

OUR APPROACH

Wilderness Markets, 2017

Impact investment opportunities must be evaluated within the political, economic, and social realities of the countries and communities in which they operate. With this in mind, we focus our data collection, analysis, and recommendations on opportunities within specific value chains.

Our work falls into three core areas that build off one another and progress from understanding to action.

Research

Using both quantitative and qualitative approaches, we examine who captures the financial benefits within a value chain and what keeps private sector leaders from protecting the long-term health of the natural resources on which their businesses rely.

We work on-the-ground to interview those most intimately involved in a specific value chain and those impacted by resource deterioration. We also consult with both local and international experts in science, finance, and business development to provide additional context and perspectives on our work.

Data-Driven Assessments & Recommendations

Based on our value chain research, we help our public sector clients understand how they can attract private investment to specific causes and how to use their own funding to generate the conditions that promote growth of triple bottom line businesses. For investors, we provide a realistic assessment of the financial risks and benefits of potential investments; recommendations on how to approach due diligence research; and an evaluation of the environmental and social outcomes that are likely to stem from an investment.

Lead Firm Pilot Projects

When we evaluate value chains, we look for lead firms: small, medium, or large enterprises that are linked to many other players in the value chain and can influence the practices of these commercial partners. Ideally, these firms are thought leaders in their fields and open to innovation. Building on our value chain and market research, we work with these firms to design and implement pilot projects that help overcome barriers to triple bottom line business growth. Through these projects, we test our research findings, learn more about what will work on the ground, and iterate on real-world solutions.

These pilot projects not only improve business practices within the lead firm, but within their commercial partners as well. When successful, they generate financial returns that demonstrate the viability of new approaches in the industry and inspire other businesses to follow suit, thus improving industry competitiveness. They create new norms in the market that are sustained because of their business value rather than relying on ongoing philanthropic support or government subsidies to succeed.

