

Aligning investments with sustainability and corporate responsibility

The digitalisation of impact measurement

International Seminar - 24-26 May 2023
Palau Reial de Pedralbes, Barcelona

Measuring the impact of investments

Investment, in particular Foreign Direct Investment, is considered vital for economic growth, particularly for developing countries. The positive effects usually associated with FDI include increased productivity, higher-quality jobs, increased incomes, technology and skills transfer, knowledge spillovers and an overall improvement of the competitiveness of domestic firms.

FDI can also have a key role for achieving sustainability. As stated by the OECD, “FDI’s contribution to sustainable development comprises two different dimensions: providing a source for financing in the host country and generating economic activity that fosters social and environmental initiatives”.

Yet, while there is no doubt that foreign direct investments have the potential to contribute to economic development in host countries, not all FDI actually has a positive and sustainable local impact. The impulse FDI projects bring to economic sectors, the way human resources are managed, their ecological footprint, their consumption and management of resources, as well as their governance and collaboration with the local populations are areas where a close monitoring is highly recommended to avoid negative impacts.

The commitments made by all countries since the Paris Agreement on climate change and the international standards that are emerging in terms of social responsibility, in particular to access the European market, are **encouraging all business and investor support organisations to equip themselves with tools to monitor the impact of investment projects.**

From voluntary guidelines to a new deal between investors and territories

Monitoring the impact of investments refers to a process of evaluating investments or portfolios based on their sustainability and impact on the environment, society, and economy, thus aligning with the Sustainable Development Goals and Corporate Sustainability Strategies. In addition to aligning projects with the country environmental and social strategy and the local development needs, **supporting companies to monitor their impact is also a way to improve their overall performance.** Indeed, it helps them optimise their resource consumption, to

innovate in their organisational and production processes, to reinforce the loyalty of their staff and their clients, and in the end, to improve the corporate reputation.

Globally, several initiatives invite companies and organisations in improving their impact based on voluntary approaches referring to broad objectives, including but not limited to, the Sustainable Development Goals of the United Nations, UN Guiding Principles on Business and Human Rights, the Green House Gas emissions targets of the Paris Agreement, the Montreal Agreement on biodiversity, the ISO 26000 standard which provides guidance on social responsibility or the OECD instruments and tools on Responsible Business Conduct, intended for multinational enterprises.

Sustainable development and climate change challenges have no border and thus, these frameworks constitute key initiatives to improve and standardise practices, which can then be adapted at local or country level depending on priorities of each area.

The Covid 19 crisis has also shown the importance of public strategies to support the resilience of businesses in times of crisis. Therefore, **the context is probably in favour of a renewed partnership between territories and the businesses** they host, with shared objectives and contributions from each party, based on tangible criteria and shared benefits.

Facilitate the comparison and support of investment projects

In 2024, the European Union Corporate Sustainability Reporting Directive (CSRD) will apply for any company above 250 employees willing to operate in the EU. This directive is an invitation for SMEs to prepare their transition as well, considering the environmental and social challenges we face. It is therefore the responsibility of business support organisations (BSOs), investment promotion agencies or trade promotion organisations, in the EU like in the neighbour countries, to **develop capacities and tools to help companies improve their business models and comply with the new regulations**.

Beyond the regulations, it is also key for these organisations to improve their capacities to evaluate the impact of the businesses they support in order to **prioritise their effort to the most beneficial projects** for their countries' strategies and commitments aligned to sustainable development, climate change and social policies.

Several private sector organisations around the Mediterranean basin are already engaged in creating corporate social responsibility labels, which award companies' good practices and sometimes reward them with benefits offered in partnership with banks, the government or other service providers.

Digital tools can make it easier to evaluate and compare projects and companies, and to develop knowledge based on the impacts of companies in order to better anticipate the spillovers of investment projects.

The ANIMA Investment Network, with the support of the European Union (EU) and the Union for the Mediterranean (UfM), has developed an online IMPACT RATING tool, a spin-off of the

UfM labelled project EDILE, for business and investment support organisations to score the local impacts of investment projects as regards to sustainable development and corporate sustainability, in order to **improve their understanding of each business project strengths and weaknesses and help them adapt their support accordingly.**

Towards a Corporate Sustainability Framework in the Euromed

This event, organised by ANIMA and the Union for the Mediterranean with the support of the German Development Cooperation GIZ and the EU funded EBSOMED project invites investment and business support organisations to collaborate on investment impact evaluation.

It is part of a cycle of four seminars organised in the framework of the EU co-financed EBSOMED project on the digitalisation of services for business support organisations.

During the first day, the European Union and other local, national and international organisations will be invited to present their strategies, practices and vision on sustainable business and impact evaluation in the region.

On the second day, participants will interact during practical workshops focusing on the delivery of services to companies, at the level of their country and organisation, in order to improve their impact. The IMPACT RATING online tool will be presented.

A learning visit to a remarkable industry will be organised in the third morning by AMEC.

Programme

Wednesday, 24 May 2023 – Public conference

<p>Opening</p> <p>Abdelkader El Khissassi, Deputy Secretary General, Economic Development and Employment, Union for the Mediterranean</p> <p>Emmanuel Noutary, General Delegate, ANIMA Investment Network</p> <p>Ingrid Schwaiger, Deputy Head of Unit, European Commission – DG NEAR</p>	<p>9:30 – 10:00</p>
<p>Keynote - Understanding climate challenges for the private sector</p> <p>Nathalie Hilmi, Lead Author IPCC, Section Head of Environmental Economics, Scientific Center of Monaco</p> <p>- <i>Impact of climate change for the economy and enterprises</i></p>	<p>10:00 – 10:30</p>
<p>Plenary session 1 – Frameworks and regulations</p> <p>Alexandra Kuxova, Policy Officer, European Commission - DG GROW G2 (online)</p> <p>Luisa Nenci, Green Economy Strategist, Advisor to the European Bank for Reconstruction and Development - EBRD</p> <p>Tamara Kabar, Head of Investor Affairs and After Care, Jordan Ministry of Investment</p> <p>Marie Bouchard, Policy Analyst, OECD Centre for Responsible Business Conduct</p> <p><i>Moderation:</i> Emmanuel Noutary, General Delegate, ANIMA Investment Network</p>	<p>10:30 – 11:45</p>
<p>Coffee break</p>	<p>11:45 – 12:00</p>

<p>Plenary session 2 – Benchmark on tools and labels</p> <p>Sadok Thabet, Confédération des Entreprises Citoyennes de Tunisie - CONECT (Tunisia)</p> <p>Hamza Fekak, Confédération Générale des Entreprises du Maroc - CGEM (Morocco) (online)</p> <p>El Sayed Torky, Senior advisor to the Federation of Egyptian Industrialists - FEI, Secretary General of the Sustainable Business Council Egypt (Egypt) (online)</p> <p>Mérodie Merenda, Head of projects CSR, SRI and Circular Economy, AFNOR (France) (online)</p> <p>Daniel Torrents, Head of Business Development AIS Group</p> <p><i>Moderation:</i> Zoé Luçon, Senior expert, ANIMA Investment Network</p>	<p>12:00 – 13:15</p>
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Lunch	13:15 - 15:00
<p>Plenary session 3 – Benchmark on investors’ services – Countries</p> <p>Tamer Tandogan, Statistics Expert & Data Analyst, United Nations Industrial Development Organization – UNIDO (<i>online</i>)</p> <p>Marine Simon, Project manager CSR and sustainable development, Business France</p> <p>Natalie Farrugia, Chief Office, Corporate Relations, Malta Enterprise</p> <p>Assia Bensaad, Director cooperation and partnerships, Moroccan Agency for Investment and Export Development - AMDIE (Morocco)</p> <p>Montse Sitjà Gibert, Aftercare Services Team Leader - Investment and Foreign Companies Unit, ACCIO (Spain)</p> <p>Zoé Luçon, Senior Expert ANIMA Investment Network</p> <p><i>Moderation:</i> Mohamed Elrazzaz, Head of Sector, Union for the Mediterranean</p>	15:00 - 16:30
<p>Conclusion and way forward</p> <p>Abdelkader El Khisassi, Deputy Secretary General, Economic Development and Employment, Union for the Mediterranean</p> <p>Emmanuel Noutary, General Delegate, ANIMA Investment Network</p>	16:30 - 17:00

Wednesday, 24 May 2023 – End of day

Reception for the participants covered by UfM and ANIMA.

Thursday, 25 May 2023 – Closed working group - Implement and collaborate

<p>Opening</p> <p>Welcoming words, Participants' presentation and expectations <i>Said Charna, Senior Advisor, Union for the Mediterranean, Zoé Luçon and Emmanuel Noutary, ANIMA Investment Network</i></p>	9:30 – 10:30
<p>Session 1. Sustainable business: rationale and strategies</p> <p>Working our business into a Mediterranean Climate Hotspot <i>Grammenos Mastrojeni, Senior Deputy Secretary General, Energy & Climate Action, Union for the Mediterranean</i></p>	10:30 - 12:00
Coffee break	12:00- 12:15
<p>Sustainable business: Who are the main stakeholders, what are their strategies and tools? <i>Zoé Luçon, ANIMA Investment Network</i></p> <p>CSR as a compass <i>Marine Simon, CSR and Sustainability Project manager, Business France</i></p>	12:15- 13:15
Lunch	13:15 – 14:45
<p>Session 2. Supporting sustainable investment in the Mediterranean</p> <p>Overview of the longstanding collaboration between the UfM and ANIMA Investment Network <i>Emmanuel Noutary, ANIMA Investment Network, Said CHARNA, Senior Advisor, Union for the Mediterranean</i></p> <p>IMPACT RATING online tool: Presentation, test and participant feedback <i>Zoé Luçon, ANIMA Investment Network</i></p>	14:45 – 15:45
<p>Session 3: Building a shared vision and strategy to implement an impact evaluation initiative in your organisation and country</p> <p>Collective intelligence workshop <i>Facilitators: Lydie Cornand, Zoé Luçon and Emmanuel Noutary ANIMA Investment Network</i></p>	15:45 - 18:00
<p>Conclusion: Joining forces for a common vision and strategy in the Euro Mediterranean Region</p> <p><i>Emmanuel Noutary, ANIMA Investment Network, Said Charna, Senior Advisor, Union for the Mediterranean</i></p>	18:00 – 18:10

Friday 26 May 2023 –Morning – Sustainable Industry Visit

Sustainable Industry Visit – AKO Group

Av. Roquetes, 30/38, 08812 St. Pere de Ribes (Barcelona)

[AKO Group](#) develops innovative solutions for sustainable and efficient refrigeration, promoting the care of the planet and the people who inhabit it. It has been recognized in areas such as Innovation, Design and Research and Human Resources.

The ISO14001 environmental standard was integrated in the company since March 2006. Since then, its processes and solutions are fundamentally based on efficiency and sustainability.

9:30. Welcoming by AKO

- o Factory visit
- o Who we are
- o Products and applications. 3 basic cases study (how to apply)
- o Purpose

The visit will be done in English, but French speakers will be able to help with translation if necessary.

9:00 – 13:00