



IMPACT  
INVESTING  
CONFERENCE  
IN THE ARAB WORLD 2021

مؤتمر

الاستثمار الاجتماعي  
الثاني في العالم العربي 2021

IMPACT INVESTING  
2<sup>nd</sup> Conference in The Arab World 2021

2021 نوفمبر 24-23 

Virtual Conference

تصميم وتطوير

sabr  
Business Design

شركائنا

QUDRA STRATEGY

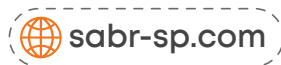
جسور التنمية  
Jussor Development



SABR is a company that specialises in designing business solutions, launching initiatives through analysis techniques and innovation approaches, as well as designing leadership and executive strategies to enable individuals and institutions to develop a positive impact in the societies in which it operates.

SABR adopts the design thinking approach in developing strategies, products, services, and work systems for many clients in the Arab region in the fields of education, business, media, and society.

SABR supplies the Arab world with innovation trends and their specific applications within the Arab environment through a package of knowledge publications, tools, standards, innovation labs, and by designing effective learning experiences for many of the largest institutions and organisations in the Arab region.





## About The Conference ?

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The Arab Investment Conference in its second edition comes to confirm that impact investing is an industry that achieves prosperity and growth for our societies through social and environmental impact, in addition to financial returns in various sectors.

Since the social investment market in the Arab world is an emerging market that needs to provide environments that support and enhance its practices and based on our responsibility towards our communities, we call on supporters, investors and all those interested in social investment to join this annual event that aims to design and create a tangible social and environmental impact in our Arab world through tools And means to support social investment organizations and provide them with analyzes and insights that are based on accurate data in a way that alleviates the challenges of social investment in the Arab region.

Given the state of alert that is still controlling the world due to the “Covid-19” pandemic, the conference will be held virtually to ensure the safety of everyone, it’s a two-day long conference, in November 23rd -24th, with the participation of a group of actors and experts in the field.



## Why This Conference ?



1

To Help investors in the Arab world integrate social and environmental impact into their enterprises and businesses.

2

To Support social entrepreneurs in launching and developing their enterprises, through the "Initiative to Establish a Micro Social Investment Fund" that will be launched at this conference.

3

To enable charities to employ social investment practices in their activities, and to benefit from those practices in achieving financial sustainability and impact.

## Conference Goals



1

Learning about the implications of the "Covid-19" pandemic on the level of social investment in the Arab world.

2


Launching a "Micro Social Investment Fund" to support social entrepreneurs in the Arab world.


3


Sharing best practices and knowledge to enable investors to integrate social and environmental impact into their investments.





# Conference Topics





  
**The reality of social investment in the Arab world after Covid-19.**

  
**COVID19**  
**The impact of the COVID-19 pandemic on social organizations and their support needs to enable them to adapt and thrive.**


  
**Startups and Social Entrepreneurship - Trends and Opportunities.**


  
**Escalation of the ESG investment**


  
**Impact investing in the burgeoning MENA market.**


  
**Climate change and its impact on social investment.**


# The Target Audience



  
**Executives in the nonprofit and public sectors.**

  
**Investors and businessmen/women .**

  
**Government bodies interested in social investment.**

  
**Leaders of research and academic institutions.**



# Speakers



**Martin Chrisney**

Senior Director  
at KPMG LLP



**Steven Watkins**

Strategy Specialist Leader in Deloitte's  
Government and Public Service practice



**Peter Ptashko**

Founder & CEO  
Cambio Consultancy



**Nesreen Srouji**

CEO, Middle East  
at Amundi



**Ghiath Hawari**

Strategy & Leadership  
Consultant



**Abir Alobaid**

مسؤولة قسم البيانات  
والتحليل في شركة سبر





**Kate Walsh**

Manager, Faith-Based Investing at  
The Global Impact Investing Network



**Sophia Sunderji**

Manager, Research at The  
Global Impact Investing Network



**Ahmad Alanani**

Founding Partner at  
Sancta Capital Group



**Lindsay Smalling**

Head of US Sales  
at 60 Decibels



**Prof. Mohammad  
Ma'Sum Billah**

Professor of Finance at the Islamic Economics  
Institute of King Abdul Aziz University



# Entities Represented By The Speakers



60 \_ decibels



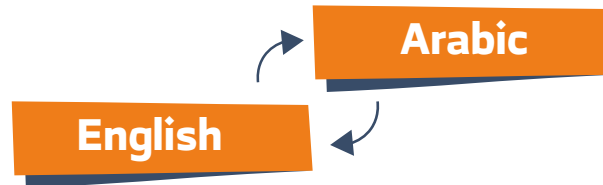
**Deloitte.**



**cambio!**  
House of Social Change



## Simultaneous Translation



## Timetable

Day	Date	Time (Mecca time)	Activity
Day 1	Tuesday 23th november	5:00 pm - 9:00 pm	5:00 pm - 7:20 pm lectures and a panel discussion
			7:20 pm - 7:30 pm break
			7:30 pm - 9:00 pm lectures and a panel discussion
Day 2	Wednesday 24th november	5:00 pm - 9:00 pm	5:00 pm - 7:20 pm lectures and a panel discussion
			7:20 pm - 7:30 pm break
			7:30 pm - 8:50 pm lectures and a panel discussion
			9:00 - 8:50 Conference conclusion and recommendations





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## The Event Architects

Powered and Designed By



Organized By



### Our services in the social impact field



**Social Return Application:** Social Return is the first web application that analyzes social return on investment and automatically issues product reports for over 100 organizational members.



**Meal Hub Platform:** An Arabic library with 7 e-books on Monitoring, Evaluation, Accountability and Learning.



**Social Impact Trends Magazine:** A scientific journal, which includes the most important trends, knowledge, and international and Arab best practices in creating a positive social impact in the Arab region.



**The Reality of Social Investment in the Arab world in 2021:** Social Return is the first web application that analyzes social return on investment and automatically issues product reports for over 100 organizational members.



**Data Bulletin in Social Work:** A periodical bulletin concerned with social work that seeks to empower people and community-based entities in a way that contributes to the advancement and improvement of societies.



**The book of Designing Solutions for Managing and Measuring Impact:** This book helps community organizations looking to develop their own impact measurement and reporting.



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