

Työpaja kansainvälisestä pääomarahoituksesta

Green investments – How to access capital from the international markets? On a path towards bio and circular economy

AIKA/TIME: 11.5.2020 at 12-16

PAIKKA/PLACE: Webinaari (linkki lähetetään ilmoittautuneille)
Webinar (link will be sent to the registrees)

Ilmoittautuminen 28.4.2020 mennessä/ registration by 28.4.2020
(<https://my.surveypal.com/Green-Investment-Workshop-11.5.2020>)

Kansainvälisten sijoittajien keskuudessa on kasvava kiinnostus vihreää sijoittamista kohtaan. Vihreällä sijoittamisella voidaan vähentää riskejä, saada positiivista markkinahuomiota, ja saada hyviä tuottoja. Kansainväliset rahoitusinstrumentit tuovat uusia mahdollisuuksia perinteisten rahoituskeinojen tueksi myös suomalaisille bio- ja kiertotaloustoimijoille. **Tilaisuudessa kerrotaan perusteet kansainvälisistä rahoituksen välineistä kuten osakkeista ja velkakirjoista. Lisäksi tutustutaan vihreän rahoituksen instrumentteihin kuten vihreisiin velkakirjoihin.** Tilaisuus on tarkoitettu erityisesti keskisuomalaisille yrityksille ja kunnille ja on jatkoa [tammikuussa käynnistyneelle yritysten ympäristövastuullisuusverkoston toiminnalle](#). Aiempi osaaminen rahoituksesta ei ole välttämätön tilaisuuteen osallistumiseksi. Tilaisuuden käytännön järjestelyistä vastaa Keski-Suomen liiton Circwaste -osahanke.

Companies, municipalities and cities in Finland seek continuously innovative solutions to set highest standards in technology, research and business development. These pursuits are more and more in line with goals for ecological protection, tackling climate change impacts and overall strong performances in terms of sustainability. Despite the many good ideas in Finland to move towards bio and circular economy, one major challenge is the access to capital to finance green projects and to bring the great ideas from the peoples' minds to real implementation in the regions and inside the companies. **This workshop is designed to widen the perspectives of solutions to get access to green capital from the international markets to finance green projects.** The global investment community is interested for various reasons to head towards green investments, amongst others to reduce their risks, to gain positive marketing effects for their ventures and many have understood that green projects allow good return on investments. These developments are opportunities for Finnish actors to rely not only on foundations and project funds, such as Horizon 2020, but issuing green financial products and realize green housing plans, energy-efficient production of goods, low-carbon footprints and green technologies with capital from private investors.

The particular workshop sessions include the basics of international finance. It is beneficial to understand how financial products, like shares and bonds work and how it is possible to utilize them. More specifically international market places, like stock exchanges and trading schemes are explained with simple examples. Green financial instruments, such as climate bonds, green funds and others are important elements of the workshop and it will be discussed how they have succeeded already on other markets in Europe and in a global context. Workshop participants do not need necessarily a background in economics or finance.

Green investments are a novel chance to finance green projects in Finland and learning about it is already half the way on the path to success!

Workshop language: English

Workshop participation requirements: No specific prerequisites

Workshop leader: Adrian Braun, Arctic Values (sustainability consultant & researcher)

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Program

Opening words – 10 minutes (Outi Pakarinen, Regional Council of Central Finland)	Circwaste project
Session 1 – 90 minutes (Adrian Braun, Arctic Values)	<p>Workshop introduction – conventional & green investments</p> <p>Business development in the high North</p> <p>Green investments – A financial resource to realize bio and circular economy projects in Finland</p> <ul style="list-style-type: none"> - Financial market places (Luxembourg, NY, Singapore, Helsinki) - Green market growth - Climate bonds, green funds, green capital <p>o Case studies (amongst others):</p> <ul style="list-style-type: none"> Kuntarahoitus (MuniFin) City of Gothenburg <ul style="list-style-type: none"> - Issuance of a green financial product! Planning, time-span, interest rates, trading, bondholders and other elements - Social and environmental impact bonds (SIB's & EIB's) <p>o Case studies:</p> <ul style="list-style-type: none"> Sitra's EIB's Unites States SIB's <p>Discussion round</p>
Coffee break	
Session 2 – 90 minutes (Adrian Braun, Arctic Values)	<p>Developing an ESG-report to attract investors? (Environmental, Social, Governance)</p> <ul style="list-style-type: none"> - Translation of innovations, business ideas to elements and factors that investors are looking for - ESG reporting standards, rankings and scorecards - Sustainability indices and being visible on the global markets - What belongs to an ESG report and what not? - ESG-concept as tool to exercise sustainable marketing <p>Discussion round and wrap-up of event</p>

Lisätietoja/more information: Outi Pakarinen, Keski-Suomen liitto/Regional Council of Central Finland, outi.pakarinen@keskisuomi.fi, +358 40 595 0018

https://www.keskisuomi.fi/maakunnan_kehittaminen/biotalous/circwaste - kohti kiertotaloutta
https://www.keskisuomi.fi/maakunnan_kehittaminen/biotalous/ympyraks - keski-suomen yritysten ymparistovastuullisuusverkosto

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