

Abstract for review

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Redefining Philanthropy and nextGen Investing – a conscious approach

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Abstract:

The impact transition is gathering momentum and impactful investing is the latest part of the investment landscape, which is predicted to become mainstream over the next years. This is substantiated by the latest studies in the field of the Millennial Generation and its deeply ingrained social roots, large traditional financial investors entering the field as well as a significant rise of capital investments in frontier- and emerging markets. In particular, Millennials today are demanding an integration of their money and values and by applying a global consciousness to their purchases and investing in impactful and conscious business models.

Today a growing number of investors is becoming increasingly socially conscious and wants to achieve various kinds of returns alongside a financial return. These investors are committed to understanding the full consequences of their investment decisions: What is the impact potential and the actual impact of my money?

Conscious investments are investments that create multiple kinds of values beyond financial return: intellectual, physical, ecological, social, cultural, emotional, ethical and even spiritual.

Conscious investing is the logic advancement of impact investing and a new holistic and enlightened form of capitalism.

On a personal level reflection, rising consciousness and collaborative sharing get a new meaning. On an organizational level conscious leadership, conscious culture, stakeholder integration and the higher purpose of the company are core-tenets. On a systemic level the interconnectedness makes evident that business is a subset of society and that society is a subset of the planet.

On the other hand the impact investing market in practice despite its steady growth over the last years still is a very small market. Here the leverage of early philanthropic capital can be a huge opportunity. Innovatively structured philanthropic capital has the potential to trigger the future flow of social capital by absorbing the first and most challenging - layer of risk. Today, still many investors are waiting for the right opportunity to deploy capital into the growing impact investing market. What is usually preventing them from investing is the lack of another party, who takes the first step to provide risk capital. The allocation of innovative philanthropic capital is a very efficient way of making impact investible and to help the impact investing market to scale up further. New innovative and hybrid f

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