

TYPE OF INVESTOR	TRADITIONAL INVESTOR	RESPONSIBLE INVESTOR	SUSTAINABLE INVESTOR	THEMATIC IMPACT INVESTOR	IMPACT INVESTOR	SOCIAL INVESTMENT STRATEGIC, CORPORATE AND VENTURE PHILANTHROPY INVESTOR	TRADITIONAL PHILANTHROPIC INVESTOR CHARITABLE DONOR GRANTMAKER SOCIAL INVESTOR
	THE NEW PARADIGM – BLENDED FINANCE – IMPACT CAPITAL						
	INVESTING			IMPACT INVESTING		SOCIAL INVESTING AND DONATING	
INVESTMENT FOCUS	Profit and return maximisation	Mitigate Risk and retain value	Consider impact opportunity and enhance value	Focus on market growth opportunity	Focus on positive impact and return	Focus on positive impact and return, effectiveness, scalability	Focus on sustainable development and impact, according to specific development objectives and missions
RETURN FOCUS	Return paramount	Comprehensive Returns		Market related returns		Market related returns but trade off and concessionary returns may be considered	No financial return expected
UNDERLYING FOCUS/ETHOS	Limited or no focus on ESG factors of underlying investments	Focus on ESG risks ranging from a wide consideration of ESG factors to negative screening of harmful products	Focus on ESG opportunities through investment selection, portfolio management and shareholder advocacy	Focus on one or a cluster of issue areas of social and environmental challenges to create/leverage commercial growth opportunities for market rated or market beating returns	Focus on one or a cluster of issue areas of social or environmental challenges and where social or environmental returns will be delivered in addition to financial return	Focus on any number of issue areas of social or environmental challenges which requires some financial trade off or different capital/ investment structures	Focus on one or a cluster of issue areas where social or environmental challenges requires 100% financial trade off
IMPACT INTENT	Agnostic	Manage ESG risks and opportunities		Intentionally deliver impact is central to underlying asset/ investment			Social, Economic and environmental impact implied
IMPACT FEATURES	Limited or no regard for environmental, social and governance factors	Consideration and analysis of environmental, social and governance (ESG) factors as part of investment decision-making Negative screens e.g. tobacco, alcohol, weapons, gambling, nuclear energy	Investments that target companies or industries with better ESG Factors Factors considered e.g. carbon footprint, resource use i.e. water reduction compensation, product safety, gender equality	Investments that specifically target sustainability themes Support for solutions i.e. climate change or population growth, urbanisation, water scarcity, food systems	Investments that target social and environmental impact and deliver market rate financial returns Support for innovation and risk taking, proof of concepts, pilots, enabling environments, commercial capital leverage	Investments that target social and environmental impact but may deliver concessionary financial returns Support for innovation, inclusive and empowerment concepts, incubators, accelerators, commercial opportunities	Grants that target positive social and environmental impact with no financial return expectations Support for failing systems, poverty, humanity, disasters, etc or enhancing systems
IMPACT INTENT	Business as usual	Signal that impact matters	Signal that impact matters and engage actively	Signal that impact matters, engage actively and grow new/underserved capital markets	Signal that impact matters, engage actively, grow new/underserved capital markets and provide flexible capital	Signal that impact matters, engage actively, focus specifically on underserved markets and provide flexible and patient capital	Signal that impact matters most
EXAMPLES	Private Equity, etc.	Public equity, etc.	Fixed income Guarantees	Sustainable Growth Funds Property Funds, etc.	Social Entrepreneur Funds Could include private, public equity or emerging market funds, etc.	Social Entrepreneurship Funds Could include seed capital, loans, debt, micro finance, recoverable grant	Community Development programmes Cash, grants and other input resources, etc