

# Presentation

Athens, June 2022



Organic grape harvest in Northern Greece  
IMPACT THEME: Sustainable Food & Agriculture

July 2021

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





*“A society grows great when old men  
plant trees whose shade they know  
they shall never sit in.”*

Old Greek Proverb

# The HIIN

## Why Impact Investing\*, Why Greece, Why Now

\*The HIIN was the first organization globally to provide  
the definition of impact investing in Greek:

«Ε.Π.Κ.Α. - Επενδύσεις Περιβαλλοντικού και Κοινωνικού Αποτυπώματος»

Oldest olive tree in Europe  
The tree which with an age of approx. 4,000 years  
can be found in Vouves, Crete, Greece

# Defining Impact Investing

Impact investments are investments made with the intention to generate **positive, measurable social and environmental** impact alongside a [**risk-adjusted**] financial return.

Can be made in both **emerging** and **developed** markets

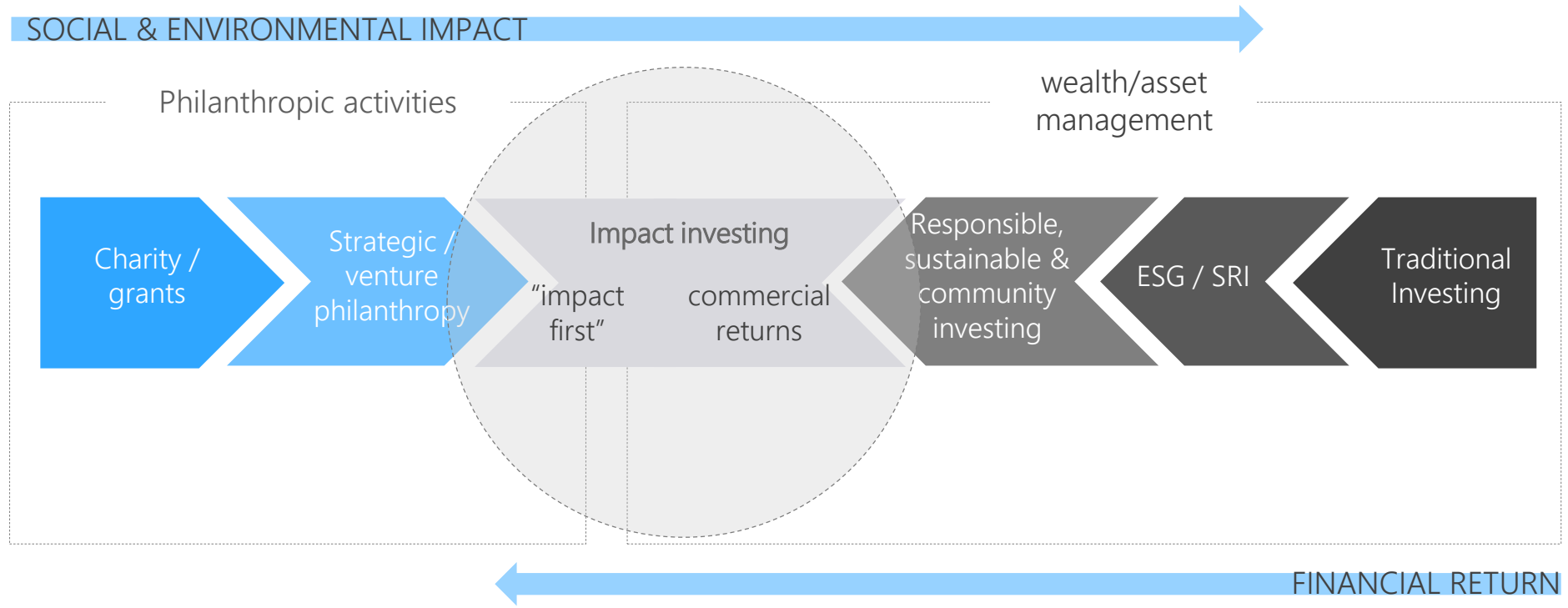
[**Is a methodology, that**] can target a broad **range of returns** depending on the **asset class, industry** and **maturity** of an investment

Addresses most pressing challenges in various **sectors** such as sustainable agriculture, renewable energy, conservation, microfinance, housing, healthcare, education...

Is embraced by **various types of investors** such as banks, pension funds, wealth managers, asset managers, family offices, private investors, religious institutions, governments and development finance institutions

Impact investing shouldn't be “**green washing**”, or “**impact washing**”, i.e., impact specialists should focus on the true, long-term and substantial environment and social impact of the investment

# Impact Investing vs. philanthropy and ESG/SRI



ELEMENTS	INTENTIONALITY / investor's intention to have positive social/environmental impact
	RETURN EXPECTATIONS / investments expected to generate positive returns
	RANGE OF RETURNS IN VARIOUS ASSET CLASSES / venture capital, private equity, fixed income, cash etc.
	IMPACT MEASUREMENT / of central importance ensuring transparency and accountability

# Who We Are

- The Hellenic Impact Investing Network (HIIN) is a global network with the aim to [create awareness and mobilize action](#) about [sustainability and impact investing](#) in the Greek investor and entrepreneur community
- The HIIN Team is comprised of seasoned international [investment, communication, impact and NGO professionals](#) with long track record in sustainability, social responsibility and impact investing
- We help [investors](#) understand the impact methodology – we help Greek [entrepreneurs](#) articulate their impact profile and share their innovative business models with the international impact investing community – we help [regulators](#) and [state](#) and [academic institutions](#) design frameworks to support the advancement of the methodology
- We are Greeks in origin, and at heart; we are parents, children, brothers and sisters; we are passionate about the protection of the environment and the creation of social wealth
- We encourage creative, multidisciplinary thinking that will help Greece achieve a [sustainable future](#) and a [circular economy](#)
- The HIIN idea was conceived in Switzerland in 2018 and officially registered as a Greek NGO in Athens as of April 2021



# Our Verticals

## Activities & Ventures



Fish farm in Corfu  
IMPACT THEME: Sustainable aquaculture

# Creating the Impact Investing Ecosystem in Greece



## Our goals and vision

- The HIIN plans to inform, educate and provide guidance on impact investing to Greek investors and entrepreneurs
- We aim to support the creation of an impact-friendly environment for impact investments in Greece and showcase innovative, opportunities to the global community
- Our network works with a “triple goal mindset”, 3 key verticals: Impact Education, Impact Readiness & Enabling Impact
- Our target audience includes state-linked organizations and entities, Greek, Greece-based/linked investors, financial corporations, foundations & philanthropic institutions, companies, and entrepreneurs, experts and advisors with a sustainability focus-interest, students, the academia & the general public
- Impact Investing is a leading trend in the global investment community, and all indicators show that it is here to stay; One of the HIIN’s main goals is to put Greece on the map of the global impact investing community, a multi-trillion market with tremendous growth



# HIIN Verticals

## IMPACT EDUCATION

### IMPACT AWARENESS

HIIN website, social media platforms, newsletters, articles, interviews, webinars, educational seminars, online events etc.

### MARKET STUDY / IMPACT MAP

first thorough study / survey on the impact landscape and ecosystem in Greece: regulation, enterprises, investors, organizations

### IMPACT UNIVERSITY

mobilize and support the academic community to create Greek courses around sustainability and impact investing

## IMPACT READINESS

### IMPACT FRAMEWORK

development of industry wide basic impact framework and metrics for Greek enterprises and investors

### IMPACT DATABASE

creation and maintenance of interactive database of Greek impact investment opportunities for the global investment community

### IMPACT READINESS & AWARDS

investment & impact “readiness” programs for Greek start-ups, impact ventures and corporates / competition & awards

## ENABLING IMPACT INVESTING

### FACILITATION OF INVESTMENT PRODUCTS

support / facilitate the creation and advancement of impact funds with focus on Greece

### FAMILIES NEXT-GEN PROGRAM

educational program around impact investing for the next generation of Greek families (seminars, bootcamps etc.)

### HELLENIC IMPINV CONFERENCE

the first dedicated sustainability and impact conference in Greece with international exposure, audience, speakers and panelists



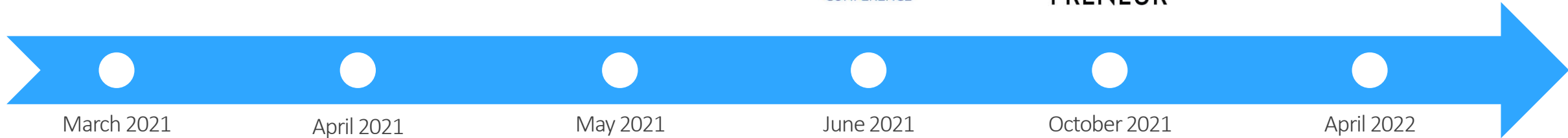
# Our 2021/2022 Activities



Solar greenhouse  
IMPACT THEME: Sustainable Agriculture & clean energy



# Participation in key events and global studies



March 2021

HIIN – GIIN  
Participation in  
annual study

April 2021

April 2021  
Delphi Economic Forum  
VI  
HIIN as content partner  
Impact Panel Organizer

May 2021

Key participation in  
focus Group on  
impact investing in  
Greece with EIB FI  
Compass Programme

June 2021

June 2021  
Regional Growth  
Conference  
Speaker, content  
partner

October 2021

October 2021  
REDpreneur program  
Panel participation  
Communications  
workshop

April 2022

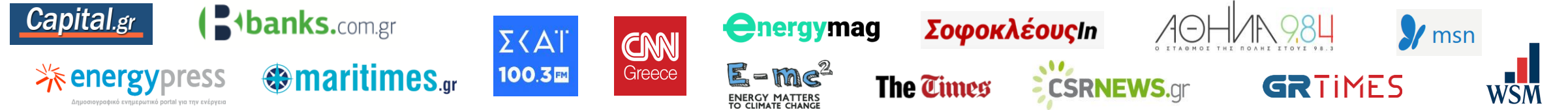
April 2022  
Delphi Economic Forum  
VII  
HIIN as content partner  
Impact Panel Organizer





# Media Coverage

Extensive media coverage from prominent Greek outlets



7ο Delphi Economic Forum: Το Hellenic Impact Investing Network δείχνει το δρόμο για την «Απεξάρτηση» από τα Ορυκτά Καύσιμα

SUSTAINABLE NEWS  
Hellenic Impact Investing Network: Πώς θα γίνει η «απεξάρτηση» από τα ορυκτά καύσιμα

13 ΑΠΡΙΛΙΟΥ 2022 21.15

Χρήσιμο, αποκατεστημένο περιεχόμενο

HIIN: Η «επανάσταση» στις αειφόρες επενδύσεις σήμερα οδηγεί την κυκλική οικονομία του αύριο

HIIN: Ο δρόμος για την απεξάρτηση από τα Ορυκτά Καύσιμα και τη μετάβαση στην Αειφόρο Ενέργεια

Η ενεργειακή μετάβαση της Ευρώπης στο Delphi Economic Forum

ACT FOR EARTH

# VII Delphi Economic Forum

“REPOWER EU: How can climate tech impact investing catalyze Europe’s energy independence from fossil fuels”

- HIIN’s participation in the Delphi Economic Forum VII for a 3<sup>rd</sup> consecutive year, as a **panel host and content partner** marked the highlight of activities for Q1 2022
- The Delphi Economic Forum VII was a chance for the HIIN to connect with government officials, banks & the Greek ecosystem spreading the word and **promoting the impact investing mindset** & methodology in Greece
- Key points included the need to increase building **energy efficiency, tech transfer** to Greece, the need for **independent power generation** through residential solar power and **nature-based business solutions**
- Panel takeaways and more specifically the phrase, “**the best kind of energy is the one that doesn’t need to be consumed**” echoed across Greek media outlets and where highlighted by the Greek prime-minister on his address on high energy prices



Kostis Tselenis  
MODERATOR

THE HIIN PANEL @DEF2022

“REPOWER EU”:  
HOW CAN CLIMATE TECH  
IMPACT INVESTMENTS CATALYSE  
EUROPE’S ENERGY INDEPENDENCE  
FROM FOSSIL FUELS



Antonis  
Schwarz



Dr. Rolf  
Nagel



Fabian  
Karger



Dimitrios  
Dimopoulos

DELPHI  
ECONOMIC  
FORUM

THURSDAY 07-04-2022  
09:00 - 10:00 LT



# Key 2022 Projects



Vertical hydroponic greenhouse  
IMPACT THEME: Sustainable Agriculture



# 1st Hellenic International Impact Investing Conference

1<sup>st</sup> dedicated international impact event in Greece - a historical milestone

**Involve** the local investment ecosystem, government officials, international experts, speakers and panellists, global organizations (e.g. the GIIN), international impact investors, fund managers and DFIs

We will strive for a **sustainable concept for the conference**, (ecological venue selection, sustainable food, zero plastic use, recycling / upcycling of waste etc.)

Our goal is to launch the Greek impact ecosystem and connect it to the European / global ecosystem, therefore putting Greece on the global impact investing map for the first time.

Promote **Impact Investing as a mindset** and a methodology among the Greek Investment and Corporate Community & serve as a kick-start for a new Impact & Sustainability policy.

**Educate** the investor and entrepreneurs community on impact investing and **expose** the Greek ecosystem to the international impact community

Exact dates to be announced.

In **collaboration** with TSOMOKOS S.A. (organizers of The Delphi Economic Forum)



## 1<sup>st</sup> IMPACT INVESTING CONFERENCE

The first conference for sustainability and impact investing in Greece

Athens 2023



# GOALS

- The **starting point** for the transition to the new Sustainability, Circular Economy and Impact Investment strategy
- The 1<sup>st</sup> big step towards the creation and evolution of **Impact Investing** in Greece
- The kickoff for **Greece's participation** in the global growth of impact investing
- The networking opportunity of the **global investing community** with sustainability oriented entrepreneurial initiatives
- The valuable knowledge & information exchange with **active participation** in productive dialogue



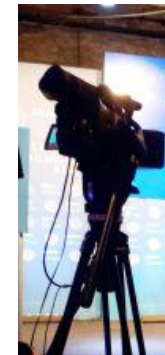
# TARGET AUDIENCE

- **International investors** and investors focused in impact and sustainability (private or institutional with interest in Greece)
- **Green private investors** or investment institutions, Venture Capital Funds etc.
- **Large corporations** with the aim of achieving Sustainability Goals or improvement of their Environmental, Social and Governance (ESG) profile
- **Impact or Sustainability Entrepreneurs** with innovative SMEs that have high Impact Investing potential
- **Investment advisors**, asset managers, fund managers and alternative investment professionals
- Green Government and Organizations



# TOPICS AND CONTENT

- Focus on **Sustainable Development** and **Impact Investing**
- Showcase of all Impact Investing sectors and highlight of the **most innovative and investment ready** initiatives with the epicenter of potential connection with Greece
- Topics **focused on Impact Investing** and not individual Sustainable Development (SDG) or corporate social responsibility (CSR) goals
- A sustainability philosophy that fully permeates topics and organization: from the selection of the venue with sustainable criteria to the use of recycled food packaging and organic gifts for visitors



# ORGANIZATION

- Co-organization with TSOMOKOS S.A.
- Venue: (pending announcement)
- Date: (pending announcement)
- Thematics, speakers, highlights, active participation
- Contributions, grants and sponsors
- Participation procedure, organization and invitations
- Service and hospitality
- Promotional content before, during and after the event

# The Hellenic Impact Map

1st thorough study on the impact landscape and ecosystem in Greece

1st publication dedicated to impact investing in Greece

Explanation of the impact methodology in detail

Mapping of the current Greek sustainability and impact ecosystem: young entrepreneurs and start-ups, corporates with sustainability focus, financial products with sustainability and impact strategies, enterprises, investors, organizations

Regulation: what needs to be done to allow for an impact ecosystem advancement

Impact themes and industries with relevant potential in Greece

Development of impact framework and metrics as reference point for entrepreneurs and investors



## THE HELLENIC IMPACT MAP

An impact market study powered by the HIIN

Athens 2022



## MAPPING ALL GREEK IMPACT INITIATIVES

The Hellenic Impact Map 2022 is the [first official index](#) of impact related initiatives.

Through this market study, the HIIN team aims to offer a clear perspective of the current impact investing market in Greece. Our goal is to map all impact initiatives relating to sustainability and Impact Investing.

- Impact entrepreneurs / ventures
- NGOs with impact focus
- Investment vehicles and funds
- Corporates
- Research institutions / academia
- Impact and sustainability platforms



## ALL SUSTAINABILITY ASPECTS

The study addresses all aspects of sustainability in order to attain a precise and tight grasp on the [local impact landscape](#).

Specifically, we examine:

- Definition of Impact Investing and differentiation from ESG and Philanthropy
- National policy and government actions to promote sustainability and Impact Investing
- If these policies, are they adequate and futureproof
- Main impact themes on a national level
- Contributing organizations and initiatives

## DETAILED IMPACT PROFILING

The study categorizes each initiative appropriately, including a preview of their standing, so that all initiatives that aspire to enter the «impact investing spectrum» are exactly aware of the respective [requirements](#).

All existing relevant initiatives are mapped in detail and placed on a matrix according to their [milestones](#), the applied [impact metrics](#) with their respective [performance](#) and finally, according to the [type](#) of their representative organization.



## HIGHLIGHTS & IMPORTANCE

Currently, the local Sustainability-, ESG- and Impact- Sector in Greece remains vastly uncharted. There are several entities broadly working towards a more sustainable and even circular economy , however most of them are not professionally managed or properly indexed in their respective area of action. The Hellenic Impact Map aims to introduce a tracking process on a national scale including:

- Demand for impact capital
- Supply of impact capital
- Challenges
- Main Impact Themes for the Greek Market
- Sector Analysis
- Impact Investing Benchmark Performance Analysis



# Why Support the HIIN?

- Learn about the tremendous [opportunities](#) of this innovative investment methodology
- Support the [expansion](#) of impact investing in [Greece](#) and the transition to a [circular economy](#)
- Help the scale up and success of [environmental and social investments](#) in Greece
- Improve, articulate and communicate your corporate [sustainability / impact footprint](#)
- Access a large, dedicated local and [global impact investors](#) group
- Join an ever increasing [community](#) of sustainability and impact investing [supporters and experts](#)



Solar park in rural Greece  
IMPACT THEME: Sustainable energy production



# Support Our Cause / Options

## MEMBER

- Become a member of the HIIN and contribute to our [strategy & activities](#) with your logo featured on our website
- Participate in all HIIN [events](#) & receive our highlights [newsletter](#) with major news of the impact investment community
- Access to our global impact investing [network](#), activities, work, databases, and publications

## DONOR

- Donate & support the operations & activities of the HIIN to evolve into a [leading, sustainability and investment](#) NGO in Greece
- Become [featured](#) on the HIIN website, social media channels, reports, studies, conferences, events etc.
- Get involved in major activities and networking with HIIN partners on a [global level](#)

## HELLENIC IMPACT MAP SPONSOR

- Promote your company in the [very first](#) impact investing study for Greece with pre-publication access to major findings
- Promote your strategy and company positioning with an interview or presentation of your [case studies](#)
- Increase exposure by the circulation of the study to thousands of global and [sustainability investors](#)

## IMPACT CONFERENCE GREECE SPONSOR

- Become a sponsor at the [first historical international impact conference](#) in Greece with exclusive access to our speakers and investor guests
- Achieve international [visibility](#) in global investor and impact community
- Advance your company's profile in the sustainability world gaining valuable insight from leading [industry professionals](#)

# The HIIN Team



**Kostis A. Tselenis**

## Founder & President

Kostis was early mover in impact investing with 18 years in wealth allocation in impact strategies via direct & fund investments. He serves as the Managing Partner of [Swiss Impact Office](#), a Zurich based impact investment boutique & chairman of the BoD of [Arboreal BV](#). Starting his career in investment banking with Lombard Odier, Kostis holds a BSc and an MBA in Banking & Finance from the [University of Zurich](#).



**Nikolaus Hutter**

## Strategic Management

Nikolaus is the founder of [New Paradigm Ventures](#), an advisory firm focused on shifting to an impact economy. He works with the [World Wildlife Fund](#) on Impact Ventures & Investments in CH & GR, is a Director of [Susterra Capital](#) & serves on the Board of US NGO [Heifer International](#) & the [Hungarian Impact Investors Association](#). He holds an MA from the University of Vienna, and an MSc in Political Economy from LSE.



**Ileana Vasdeki**

## Operations & Resources

Ileana has a 12-year experience in socially sustainable NGO management as Strategy, Coordination & Communication Director at [SKEP – Association of Social Responsibility for Children and Youth](#). Having worked in numerous US, EU and Greek Programs, she is more than familiar with program management, & coordination of educational programs.



**Sotiris Sakellarios**

## Communications & Strategy

Sotiris has almost two decades of hands-on experience accumulated within the most demanding corporate setting. He is a highly driven Communications executive with considerable experience in Marketing, Digital, and Corporate Communications, stemming from client service, as well as “in-house” positions.



# The HIIN Team (contd.)



**Dimitris Tselenis**

## VP – Project Management

Dimitris has a technical background in the international waste & energy management in AT & a marketing background in Corporate Design, Corporate Identity & branding projects. He is the Managing Director of [DiCO PWS](#), a "house of brands" with 35 years of history, specializing in innovative, natural, professional cosmetics. He has studied Energy & Environmental Engineering in Austria.



**Evita Varela**

## Legal Counsel

Evita is an Attorney at Law, member of the Athens Bar association. She is active in the court representation, in cases of high public interest and legal representation, acting as legal counsel for: (a) the association of special guards of the Hellenic Police, (b) the union of special guards, (c) Dico Professional Welfare Solutions and (d) the HIIN. She holds an LLB and an LLM from the University of Zurich.



**Eleni Theodorou**

## Senior Advisor

Eleni is an international professional in the field of venture philanthropy & impact investing. She has worked for international organizations & multinational companies such as the UN and Nestlé, while leading strategy & philanthropic relations as Director at the Dutch, We Share Forward Foundation, that funds and invests in social entrepreneurship and education.



**Panos Patikos**

## Associate

Panos has 5 years experience in running NGOs, primarily the [EYP](#), [Citizens' Movement](#) and [Junior Achievement](#). He joined the Swiss Impact Office in 2022, having completed internships with [Elandis](#), [SMERemediumCap](#) and [Imerys](#). Panos holds an integrated MEng in Mining Engineering from [NTUA](#) & a BSc in Finance from [ACG](#).

# Honorary Members / Advisory Council



**Antonis Schwarz**

## Impact Investor, Activist & Philanthropist

Antonis is an impact investor, activist and philanthropist. He has extensive knowledge of the EU Impact Investing landscape through VCs & family office experience. In 2013 he co-founded Vouliwatch (GR), a parliamentary monitoring organization aimed at increasing political accountability & transparency. In 2016 he founded the Guerilla foundation (DE) which supports social movements & activists working towards bringing major systemic change in Europe. For its work, the foundation was awarded the 2018 CIVICUS Nelson Mandela-Graça Machel Brave Philanthropy award. Antonis holds a BA in European Studies from King's College London and an MIM from IE University Madrid.



**Andreas Ernst**

## Managing Director, Anthos Asset Management

Andreas is Head of Anthos Asset Management Impact Investing, an investment arm of the Brenninkmeijer family. Andreas oversees the management of the Skopos & Anthos Impact funds, investing in sustainable infrastructure in Emerging Markets & Circular Economy companies in Developed Markets. Andreas has 15 years' experience, serving as Global Head of Impact Investing at UBS, developing UBS's impact investing strategy, & as Head of Direct Investing EM & Impact Investment for IJ Partners. Andreas holds a BA in Economics from the University of Munich, a BA and an MA in Management & Political Studies from the University of Hamburg.



**Milti Chryssavgis**

## Founder & CEO, Drashta Impact

Milti is the founder & CEO of Drashta Impact, an investment management firm aimed at building a multi-manager portfolio of systematic trading strategies & developed a risk parity approach to minimise risk & volatility while generating strong returns. Drashta goal is to solve for the biggest bottlenecks and pain points in the impact space, using financial engineering to mitigate risk and allow investors to align their capital with their values in a secure and streamlined way. Milti has a 14-year experience in investments, especially portfolio optimization & structuring. He holds a BEng in Chemical Engineering from the University of South Wales.



# Thank you for your support.



The Hellenic Impact Investing Network  
HIIN ΕΠΚΑ ΑΜΚΕ

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## Selected sponsors, partners, key members and affiliates





creating #awareness & mobilizing #action around impact investing\*

in the global Hellenic community of investors & entrepreneurs

to put Greece on the global impact investing map

and facilitate its transition to a circular and regenerative economy

\*ΕΠΚΑ Επενδύσεις Περιβαλλοντικού και Κοινωνικού Αποτυπώματος