

# THE GOOD CAPITAL PROJECT

*Aligning the global capital markets with the human needs of tomorrow*



Herman Miller

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MARKET

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INNOVATION SHOWCASE  
WORLD CHASSIS

HansonBridgett

Whiteboard with colorful sticky notes and diagrams.

REVISIONS  
Whiteboard with text and diagrams.

**Social Capital Markets (SOCAP)** is in the vanguard of the emerging global impact economy – convening ideas and capital to catalyze world change. We are a network of investors, entrepreneurs, and social impact leaders addressing the world’s toughest challenges through market-based solutions. For more than ten years, we have been the leading convener of people, businesses, and non-profits **at the intersection of money + meaning.**



10 years running



15,000+ attendees



1,000+ speakers



550 Entrepreneur Scholarships Awarded



75 nations represented



32K Twitter followers



41K Facebook followers



100K livestream views

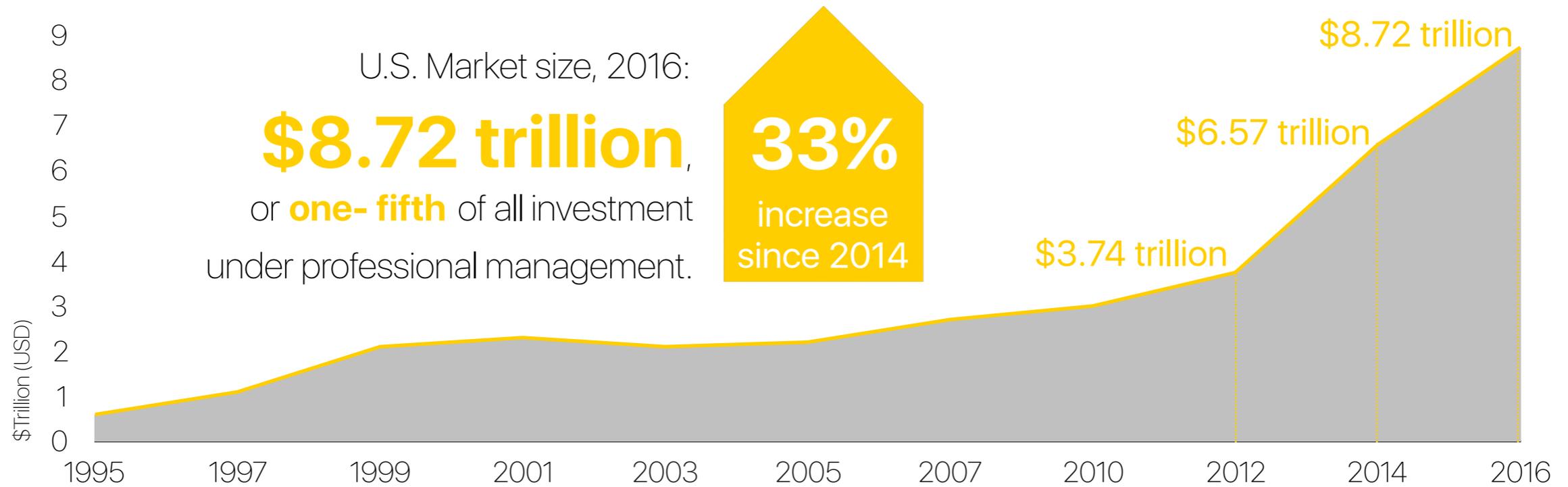
**SOCAP** is taking the next integral step in evolving impact investment from an emerging industry into mainstream practice.

We are proud to announce:

# **THE GOOD CAPITAL PROJECT**

***The Good Capital Project (GCP)***, through a new design thinking process, will convene all constituents to drive greater collaboration and accelerate capital flows into purpose driven investments. The GCP will develop common tools, resources and frameworks to align the capital markets with the human needs of tomorrow and produce a cohesive taxonomy and market map to address global challenges through market-based solutions. We hope this can help the financial markets become a catalyst for good in the years ahead.

Over the last decade, the sustainable, responsible, and impact industry has gained critical momentum



Source: The Forum for Sustainable and Responsible Investment, **Report on US Sustainable, Responsible, and Impact Investing Trends 2016**

In a recent survey of U.S. asset management firms, asset managers reported:

**89%**

are familiar with  
sustainable investing

**65%**

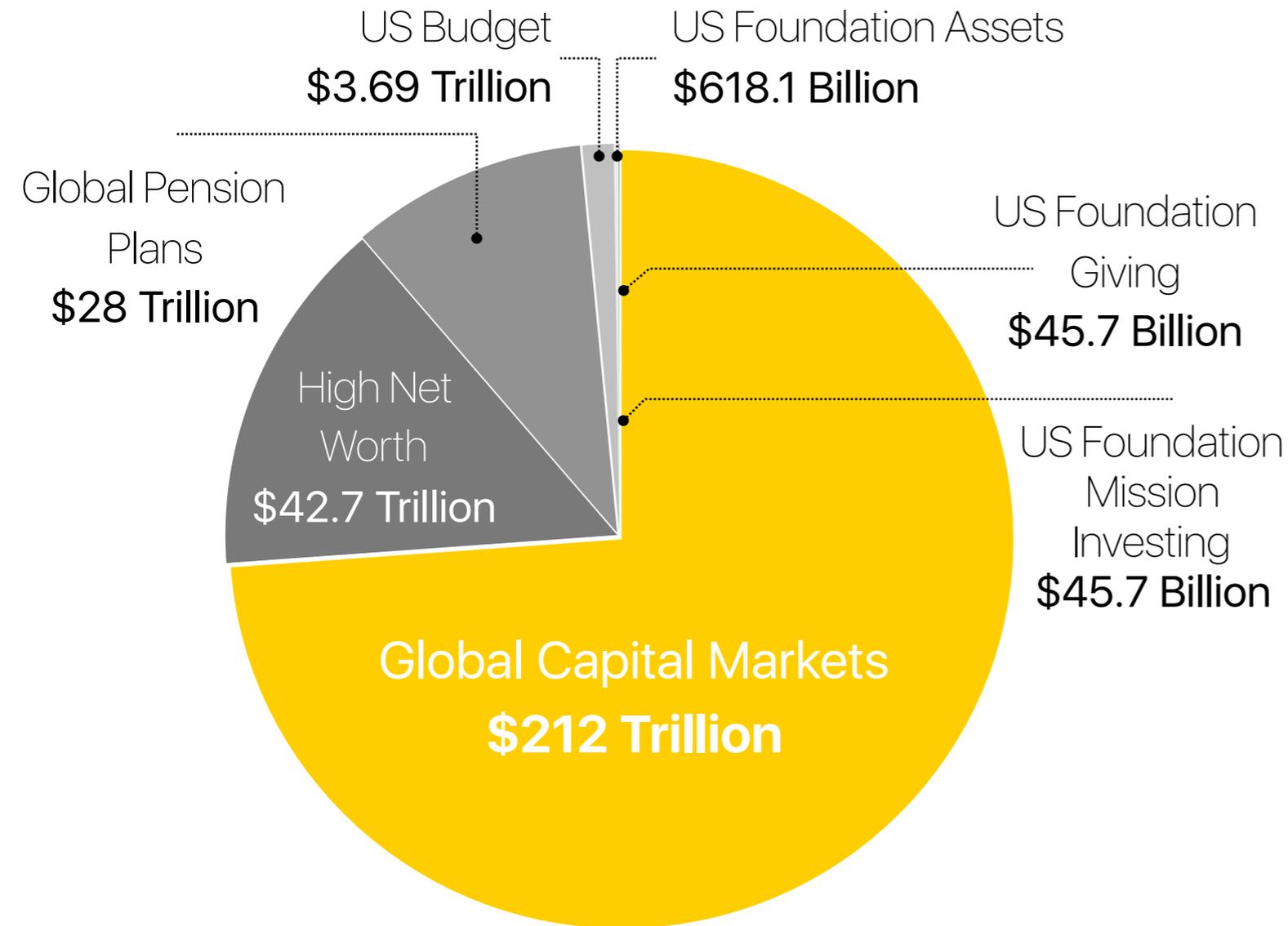
practice sustainable  
investing

**64%**

believe its adoption will  
continue to grow

Source: Morgan Stanley Institute for Sustainable Investing, **Sustainable Signals: The Asset Manager Perspective, 2016**

# The Good Capital Project will unlock the potential of the global capital markets



Total capital available for positive impact exceeds **\$287 trillion.**

Why aren't good capital practices mainstream in the global capital markets?

Time to be much more ambitious!

“US Baby Boomers will pass almost \$50 trillion in financial and non-financial assets to their heirs...the ongoing wealth transfer to the ‘millennials’—presents an opportunity for this generation to invest billions of dollars into impact investments instead of traditional investment vehicles. This is due to many interrelated factors, including the unique worldview of this ‘next generation’, and ***is dependent on the simultaneous maturation of systems that make impact investments possible.***”

- Stanford Social Innovation Review

There are many barriers that prevent good capital practices from becoming mainstream

## Awareness

Misconception of investment return potential

Unequal focus and attention on new ventures vs. established players

Lack of knowledge among investment professionals

Lack of investment advisor education

Reluctance of impact pioneers to accept traditional Wall Street firms

## Instruments

Lack of standard lexicon

Lack of incentive alignment within product design

Insufficient range of well-defined offerings

Unclear and inconsistent taxonomy to describe investment products

Lack of commitment by investment bankers of blended values

## Infrastructure

Lack of industry standard metrics to measure impact of sustainable investments

Insufficient data/research to make decisions about sustainable products

Lack of educational programs regarding sustainable business models

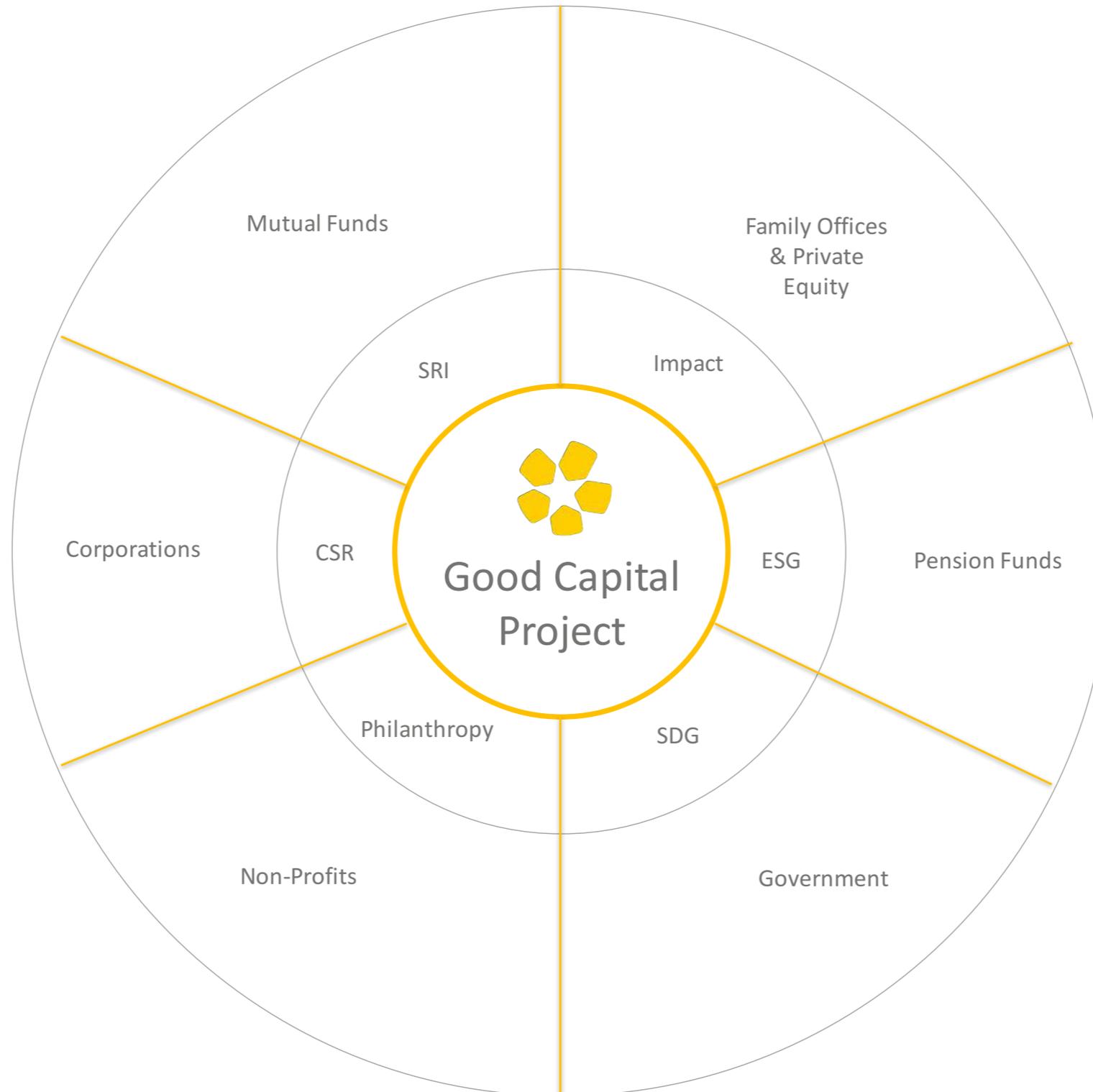
Competition for talent

Poor marketing practices and product development

The financial markets need to be prepared for the seismic shift in investor demographics that demand greater alignment of their portfolios with their values.

The Good Capital Project leverages expertise from the financial, design, academic, non-profit, governmental and impact communities to contribute best practices from existing initiatives to the design of the new fabric of a purpose driven impact economy. This ambition is a shared goal that only collaboration can help realize.

To bring this industry into the mainstream, all financial constituents must look beyond their sector-specific initiatives

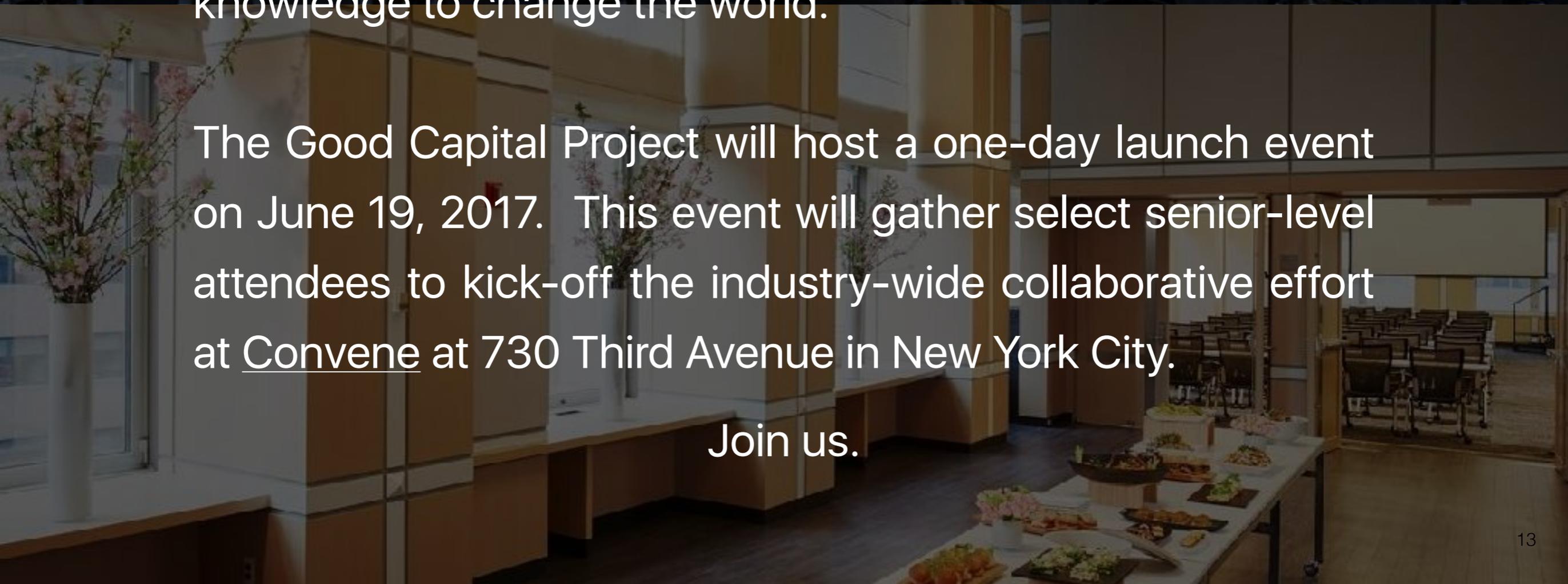


# SOCAP Past Partners and Sponsors



A large, modern conference room with two large projection screens at the front. Each screen displays the 'convene' logo, which consists of a circular icon of dots forming a 'C' followed by the word 'convene'. The room is filled with rows of chairs and tables, suggesting a large-scale event or meeting.

Your support positions your organization at the forefront of the global effort to solve global challenges with market-based solutions. Together, we are harnessing our collective knowledge to change the world.

A reception area with a long buffet table in the foreground, laden with various food items. In the background, there is a large window and a seating area with chairs. The room has a modern, clean aesthetic with light-colored walls and wood accents.

The Good Capital Project will host a one-day launch event on June 19, 2017. This event will gather select senior-level attendees to kick-off the industry-wide collaborative effort at Convene at 730 Third Avenue in New York City.

Join us.

**“We aren’t being ambitious enough.** [We need to] focus on hyper-scalable models, and move beyond the attitude that ‘small is beautiful’ and the fixation on inspiring anecdotes about ‘amazing small entrepreneurs.’”

– Andrew Kuper, Founder and CEO, LeapFrog Investments

“Getting to scale requires investment products that seek attractive returns while benefiting society.”

– James P. Gorman, Chairman and CEO, Morgan Stanley

# THE GOOD CAPITAL PROJECT

**The Good Capital Project (GCP)** is an integral step in evolving impact investment from an emerging industry into mainstream practice. The Good Capital Project, through a new design thinking process, will convene all constituents to drive greater collaboration and accelerate capital flows into purpose driven investments.

The UN Sustainable Development Goals, ESG Metrics, SRI principles, corporate social responsibility, impact investing and philanthropy have provided principles, driven investment and improved corporate governance and sustainability. While each of these valuable approaches are critical threads, a weaving of these threads is required to strengthen and mainstream the industry. The Good Capital Project leverages expertise from the financial, design, academic, non-profit, governmental and impact communities to contribute best practices from existing initiatives to the design of the new fabric of a purpose driven impact economy.

**The Good Capital Project** will develop new tools, resources and frameworks to leverage the financial services community as a force for positive impact.

Learning from the successes and failures of local, regional, and global capital deployment, the GCP will create beneficial opportunities for both the financial sector and broader global community. The financial markets need to be prepared for the seismic shift in investor demographics that demand greater alignment of their portfolios with their values. The GCP will focus on generating innovative and sustainable solutions to align the capital markets with the human needs of tomorrow. The financial markets must be a catalyst for good in the years ahead.

**The Good Capital Project** launches this June in New York City, gathering select senior-level attendees to kick-off the industry-wide collaborative effort and form the foundation of the project. The GCP's initial output will be unveiled in San Francisco at the 10th anniversary of SOCAP's flagship conference this October, followed by a series of multi-media content to highlight the project's successes and milestones. This ambition is a shared goal that only collaboration can help realize.

[www.goodcapitalproject.com](http://www.goodcapitalproject.com)

# Contact

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**SOCAP** | **GROUP**  
**INITIATIVES**

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**THANK YOU**

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