

By Re_Generation

Sustainable Finance Event

Description

Sustainable finance is a growing topic of conversation in sustainability, but it is often misunderstood or it is unclear how to take action. That is why it is great to host an event focused specifically on sustainable finance in order to foster more conversations and understanding on the topic, as well as demonstrate a path forward in the field for students.

Acknowledgements

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About Re_Generation

[Re_Generation](#) is a Canadian youth movement that seeks to build a regenerative, sustainable, and just economy. We aim to reimagine our schools, repurpose our careers, and remodel our companies to be aligned with regenerative principles. In particular, we provide resources for individuals to launch impact-driven careers and advocate for change within their companies and schools. We also aim to advance public policies that promote regenerative and sustainable business practices.

Our successful 'Our Future, Our Business' Manifesto campaign received the support of 65 youth organizations, 130 high-level executives, and 100 civil society organizations recognizing the need for reform in business education on sustainability. After three years of existence as the Canadian Business Youth Council for Sustainable Development, we have changed our name to Re_Generation to become more inclusive of all youth, not just business youth.

We believe that the ideal society is a [regenerative](#) one. Regeneration to us means putting human and ecological [well-being](#) at the centre of every decision. It means restoring relationships, both within nature and within society, while helping all communities to thrive. Read more about our history and vision at our [About Us](#) page.

Sustainable Finance Introduction

Sustainable finance is a growing topic of conversation in sustainability, but it is often misunderstood or it is unclear how to take action. That is why it is great to host an event focused specifically on sustainable finance in order to foster more conversations and understanding on the topic, as well as demonstrate a path forward in the field for students.

This short guide gives an overview of some of the things to keep in mind for hosting a sustainable finance event, but you can also refer to the other documents on our website that are focused on events and marketing for more information on the general requirements for delivering an event.

A great resource to learn more about sustainable finance is [The Little Book of Investing in Nature](#) by the organization Global Canopy, which “introduces an overarching framework that organises biodiversity financing mechanisms into the following categories: revenue generation, better delivery, expenditure realignment, avoidance of future expenditures, and catalysts.”

Some highlights from the introduction on page 10 include:

“As the impacts of human activity on the natural world have become increasingly clear in recent years, alongside human dependences on a healthy environment, the conversation has shifted from ‘Should we save nature?’ to ‘How do we pay for it?’.”

“While some measures to protect biodiversity may come at an economic cost, others are likely to generate strong returns, economic and otherwise. If a well-considered series of measures to protect nature is implemented, nature may be able to pay for itself.”

“This book is designed to serve not only the needs of the public sector, business and civil society actors in developing practical financing solutions for biodiversity, but also as a survey of the variety of mechanisms currently in use in biodiversity finance for those who want to understand how to invest in nature in a manner that helps protect our biosphere rather than damage it.”

Best Practices

Some successful sustainable finance events have included:

- Sending attendees small bios of the speakers, attached with some short readings about sustainable finance to ensure that the audience has enough understanding on the topic prior to attending the event
- Having a general overview of the sustainable finance spectrum and impact investing, such as showing the difference between general ESG investing and impact investing to audiences
- A Q & A with social finance employees that is half moderated and half open for audience questions
- An overview of the most frequently asked questions, as well as an opportunity for the speakers to explain their roles at their respective jobs

Example event:

- First Part: allowed for an exhaustive overview of the broad spectrum of sustainable finance in general
 - Second Part: hands-on case study about impact investing, where students had to “create” their own impact fund based on a chosen SDG

Popular Questions

Sustainable finance is a relatively new concept so you may get many questions. You should address some of these common ones ahead of the event to get people more interested and provide them with a better understanding, or plan to talk about them during your event:

What exactly is social finance?

- How do I get a job in social finance?
- What is your favourite project you’ve completed at your job?
- Why is social finance important?
- Why did you choose to work in social finance?
- Can I get into social finance without experience in finance and/or sustainability?
- What is the difference between responsible investing and sustainable finance?
- What is more important: financial or social returns?
- Where is social finance going in the next 5 – 10 years?

Resources

- Successful Event Examples
 - [What Is Social Finance?](#)
 - [Careers in Social Finance](#)
 - [Ivey Social Impact Conference](#)
 - [Sustainable Finance Summit](#)
 - [Sustainable Finance Workshops](#)
- Helpful Resources
 - [Social Finance](#)
 - [Free Classes](#)
 - [The Purpose of Capital – Jed Emerson](#)