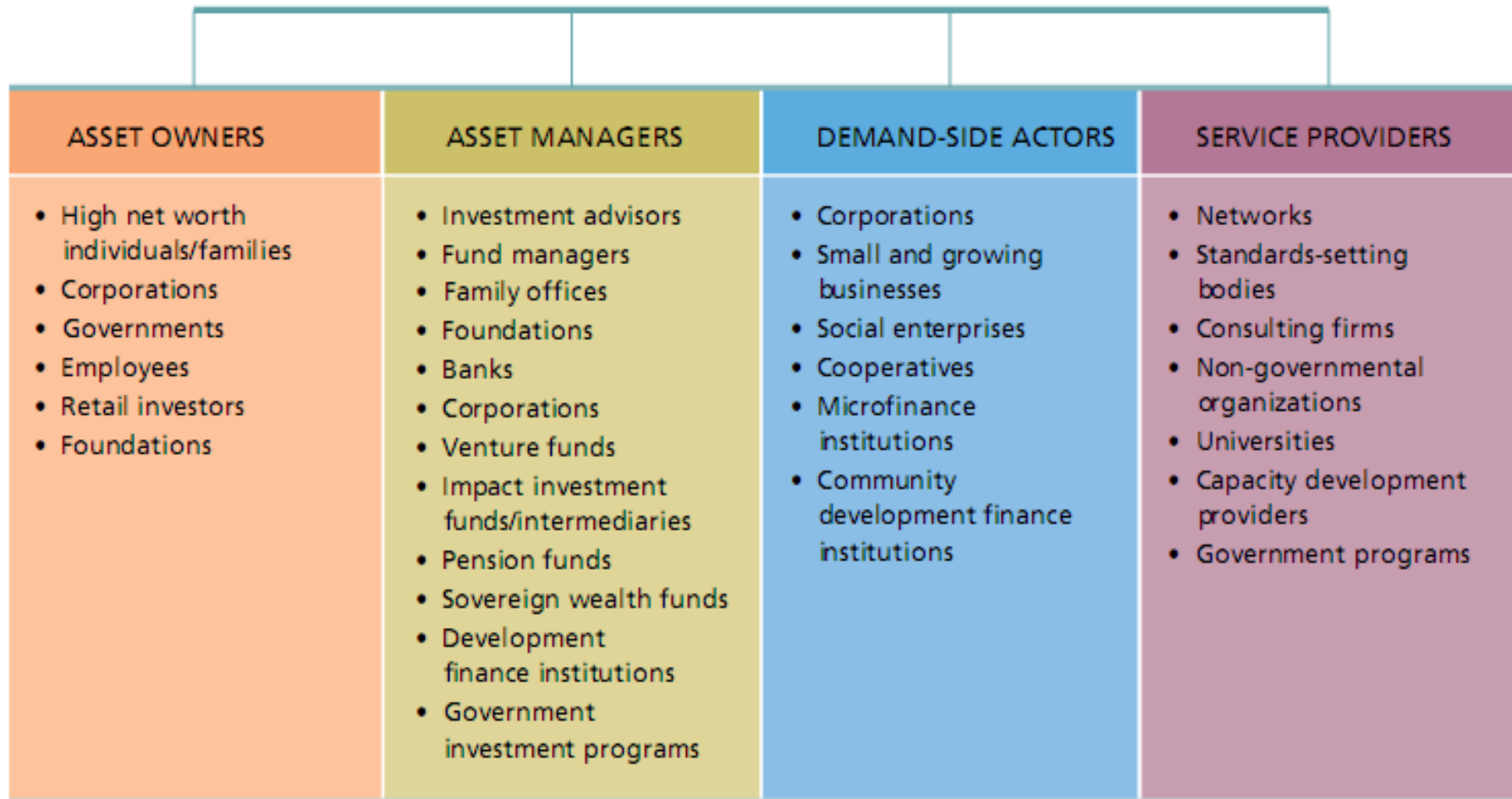
Impact Investing: Building the Field, Measuring Success

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Impact Investing Ecosystem



Impact Investing in Ghana: Key Players



VITAL CAPITAL FUND



What Works

- 1) Support network coordinators who are pluralistic and non-proprietary
- 2) Commit to the long term and stay the course
- 3) Engage and support a core group of allies to advance the field-building process

What Works

- 4) Catalyze a blend of grants and investments from diverse sources
- 5) Co-create and co-brand new knowledge products
- 6) Energetically engage both the mainstream and social media

What Works

- 7) Use evaluation to advance learning, accountability and performance
- 8) Put theory of change at the centre, and interrogate it relentlessly
- 9) Nurture new talent, and create viable career pathways for younger professionals
- 10) Expect real life, and be prepared to deal with it

Priority Issues

- Increasing the critical mass of the impact investing industry system
- Reducing asymmetries of assets and influence between Northern and Ghanaian impact investors
- Improving procedures for national government to monitor activities and results of DFIs
- Addressing pressing issues (e.g. land; energy brownouts; youth unemployment)
- Better targeting by investors to address gender and youth needs

Possible Next Steps

1. Form a Ghana network/council/association
2. Secure grants and investments to strengthen and complete the ecosystem, fill market gaps, and scale-up locally-owned funds
3. Launch a knowledge initiative using action research and training to build capacity on the supply and demand sides in key sectors: e.g. agri-food, energy, water, housing, more