

Notes from the Professional Fund Managers working group – Faith in Finance, Zug, Wed Nov 1, 2017

What would we need from the faiths to create flood?

1. Be clear what it is you're looking for - an IM (investment manager) or someone to help you structure an investment raise and / or an investor
2. Be clear what problems in society you want to solve for. Linked to 8. Will bring other non-faith based investors along with you.
3. Ask the right questions - do your due diligence and come armed with more of a plan. It will weed out the poor advisors, the poorer products, those investors not valued aligned.
4. Create a space for yourselves to learn and collaborate (in progress through this convention) - brokerage type service
5. Be clear on the assets available, whether it's finance or impact first, the solutions needed and the process for moving those assets (authorization etc, timetables etc). Linked to 7 - will facilitate engagement
6. Be clear with your language - whilst those of us here understand what you're looking for plenty won't and unclear language will catapult you into conversations that won't help
7. Take a leadership role - tell us what you want (e.g. quarterly workshops between interested parties to problem solve and bring solutions).
8. Be clearer on what faith based investing means. De justify it for the industry. Share more. Help the industry understand what you mean. Zug Guidelines go a huge way to achieving this.
9. Step away from investment dogma - economic theory of neoliberalism, asset allocation models, modern portfolio theory which does alas inform some investment committees thinking. Be open in your thinking. Challenge the dogma if it's presented to you. Educate yourselves and challenge us! Look at the rise of microfinance - and an asset class it itself! Together we can create the new paradigm not a new dogma.
10. Be visionary! Someone step up and do this. Start the movement. Be the change.

The Alliance of Religions and Conservation (ARC) International Meeting on Faith in Finance, Zug, Switzerland,
Oct 30-Nov 1, 2017, www.arcworld.org, PROFESSIONAL FUND MANAGERS WORKING GROUP

Analogy - buying a car