



Presentation of the Positive Impact Initiative

A private finance initiative for the achievement of the SDGs

Casablanca Finance City, Casablanca, Morocco

6th July 2017 – 15:00 – 18:30

The UN Environment Finance Initiative (UNEP FI) and Casablanca Finance City Authority are pleased to invite you to the African launch of the Positive Impact Initiative and the Principles for Positive Impact Finance, which will be held in Casablanca on July 6th 2017.

Developed by a group of banks and investors members of UN Environment Finance Initiative and launched globally in Paris in January 2017, the Principles are a set of high-level guidelines to promote the development of positive impact business and finance and thereby to contribute to the achievement of sustainable development and in particular the Sustainable Development Goals (SDGs).

Please find below the conference agenda:

14.30	Arrivals & Registrations
15.00-15.10	Host Welcome Address: Said Ibrahim, CEO, Casablanca Finance City Authority
15.10-15.20	Opening remarks: Eric Usher, Head, UNEP Finance Initiative
15.20-15.50	Keynote addresses: <ul style="list-style-type: none"> • Salaheddine Mezouar, President of COP 22 steering committee • Mustapha Bakkoury, President of the Casablanca-Settat region & Chairman, MASEN
15.50-16.20	The Positive Impact Initiative and Principles for Positive Impact Finance: Presentation: <ul style="list-style-type: none"> • Careen Abb, Programme Lead, Positive Impact Finance, UNEP FI Q&A from the audience
16.20-17.50	Positive Impact: A new financing paradigm to achieve the SDGs in Africa Panel discussion: <i>Moderator: Denis Childs, Head of Environmental and Social Advisory and Positive Impact Finance, Société Générale</i> <ul style="list-style-type: none"> • Yacine Fal, Resident Representative Morocco Field Office, African Development Bank Group • Brahim Benjelloun-Touimi, Group Executive Managing Director, BMCE Bank of Africa and Chairman of BOA Group

	<ul style="list-style-type: none"> • Jalil Benwahhoud, General Manager, UNIMER Group • Serigne Diakhoumpa, Executive Director in charge of Finance, Fonds Souverain d'Investissements Stratégiques (FONSIS) <p>Q&A from the audience</p>
17.50-18.00	<p>Keynote address</p> <ul style="list-style-type: none"> • Nizar Baraka, Chairman, CESE
18.00- 19.00	Reception

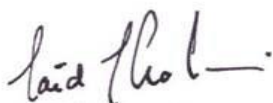
Join us for this unique event, which will gather around 100 participants including commercial banks, investors, insurers, corporations, rating agencies, analysts, auditors and public sector representatives from central and municipal governments, multilateral and development banks, and UN bodies.

The [Principles for Positive Impact Finance](#) are available online.

Places being limited, please note that attendance will be strictly on-invitation and requires registration.

For registration and further information, please contact: events@cfca.ma

We look forward to welcoming you.



M. Said Ibrahimi, CEO, Casablanca
Finance City



M. Eric Usher, Head, UNEP Finance
Initiative