



# GREAT LAKES IMPACT INVESTMENT PLATFORM

Prosperity by nature.



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## Great Lakes Impact Investment Platform

### Team

GREAT LAKES  
ST. LAWRENCE  
GOVERNORS  
& PREMIERS



**ECT** Environmental  
Consulting &  
Technology, Inc.

Smart Infrastructure  
Finance

The Nature  
Conservancy



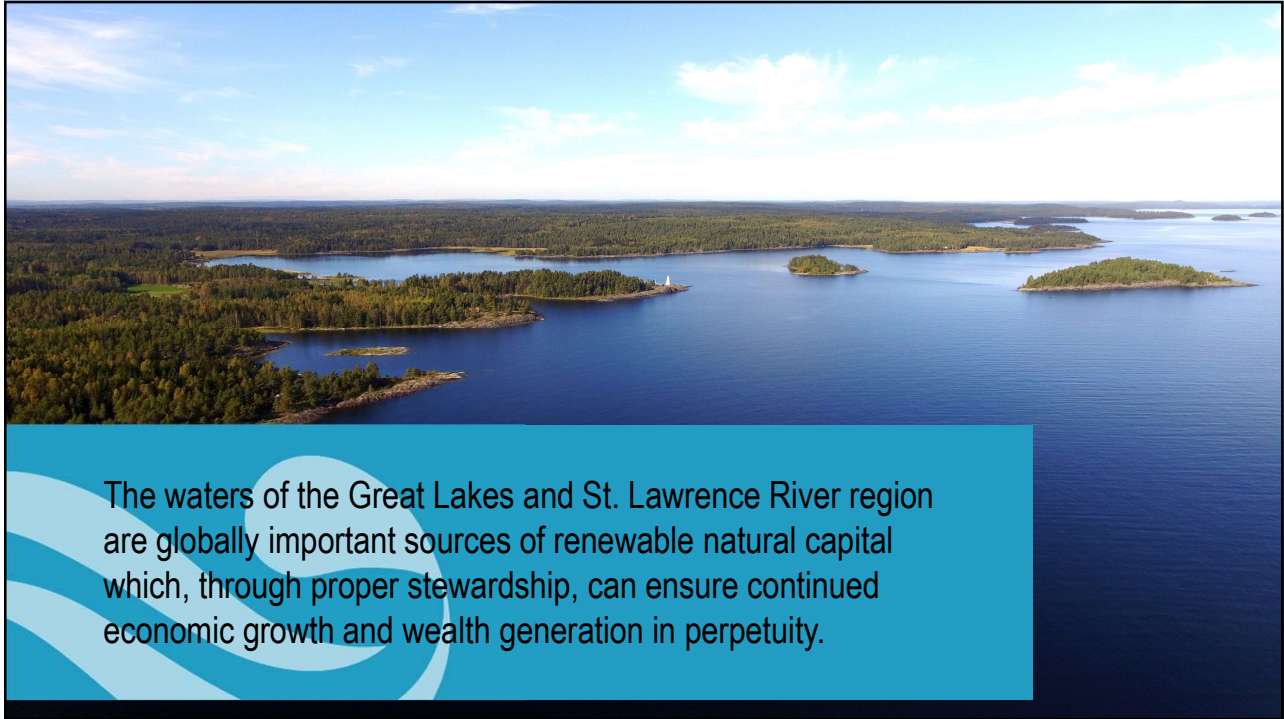
**M**  
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UNIVERSITY OF MICHIGAN

Counsel

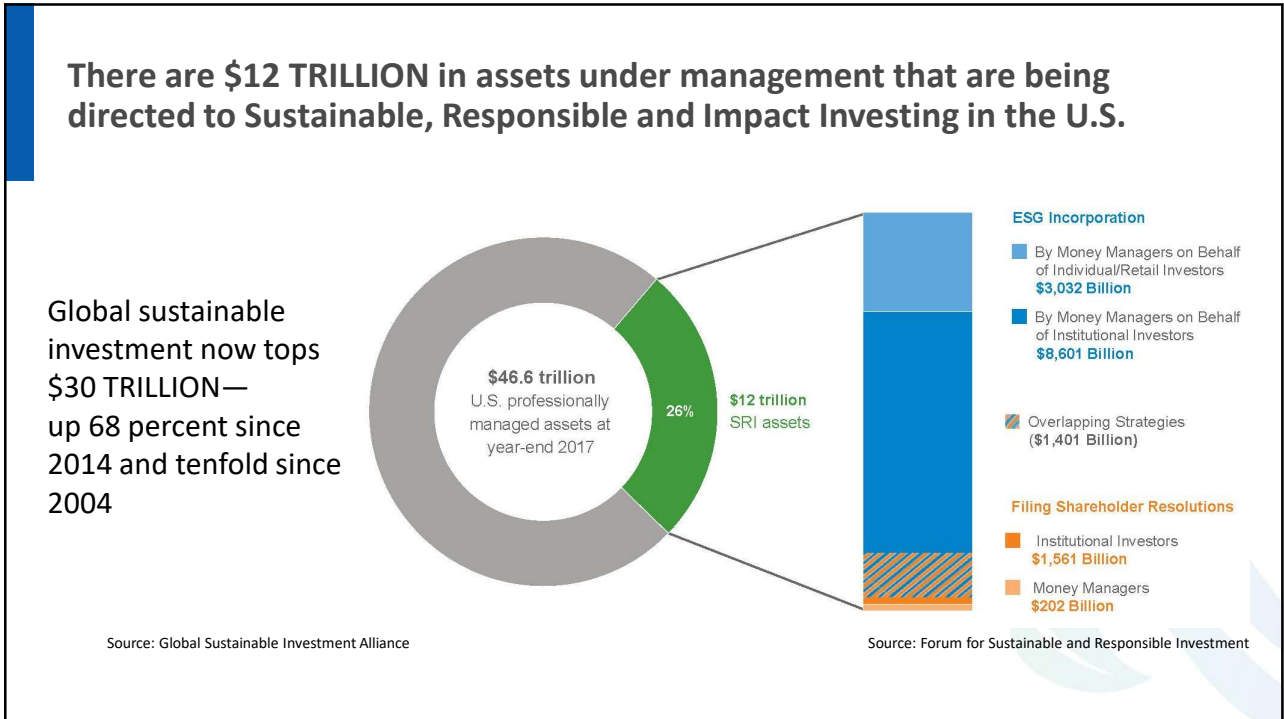
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## Who is investing sustainably?

39% of investors globally

56% Ages 18-34

54% \$50m+ in assets

Source: ESG and financial performance: aggregated evidence from more than 2000 empirical studies', *Journal of Sustainable Finance and Investment*, Gunnar Friede, Timo Busch, Alexander Bassen, 2015.

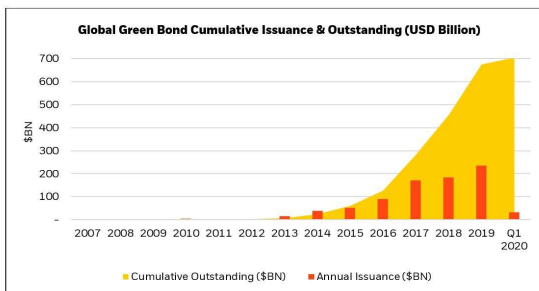


Figure 1. Global Green Bond Cumulative Issuance & Outstanding (USD Billion). Sources: Blackrock, Bloomberg, Environmental Finance, Climate Bonds Initiative (CBI), Fannie Mae, as of April 1, 2020.

## Who is making impact investments?

Impact investment has attracted a wide variety of investors, both individual and institutional, including:

- Fund Managers
- Development finance institutions
- Diversified financial institutions/banks
- Private foundations
- Pension funds and insurance companies
- Family Offices
- Individual investors
- NGOs
- Religious institutions

Source: Global Impact Investment Network.

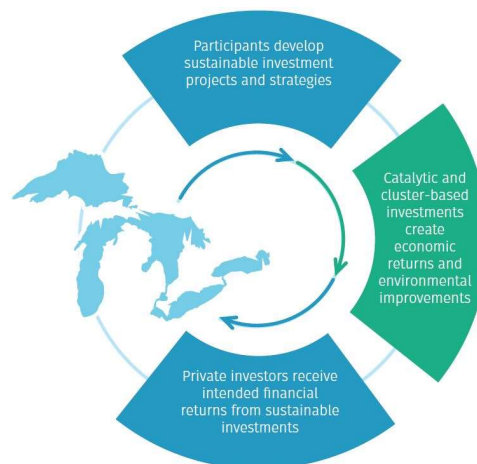
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## Great Lakes Impact Investment Platform

Harnessing impact investing to foster the long-term, sustainable management of our region's waters.

Projects and strategies intended to deliver:

- Demonstrable impact and revitalize the region's waters;
- Aimed to generate competitive, market-based financial returns.



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# Great Lakes Impact Investment Platform

## Development Supporters



Initial work was funded under a grant by the U.S. Endowment for Forestry and Communities in collaboration with the USDA Forest Service as part of on-going support to cross-border engagement via the U.S./Canada Forest Health & Innovation Summits. Development of the Platform is also supported by grants from the Fund for Lake Michigan and the Great Lakes Protection Fund.

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# Great Lakes Impact Investment Platform

## Environmental, Social and Governance (ESG) Goals

**20% reduction** of nutrient inputs to sensitive watersheds

**10% increase** in energy efficiency

**10-15% reduction** in emissions resulting from less energy use, sustainable forestry and nutrient management



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## Great Lakes Impact Investment Platform



Diverse investment opportunities exist in each theme, and they will be integrated into investment strategies focused on the Great Lakes St. Lawrence region.

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### Platform Participation Requirements

- Develop project or plan for use of proceeds.
- Determine alignment with the Platform's themes and ESG goals.
- Identify anticipated environmental outcomes.
- Commit to annually reporting environmental performance against metrics developed by The Nature Conservancy.



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## Environmental Metrics

- Gallons of Water Saved
- Kilowatts of Energy Saved
- Tons of Carbon Reduced/Stored
- Tons of Nutrients Reduced
- Forest and Farm Land—Certified Acres



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## Initial Platform Strategies

### Real Assets

Example: Lyme St. Croix and Lyme Solon Springs

Developer: Lyme Timber in collaboration with The Conservation Fund



### Green Lending

Example: Lake Erie Stormwater Improvements

Developer: Northeast Ohio Regional Sewage District



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## Initial Platform Strategies

### Environmental Impact Bonds

Pilot: Baileys Mountain Biking Trail System (Ohio)

Collaboration with Quantified Ventures



### Green Bonds

Pilot: Milwaukee Stormwater Management

Collaboration with Milwaukee Metropolitan Sewerage District



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## Benefits to Participants

- Reputational
- Exposure to more – and more diversified – potential investors
- Track and collect data on project performance
- Potentially lower the cost of capital in the long run
- Technical assistance
- Capacity building grants



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## Delivery Partners

Organizations who commit to a longer-term collaboration beyond the participation of a single project on the Platform.

- Positive publicity
- Enroll and showcase projects
- Use the Platform's reporting framework
- Use the Platform's logo, brand and name



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## Great Lakes Impact Investment Platform



### Platform Performance

  
**13**  
projects

  
**\$1.6 billion**  
total project value

  
**8**  
UN Sustainable  
Development Goals  
addressed

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Participation in the Platform is **free and voluntary**.

To enroll your project or for more information:

[www.greatlakesimpactinvestmentplatform.org](http://www.greatlakesimpactinvestmentplatform.org)



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