



## 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 are pleased to invite you to the regional launch of the Positive Impact Initiative and the Principles for Positive Impact Finance, which will be held in Casablanca on July 6th 2017, with the expected participation of the Economic, Social and Environmental Council (ESEC), Bank Al Maghrib and high-level representatives from the financial sector.**

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).

The Principles will provide a common yet flexible framework for the business and finance community to identify and develop positive impact activities, entities and projects– those that contribute to sustainable development and hence the achievement of the SDGs, in line with the objectives of the Positive Impact Initiative.

The partners wish the launch to constitute the beginning of a wide-spanning movement for the mobilisation of the private sector in relation to sustainable development in Morocco and in Africa.

Please join us for this unique event, which will gather approximately 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](mailto:events@cfca.ma)

We look forward to welcoming you.

M. Said Ibrahim, CEO de Casablanca Finance City

M. Eric Usher, Head, UNEP Finance Initiative