



**BUILDING BRIDGES WEEK**

# HIGHLIGHTS



# Introduction

## Building Bridges

Building Bridges Week was the first-ever week dedicated to sustainable finance held in Switzerland. It took place from October 7-11, 2019 and featured 31 events and culminated in a Summit that brought decision makers from the United Nations, business, international organizations, NGOs, academia, and local and national authorities together to discuss what it will take to create grow sustainable finance and achieve the Sustainable Development Goals (SDGs).

The Week was a collaborative and community driven effort. It created conversations, common understanding, and collaboration between the finance and international development communities present in Switzerland and beyond. Each event had its own unique focus, perspective, and viewpoint, but taken together, they created a comprehensive picture of the future of finance for sustainable development.

Building Bridges Week featured some incredible moments; the launch of a tangible declaration for advancing development finance in Switzerland; the gathering of 30 global financial centres to exchange on accelerating sustainable finance; the third iteration of a matchmaking focused Summit that showcased real world entrepreneurs from all over the world; a gala dinner that raised awareness and money for refugees; an avant-premiere of an entrepreneur focused documentary; a landmark summit with 800 participants and high level thought leaders including the President of Switzerland; a hackathon for deriving real-world solutions to financial problems; and countless innovative formats, dialogues, discussions, news stories, and connections.

The Week and Summit showcased the unique power of the ecosystem present in Geneva and Switzerland, and the special role it can play in accelerating the implementation of the 2030 Agenda through finance. It would not have been possible without the support and enthusiasm of the entire community.

**You are all bridge builders. Merci.**

**31** **52** **1000+**  
**Events** **Partners** **Attendees**

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The SDGs serve as a genuine market opportunity. Because of their widespread adoption, the Goals indicate where societies are going – and intend to go – and where markets will be active in the not-so-distant future.

– Tatiana Valovaya, Director General, UNOG



Sustainable finance is becoming the norm. The question is therefore not whether, but how, to integrate it.

– Fabio Sofia, President, Sustainable Finance Geneva, at the opening press conference.

# Monday October 7



## Breakfast on Bringing more finance to the SDGs and more SDGs into finance

The first event of the Week by IHEID on bringing more finance to SDGs and more SDGs to finance had everyone rising early to set the tone of the week and discuss how we bring two diverse sectors together, practically. The need for common (and simple!) definitions and impact data were stressed.

## Certified Impact Analyst – Training Webinar

A free, after-work webinar training provided by the Graduate Institute and Impaakt SA on how to conduct impact analysis had over 300 participants!

# Trade for Sustainable Development Forum – Opening Session

## No Planet B: Making Sustainability the Norm



The Trade 4 Sustainable Development Forum by the International Trade Centre kicked was multi-day meeting held on the sidelines of the World Trade Organization Public Forum as well as Building Bridges Week.

The opening session featured discussion on climate change underscored the risk it poses to enterprises and the need for finance to adapt to it. This can be a tremendous opportunity for socially minded investors.

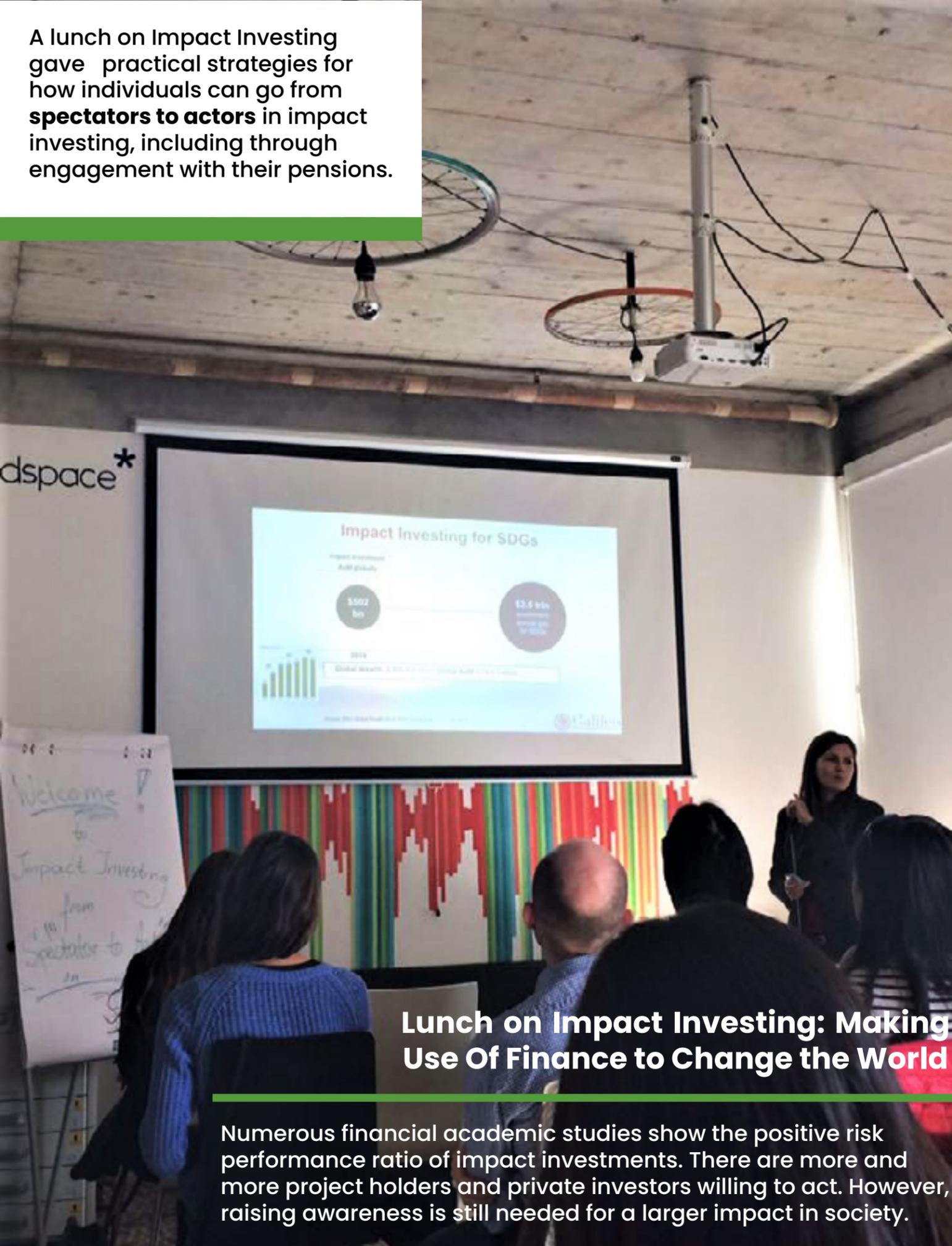


## Workshop on Addressing the Challenges of Global Agriculture through the Financial System

A workshop featuring diverse experts discussed how to ensure sustainable agriculture and the challenges in ensuring that finance makes it to smallholder farmers who make up 85% of global food production. Geneva has a number of the elements needed to build a rich ecosystem in this space.

“ Sustainable investment in agriculture has existed for years and years, it just wasn't called this.”

A lunch on Impact Investing gave practical strategies for how individuals can go from **spectators to actors** in impact investing, including through engagement with their pensions.



## Lunch on Impact Investing: Making Use Of Finance to Change the World

Numerous financial academic studies show the positive risk performance ratio of impact investments. There are more and more project holders and private investors willing to act. However, raising awareness is still needed for a larger impact in society.



We need to find cost-effective ways to source, screen and diligence small SMEs in frontier markets to make the economics work”

– Anders Berlin, UN Capital Development Fund



### Crowding in Domestic Investors into Financing Sustainable Development

Led by IISD, a discussion on crowding domestic investors clearly highlighted the merits of attracting domestic investors: to deepen domestic capital markets, diversify sources of financing, obtain long-term and patient finance, eliminate currency risks, and increase positive and economic and social spill-overs.

### Bridging the Gap – Missing Middle Financing for SMEs in Frontier Markets

At the Missing Middle Finance session led by UNCDF, it was stressed that SMEs are the lifeblood of economies, particularly in developing countries. The panel spoke about how the silos between UN and private investors can be bridges to overcome the perception of higher investment risks in frontier markets.



# Seedstars on the big screen!

Seedstars launched its first ever documentary in an avant premiere, the film follows the journey of Cowtribe, a startup selected amongst hundreds to take part in the prestigious international Seedstars Summit in Switzerland.

## Seedstars documentary

"Seedstars - Emerging Markets Entrepreneurs"



The full documentary is now available online. Click the photo to watch the documentary now!

## An Evening of Thought Exchange..

### Tracking the Impact of Agribusiness Value Chains in Agriculture

Impact Finance held an interactive discussion with their co-CEOs on the complexity of tracking the agribusiness value chain by giving their definitions of intentionality, additionality. They walked through a use case to help the audience understand what impact measurement entails. This led to a rich discussion with the audience. A key take away was that a pro-active approach to impact investing aimed at solving social problems is the best way to fulfill the Sustainable Development Goals.

“ There are no simple answers to the complex questions of how impact can be measured in a 360° manner.

“ They tried to bury us, but they didn't know we were seeds.”  
- Mexican proverb referenced by Seedstars co-founder for the unbreakable start-up spirit

“ We are at the cusp of mainstreaming ESG and impact investing and that's very exciting.”

- Jean-Philippe de Schrevel, Founder of Bamboo Capital at the Putting Switzerland at the Heart of SDG Financing event

**Tuesday**  
**October 8**

## Tuesday served up a breakfast of dialogue!

### When Thematic and Sustainable Investments Meet

J. Safra Sarasin organized a breakfast to explain how thematic and sustainable investing meet in practice, emphasizing how ESG criteria can help to select companies that are fit for the future.

### Digital Tools for Social Entrepreneurship

The workshop on digital tools for social entrepreneurship showed how collaboration is needed for innovative solutions. To demonstrate this, the International Committee of the Red Cross (ICRC) challenged small groups to work together to build ideas that could increase their regular donor base, many of the ideas put forward in the session will be taken forward.



### Impact For Breakfast on “AlphaMundi’s Results & Lessons Learnt from the 1st Decade of Impact Investing”

An interactive conversation at Impact For Breakfast touched upon AlphaMundi’s decade of impact investing in Latin America and East Africa. The founder of the investment-management fund shared the philosophy of the team, aimed at achieving scale while maintaining a strong impact focus on SDGs 1, 4, 5, 7, 8, 12 and 17. Lessons were drawn from equity and private-debt transactions – highlighting how the quest for strong risk-management capacity has led AlphaMundi to base its investment team directly in Latin America and East Africa.



### Knowledge Building Session on Blended Finance for Permanent Missions

Blended finance should contribute to the SDGs in developing countries, leverage private sector resources, and create revenue to repay private investors.

More work is required to scaling up blended finance structures, target higher-impact sectors and to focus more on Least Developed Countries and Small Island Developing States – currently less than 7% of the benefits of blended finance are realized in LDCs.

Over at the Permanent Mission of Canada, Member States and interested partners benefited from a “Blended Finance 101” by Convergence on using this very topical financial instrument to help close the SDG financing gap. Presenters stressed that blended finance is not a panacea – it is an important tool in the sustainable finance toolkit, best suited for sectors with the potential for revenue streams.

# ForestFinance: Mobilizing Investments for Forests



The ForestFinance session addressed the challenge of reversing deforestation. The session kicked off with a video message from climate activist Greta Thunberg and with a report on the commitments made at the UN Summits Week. Forests are being destroyed at the pace of eight million hectares per year, and US \$300 billion are needed to reduce deforestation. It is a global effort which needs strong finance solutions: a bridge needs to and can be built.



## Building Bridges Week 15 PwC Sustainable Finance Lunch & Learn

### Key Takeaways

Banks and asset managers feel a growing pressure from asset owners and civil society.

It is important to raise awareness of sustainability to a wider audience.

Things are moving fast at EU level.



**“We need to move from a reactive to a proactive attitude. The aim should be to enable the Swiss financial center to be competitive in sustainable finance” -Adèle Thorens Goumaz**



Blended finance is a good development tool only if: (1) the goal is to catalyze additional finance; (2) the transaction adheres to good practices; (3) the transaction has revenues to repay private investors.

- Chris Clubb, Convergence



### A SPACE FOR EXCHANGE |

An afternoon series of open, informal boardroom conversations on the impact investing value chain focused on four topics: blended finance instruments, market disruption, a pension fund's journey to impact, and building portfolio resilience with impact debt.

## Boardroom Conversations on the Impact Investing Value Chain

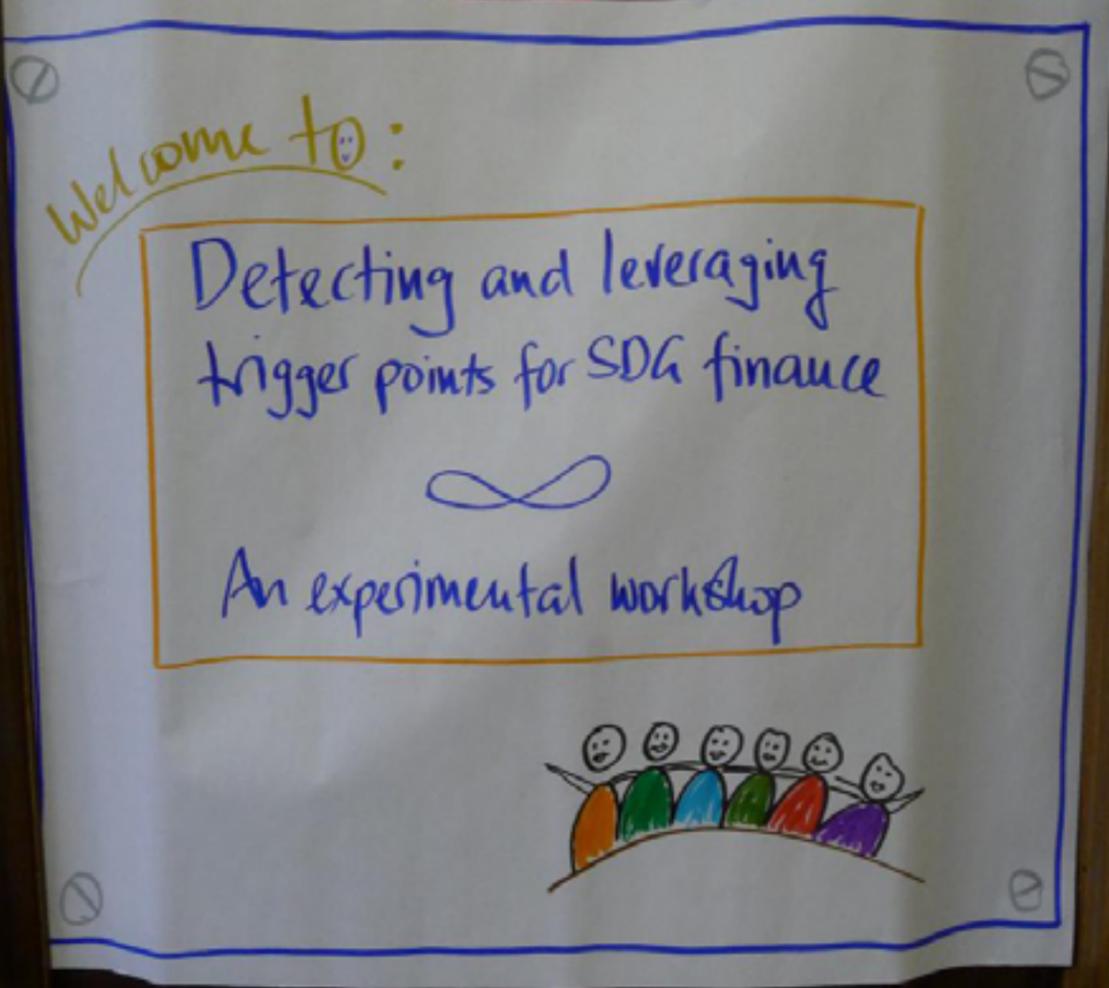


## Global Perspectives on Blended Finance & Relevance for the Swiss Market

This session featured presentations from Convergence, SECO and AlphaMundi and a dynamic Q&A session with audience made up of a cross-section of actors in the space, ranging from banks to impact investors, DFIs, bilateral institutions and consultants to discuss how blended finance can be used as a tool to achieve the SDGs.

Approximately USD 2.5 trillion is needed annually to achieve the SDGs. Innovative blended finance mechanisms must be utilized to help close this funding gap. The goal of blended finance is to create acceptable risk-return profiles to mobilize private sector investment to SDG projects in developing countries.





## Detecting and leveraging trigger points for SDG finance – an experimental workshop

The goal of this experimental workshop was to take a different look at the current reality of the SDG finance ecosystem. To do so, the group practiced Social Presencing Theatre, an awareness-based action research methodology developed by Arawana Hayashi at the Presencing Institute (MIT). It involves players who embody the different roles in a system and observers who hold the space for the system to unfold, followed by a generative dialogue where participants reflect upon their experience. Here is a small sample of the gems that emerged:

Design a 'You are part of the solution' workshop"

Avoid abstract notions; focus on practice-oriented projects and on how to operationalise knowledge

A good governance structure needs to include all actors, including the marginalised, and it needs to take into account both positive and negative impacts.

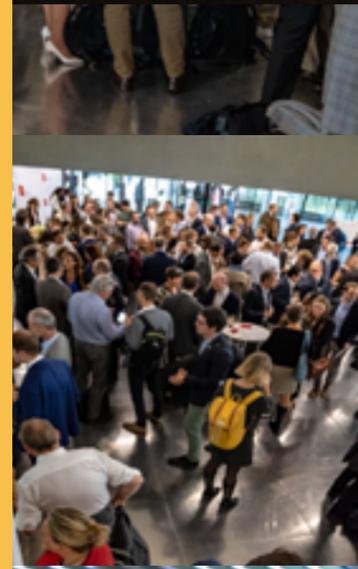


“ Today’s convergence of the private and public sectors is a great opportunity

## Switzerland at the heart of SDG financing

The event brought together representatives from academia, government authorities, NGOs, UN agencies, private companies and the financial sector to discuss concrete actions to strengthen Switzerland’s business environment for it to become the world’s development finance centre.

[View the Declaration](#) launched by the private sector development finance community





We need better education on what the opportunities are for the private sector. It is clear that [impact investing] risks are over-emphasized and returns are underestimated. If we want to deliver on the SDGs, we need clarity in order to coalesce investors.”

– Claude Barras, CEO, Obviam

**Wednesday  
October 9**



### **SDG Finance Geneva Summit (SGS)**

The SGS by UNDP brought together high-level decision makers to forge partnerships for the implementation of the Sustainable Development Goals (SDGs). The event was an innovation springboard, with 20 early stage and advanced growth stage developing country entrepreneurs pitching products and services that advance the implementation of the SDGs.





**On the Sidelines | Impact for Breakfast: Increasing Commercial Investments for Nutrition in Frontier Markets**

Good nutrition and diets are critical for human and planetary health, yet nutrition is a critically underinvested area. In frontier markets, constraints – notably the lack of access to capital among agri-food SMEs – hinders the scale-up of promising approaches to bring nutritious, safe, and affordable foods to markets. The session discussed solutions to these barriers and introduced the platforms GAIN, HIVOS and other partners are building to unblock commercial investments for nutrition in frontier markets.



“Poor diets now drive the global burden of disease, yet less than 5% of impact investments flow into frontier markets for nutritious foods. The SDG Summit and this breakfast helped to highlight this gap and offered solutions”

-Greg S. Garrett, GAIN

The Summit closed with an exciting and inspiring session that featured Jason J. Spindler Big Data for Impact Award and \$10,000 that went to CreditMantri for their innovation in financial inclusion. Organizations made “firm commitments” to how they would advance impact finance and hold themselves accountable.



Geneva and Switzerland are financial levers that are long enough to change the world. The more we can mobilise people here the greater share of the world we can mobilise for the SDGs.

## SocialAlpha Decennial Gala Cocktail, Dinner and Impact Finance Awards

The evening was a celebration of impact and an opportunity to bring awareness to the situation for Venezuelan refugees. Donations were raised and matched by Alpha-Mundi for the UNHCR Medellin Graduation Programme and there was a surprise performance by Venezuelan refugee Mrs. Reymar Perdomo and her song "Me fui"



Thursday  
October 10



“ Sustainable finance is greatly needed; but let’s be clear: we are not on track yet, we need to move faster with greater ambition to meet the SDG challenges.

Thomas Vellacott, CEO of WWF Switzerland



# BUILDING BRIDGES SUMMIT



“ Sustainability creates opportunities for Switzerland. With the 2030 Agenda and the Paris Agreement, the financial sector has an important role to play to have capital aligned to these global targets”

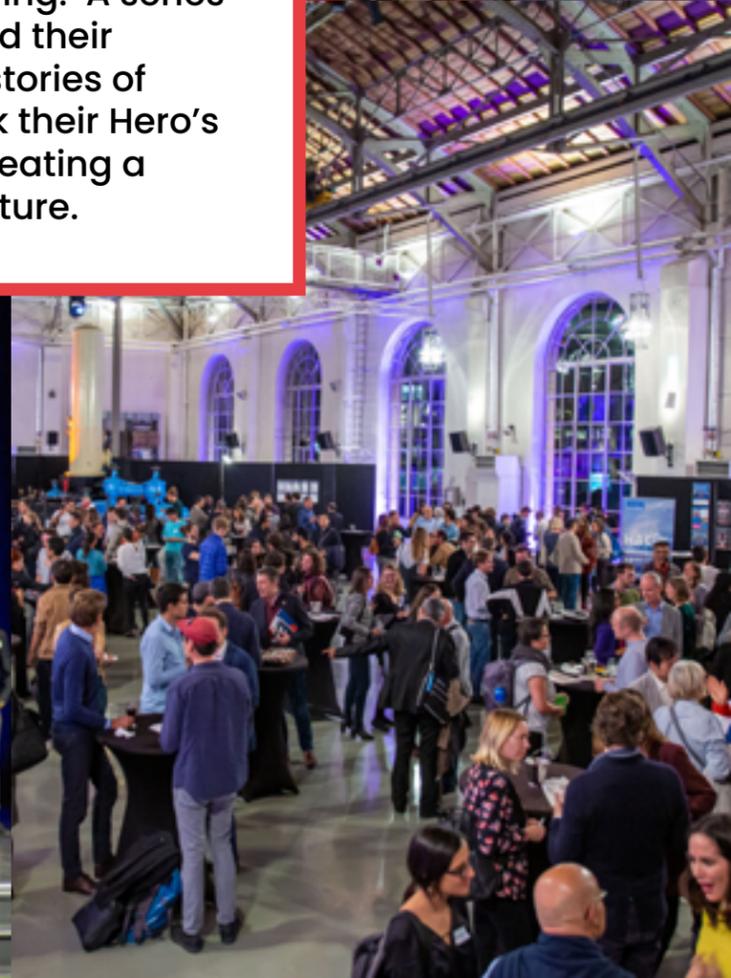
Ueli Maurer, President of the Swiss Confederation



**Factory17**, by Impact Hub, brought together the top Accelerate2030 entrepreneurs from Africa, Asia, Latin America and Eastern Europe alongside Geneva’s visionaries to engage in powerful storytelling. A series of innovators shared their inspiring personal stories of how they undertook their Hero’s Journey towards creating a new, sustainable future.

“ We want to make this Week an annual event and use it as a litmus test on our efforts to collaboratively build a financial system that is aligned to the SDGs. We are entering a decade of action to deliver the Goals by 2030. There is no time to lose.

Tatiana Valovaya, Director General, UNOG





## FC4S Members' Meeting

### 30 Cities. The Future of Global Sustainable Finance.

The worldwide membership of Financial Centres for Sustainability (FC4S) held their annual general meeting in Geneva during Building Bridges Week, including a special meeting on how to advance Africa's financial centres.



Wow, what a week!  
Thank you, merci!

- the organizers to each and everyone of you who participated in this important milestone for the finance and international communities of Switzerland. Until next year...

**Friday**  
**October 11**

## Smart Financing for Women's

This dynamic seminar by ITC focused on advancing women's economic empowerment through financial inclusion, with an emphasis on trade finance and impact finance. Speakers shared experiences and lessons learned, discussed challenges and opportunities going forward, and highlighted implications for policy makers and the international community.

### Key Findings

- Improving women's financial literacy and digital skills is paramount to closing the gender-gap in access to finance.
- There is no one size fits all in finance, so identifying the specific barriers that women face in accessing finance by considering women entrepreneurs holistically, their individual and business goals, skills and needs, is key.
- Channelling capital in a smart way, in particular towards women entrepreneurs, can have a ripple effect on economic trends and on the legal framework.



## Financing Nature Based Infrastructure

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During the session on financing nature-based infrastructure, the intrinsic value of nature was examined – addressing the question of how we can finance it. The panel discussed a variety of financing strategies – both current and potential. The findings from the expert consultation conducted by the MAVA Foundation, IISD, Finance Watch and AON were presented, highlighting the increasing innovation in the blended financing of nature-based infrastructure.



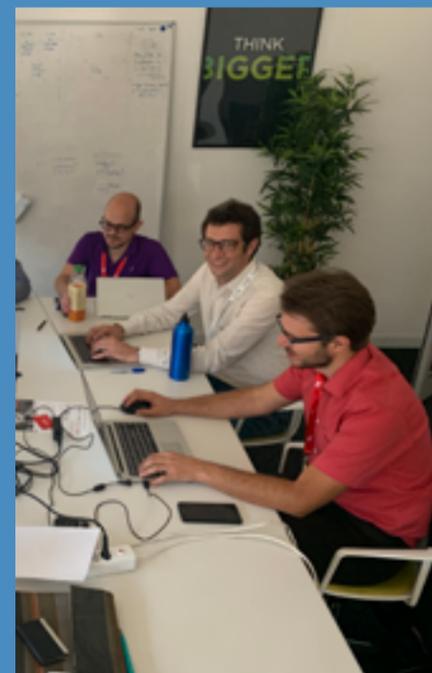
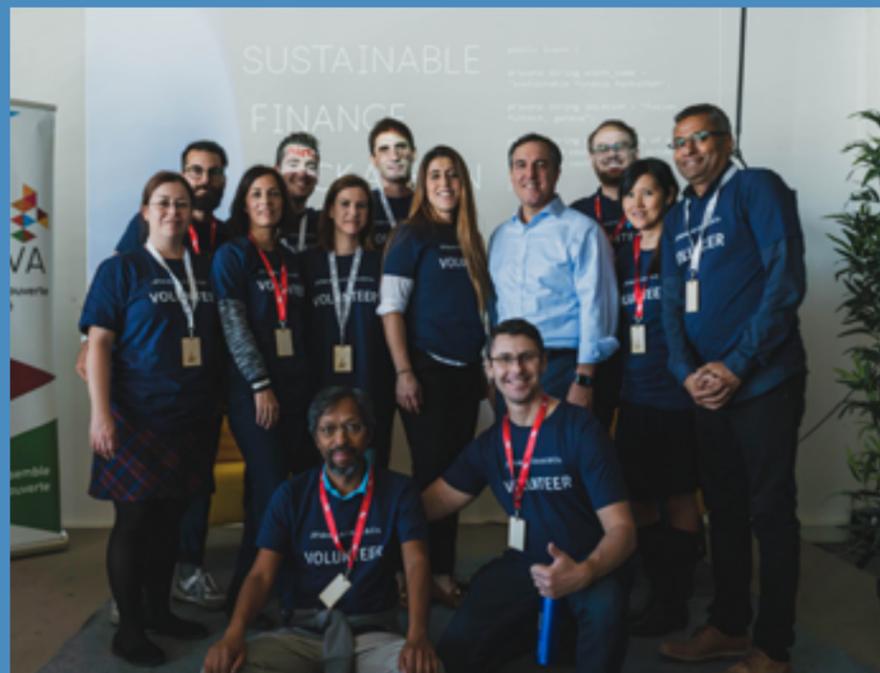
### Collaborate or Die: The powerful imperatives of networks, incentives & visibility

To close the intense week of workshops and events, attendees sat together in a circle and engaged in informal dialogue about the structures necessary to truly transform the financial system to be future fit. The session showcased the power of inter-intra-cross communities' exchanges and underlined the importance of storytelling to make complex issues more accessible.



## Sustainable Finance Hackathon

The Sustainable Finance Hackathon was a 36 hours open innovation event during which engineers, managers, students & research scholars, international public servants will worked together to solve real-world sustainable finance problems. Participants developed practical solutions and technology prototypes, and it is envisioned that these will eventually turn into products, and for-profit and not-for-profit businesses.



## Strategic partners



## Organizers of Events



## Sponsors





François Wauve



### Patrick Njoroge, Banque centrale du Kenya: «La finance durable est un marathon qui a déjà commencé»

Le directeur de la Banque centrale du Kenya estime que les conditions sont réunies pour que la finance durable se généralise. Mais cela prendra du temps



### Fabio Sofia, conviction durable

Le président de Sustainable Finance Geneva se démène pour faire de la Cité de Calvin un centre de la finance qui fait du bien à la planète. Cette semaine, un sommet international vient couronner ses efforts

### La finance durable se veut incontournable

Placement Sommet mondial de l'investissement responsable à Genève. Banques et organisations internationales se rencontrent.



ANALYSE

## Semaine de la finance durable: un bon premier pas

La série de manifestations organisées du 7 au 11 octobre à Genève a sensibilisé le grand public à l'importance de la finance responsable. Et montré les différentes approches des acteurs de la finance, entre ceux qui s'engagent résolument pour le durable et ceux qui veulent

### En quête de définitions communes

11 oct 2019 - 07:00 - Yves Huemann - 2 minutes de lecture

Le sommet Building Bridges a permis faire le point sur l'avancée de l'intégration des critères de durabilité dans les processus d'investissement



La place financière genevoise veut devenir la référence mondiale en matière d'investissement durable

de, ou presque, s'accorde aujourd'hui sur la nécessité d'intégrer les principes de finance durable dans les processus d'investissement. La question qui, en revanche, se pose est celle de définir exactement ce qu'est la finance durable – et à quel rythme il faut appliquer les exigences qui en découlent. Le sommet Realizing the Potential, tenu jeudi à Genève, a été l'occasion d'assister à de nombreux débats similaires.

# Building Bridges in the News

- [Semaine de la finance durable: un bon premier pas](#) – Le Temps – 22/10/2019
- [Finance durable : la consécration](#) – Léman Bleu – 21/10/2019
- [What it takes to make sustainable finance mainstream](#) – CNN Money – 16/10/2019
- [Sergio Ermotti : "Il n'y a pas que les jeunes qui se soucient du climat."](#) – rts.ch – 13/10/2019
- [Building Bridges lance à Genève le dialogue entre finance et développement](#) – Agefi – 10/10/2019
- [Roche Billionaire Board Member Says Short-Term Profit Hunger 'Destroyed the Planet'](#) – New York Times – 10/10/2019
- [Mains tendues entre deux rives](#) – All News – 10/10/2019
- [Patrick Njoroge, Banque centrale du Kenya: «La finance durable est un marathon qui a déjà commencé»](#) – Le Temps – 10/10/2019
- [Le durable reste «une niche»](#) – La Liberté – 10/10/2019
- [Les grands groupes Nestlé et Roche veulent aller plus loin](#) – Agefi – 10/10/2019
- [En quête de définitions communes](#) – All News – 10/10/2019
- [Urgence décrétée au sommet de la finance verte](#) – La Tribune de Genève – 10/10/2019
- [Exclure le pétrole ou non, l'éternel dilemme de la finance durable](#) – Zone Bourse – 10/10/2019
- [Les grandes tendances sont toujours plus souvent aussi durables](#) – Agefi – 09/10/2019
- [Anticiper les actifs qui ne pourront pas être exploités](#) – Agefi – 09/10/2019
- [Une décennie de finance d'impact](#) – allnews – 09/10/2019
- [Fabio Sofia, conviction durable](#) – Le Temps – 08/10/2019
- [Les labels ESG doivent être transnationaux](#) – allnews – 08/10/2019
- [Fabio Sofia, Président de Sustainable Finance Geneva](#) – RTS – 07/10/2019
- [La place financière genevoise veut devenir la référence mondiale de l'investissement durable](#) – RTS – 07/10/2019
- [Genève, capitale mondiale de la finance durable. Pour cinq jours, voire plus si possible](#) – Le Temps – 07/10/2019
- [Une opportunité pour l'avenir de Genève](#) – allnews – 07/10/2019
- [L'invité de la Matinale : Patrick Odier, associé-gérant chez Lombard Odier à Genève](#) – rts.ch – 07/10/2019
- [Building Bridges: l'ONU veut remplir le «verre à moitié vide» du durable](#) – allnews – 07/10/2019
- [Pierre Maudet plaide pour une finance durable](#) – Le Matin – 07/10/2019
- [Voilà ce que gagnent les banquiers genevois](#) – La Tribune de Genève – 07/10/2019
- [Genève doit mieux intégrer la finance durable](#) – AWP – 07/10/2019
- [A Genève, l'ONU veut se rattraper dans le domaine de la finance durable](#) – Bilan – 07/10/2019
- [La finance durable se veut incontournable](#) – La Tribune de Genève – 07/10/2019
- [A marquer d'une pierre blanche](#) – allnews – 04/10/2019
- [Building Bridges, between banking and sustainability, by Fabio Sofia](#) – CNN – 03/10/2019
- [La Suisse durable à Genève](#) – Le Temps – 04/08/2019

# THANKYOU!



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Published Nov 2019