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THE POWER OF IMPACT INVESTING

*Putting Markets to Work for
Profit and Global Good*



ABSTRACT

As investors, ranging from individuals to pension funds, seek to embed their values in the allocation of their capital, impact investing is a way of tapping into this immense financial resource. For when investors can fund talented, innovative, and committed entrepreneurs and successful local and entrepreneurial businesses, they can play a role in the creation of sustainable livelihoods, the provision

Impact investors are a diverse bunch, but they are united by a powerful force: a desire to meet the dual goal of achieving a financial return while generating significant social and environmental returns.

Rodin, Judith; Brandenburg, Margot (2014-05-06). *The Power of Impact Investing: Putting Markets to Work for Profit and Global Good* (Kindle Location 78). Wharton Digital Press. Kindle Edition.

Real Assets

“While rent is usually the biggest expense for modest-income families, affordable rental housing is far from their only need. In 2013 in Baltimore, a “transit-oriented development” project called [Center/West](#) (mixed-use residential and commercial areas designed to maximize access to public transport) received a \$ 2 million preconstruction investment from 5 Stone Green Capital, a “green” clean-tech real estate fund that raises money from pension funds and institutional investors for environmentally sustainable, energy-efficient, technologically smart commercial real estate investments.

Center/ West focuses on the overall economic potential of the area and seeks to help rejuvenate a neighborhood that has long been designated an “urban renewal area.”

Located a quarter mile from Baltimore’s Inner Harbor, when fully developed, the mixed-use and LEED-certified project will include affordable housing, a school, and retail outlets with a “green grocer” as anchor tenant, and will create local job opportunities, all within buildings whose construction emphasizes sustainable design principles and energy/ water efficiency.¹”



¹ Rodin, Judith; Brandenburg, Margot (2014-05-06). The Power of Impact Investing: Putting Markets to Work for Profit and Global Good (Kindle Locations 906-911). Wharton Digital Press. Kindle Edition. © 2014 by The Rockefeller Foundation Published by Wharton Digital Press