

20  
23

ANNUAL REPORT

Latimacto



# CONTENT

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Cover Letter	3	
Latimpacto is	5	
Our work	6	
Major Milestones in These First Three Years	7	
Impact Minds: Standing Together - 2nd Edition	8	
Knowledge, Research, and Innovation	11	
Connections	13	
Porimpacto	14	
<b>We generate concrete actions</b>	<b>15</b>	
Climate Action and Natural Capital	16	
Innovation in Education	16	
Other Capital Mobilization Initiatives	17	
Corporate Impact Initiative	17	
Corporate Impact Peer-to-Peer Program	19	
Pan-Amazon Ecosystem Program	19	
Migrant Community Program	20	
Legal Impact Initiative	20	
<b>Latimpacto in the region and the world</b>	<b>21</b>	
Southern Cone	24	
Brazil	25	
Colombia	27	
Mexico	29	
		<b>Communications and Marketing</b>
		<b>31</b>
		<b>Financial Direction</b>
		<b>33</b>
		<b>Board members</b>
		<b>34</b>
		<b>Strategy Advisory Board</b>
		<b>35</b>
		<b>Our Team</b>
		<b>36</b>





## THREE YEARS OF IMPACT KNOWLEDGE, CONNECTIONS, AND CONCRETE OPPORTUNITIES

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WITH JOY AND ALWAYS THINKING ABOUT FUTURE CHALLENGES, I am pleased to present our annual report, corresponding to the management of Latimpacto in 2023. This document reflects our achievements and challenges, the dedication of a committed and passionate team, and the continued support of our growing network, which today has more than 200 members. All of them have joined this movement to strengthen together a more strategic deployment towards social and environmental impact, which motivates us to give our best.

In just three years of existence, we are proud to hear from the impact ecosystem their recognition for the knowledge, connections, and concrete opportunities for action that we provide to them.

These three years, which are equivalent to our first thousand days of existence, have been decisive in defining the foundations of this organization, which gives its best every day for an ecosystem with an immense appetite to respond more strategically to the social and environmental challenges of Latin America and the Caribbean.

In 2023 we surpassed the barrier of 200 members, most of them based in our region. Fortunately, we have also grown internationally, achieving 28 members in North America and about 22 in Europe, plus the connections we permanently establish with our sister networks in Asia, Europe, Africa, AVPN, Impact Europe, and AVPA, respectively.

I must also highlight the more than 100 systematized cases on how impact is being achieved in the region, the launch of our Green Catalytic Fund and, of course, our active offer of courses, the connections generated, and, most significantly, our flagship event: Impact Minds: Standing Together, whose second edition took place in August 2023 in Rio de Janeiro, Brazil.

Our Conference is already a space that is gaining ground as the scenario that brings together the largest group of actors who invest in the region with an impact lens. Brazil and the Corcovado, welcomed us with open arms and showed us the immense wealth of this vibrant ecosystem,

which motivates us as Latin Americans to continue consolidating more significant investments in the Region.

This milestone fills us with gratitude and pride, motivating us to step up our efforts. Now, we face the challenge of hosting our third edition in Oaxaca, Mexico, scheduled for September 9 to 12, 2024, where we hope to see all of you.

This year, we will strengthen our offer and generate more face-to-face meetings. By all means, our third Conference will be the place to give our best as a human and professional team and to promote investments and interventions that support the region's social and environmental transformation agenda.



MARÍA CAROLINA SUÁREZ  
CEO Latimpacto

We are a  
**global network**

of organizations committed to Latin America and the Caribbean, where we **aim** to deploy capital more strategically and achieve more significant social and environmental impact in the region.

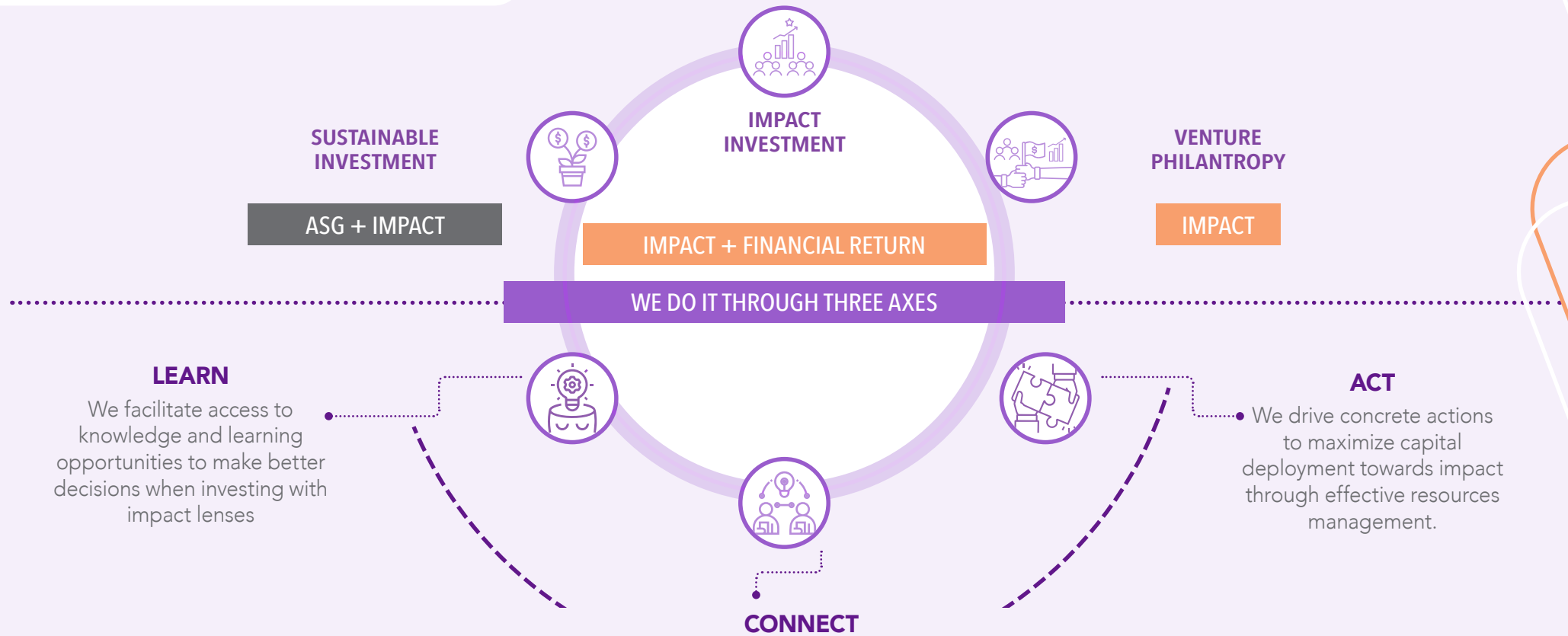
**We gather**

**200**  
**members**

including foundations, corporates, families and family offices, impact investors, accelerators and incubators, intermediaries and networks, international NGOs, multilateral agencies, universities, and academia.

# WHAT DOES LATIMPACTO DO

WE CONNECT PURPOSES TO MAXIMIZE IMPACT THROUGHOUT THE CAPITAL CONTINUUM



# SIGNIFICANT MILESTONES DURING THESE FIRST YEARS

It has been **three years** in which we exceeded the goals we set!



200

MEMBERS



+25

COUNTRIES



2

CONFERENCES

+900

ATTENDEES

+100

CASE STUDIES

1



CATALYTIC GREEN FUND

+400



VALUE CONNECTIONS

professional team of +16 people present throughout the region

UN EQUIPO PROFESIONAL

+16

PERSONAS

presente a lo largo de la región



A WIDE RANGE OF GUIDES,

courses, and active programs in innovative finance, impact measurement, corporate impact, climate action, and natural capital.





# Impact Minds: Standing Together



# Impact Minds: Standing Together

DEL 09 AL

**IMPACT MINDS STANDING  
TOGETHER - II EDITION**  
AUGUST 27 TO 30, RIO DE  
JANEIRO, BRAZIL





**OUR SECOND IMPACT MINDS STANDING TOGETHER** conference in Rio de Janeiro was, first and foremost, **an immersion exercise in the region's impact ecosystem.**

We created **a unique space for knowledge, connections, and exchanges** with disruptive and experiential formats, making this meeting a transformative experience.

585

ATTENDEES

registered for the event from impact funds, corporates, consulting firms, networks, associations, academia, family offices, and foundations.

26

COUNTRIES

205

SPEAKERS

from different regions of the world: Latin America and the Caribbean, the USA, Europe, Asia, and Africa.



+20

REFLECTION TOPICS

+4

KEYNOTE SPEAKERS



+5

IMPACT PANELS

+20

COLLECTIVE SHARING SESSIONS



+10

TALKS

+4

WORKSHOPS



+10

PITCHES FOR INVESTORS

+7

CATALYTIC DEAL SHARE PITCHES



BAYER FOUNDATION WOMEN'S EMPOWERMENT AWARD

+10

FIELD VISITS



+2

LEARNING TRIPS

At our Conference, we contributed with new ways to connect and collaborate, weaving fresh relationships and strengthening existing ones to mobilize more capital towards impact, which is precisely our mission at Latimpecto.





# KNOWLEDGE, RESEARCH, AND INNOVATION



In the Knowledge area, we are focused on offering access to specialized knowledge and learning opportunities to facilitate making better decisions when investing with impact lenses. We provide innovative content in impact financing, impact management and measurement, and non-financial support, and we open spaces in different scenarios worldwide, enabling Latin America's participation in global conversations.



CATALINA HERRERA  
Knowledge Co-Manager

Our challenge is focused on maximizing the deployment of capital to generate impact.

To achieve this, we collect and develop cutting-edge knowledge, attract the best investment experts with impact lenses, and explore different methodologies that encourage access and use of that knowledge by an ecosystem with a growing appetite for impact-oriented innovation.



SAMIR HAMRA  
Knowledge Co-Manager

## OUR WORK IN 2023:

### We organized

**26**  
VIRTUAL AND IN-PERSON training spaces for our members,

**837**  
ATTENDEES

Among them are *masterclasses* on various topics, workshops, courses, *webinars*, *boot camps*, and *deep dives*. We also participated in different events on issues of interest to the network.

We launched the **Innovative Finance Toolkit**. Based on the work of Roots of Impact, this tool has

**10**  
CASE STUDIES FROM THE REGION

**13**  
FINANCIAL INSTRUMENTS

**2**  
DOWNLOADABLE GUIDES

and a glossary, among other content. It was designed to make visible new ways to deploy capital more efficiently and effectively focused on solving social and environmental problems.



Within the agreement with the Catalytic Capital Consortium (C3), we prepared five case studies from Latinoamerica that demonstrated different ways of using catalytic capital to amplify impact; we also developed and implemented a boot camp with the participation of



where eight of the participants presented their catalytic capital deployment strategies using a preliminary version of the Catalytic Capital Canvas developed by Latimpacto.

The Catalytic Capital Canvas makes it easier for organizations to design and communicate their catalytic capital deployment strategy. The tool was validated by multiple actors in the Latin American ecosystem and well received by global organizations that work on the topic. Its launch, with a user guide, is scheduled for February 2024.

We published the study *Latin American Families with Impact Vision* in Portuguese and Spanish (the English version will be published in 2024) and five catalytic capital cases that provide practical insight into how impactful social and environmental projects are carried out in Latin America. We launched the Study with in-person gatherings in Santiago de Chile, Colombia, and Brazil.

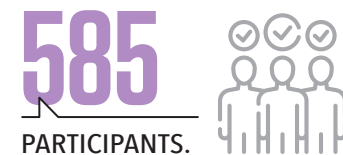


In partnership with ESADE, we collected and analyzed the information for the "Impact Investment in Latin America" study commissioned by IDB Invest.

Our Impact Survey added 111 new responses, for a total of 212, which allows us to know the main characteristics and features of the impact ecosystem and collect valuable information for decision-making.

Together with our sister networks, we co-hosted the Investor Insights webinar *Understanding Catalytic Capital in Asia, Africa, Europe, and Latin America*, which marks the closing of the agreement with C3.

We worked with the Latimpacto team on curating the agenda of our *Second Impact Minds conference: Standing Together*, seeking to balance and maximize opportunities for inspiration, learning, and connection among the nearly



# CONNECTIONS



We are an organization that connects the most relevant actors in the impact sector who work in Latin America and the Caribbean. Through our in-person and virtual events, we manage to generate permanent connections that complement our knowledge offering. By having members based in more than 24 countries around the world and thanks to our close relationship with our sister networks in Europe (Impact Europe), Asia (AVPN), and Africa (AVPA), we have become the only network in the region with a global outlook and, in turn, the Latin American impact ambassadors in international venues.

## OUR WORK IN 2023:

In 2023, **we carried out six Deal Share Sessions**, which are meetings among our members to arrange collaboration opportunities. The topics explored were:

**MIGRATION:**  
7 members presented their initiatives to 45 attendees.

**16**  
CONNECTION OPPORTUNITIES.

**WATER AND SANITATION:**  
5 members shared their initiatives and experiences with 40 participants.

**15**  
CONNECTION OPPORTUNITIES

**CATALYTIC CAPITAL:**  
held within the framework of the Impact Minds conference: Standing Together brought together 50 attendees.

**80**  
CONNECTION OPPORTUNITIES

**HABITAT: 7**  
members shared their initiatives and experiences on the topic

**11**  
OPPORTUNITIES FOR CONNECTION

**GENDER:** in partnership with Pro Mujer and within the GLI Forum Latam 2023 framework.

**60**  
PEOPLE PARTICIPATED  
of which 17 connected with our 4 speaker members.

**EDUCATION:**  
We presented seven projects developed by our members in several countries. Some focused on STEAM education, innovation, education, and the silver economy.

# PORIMPACTO

Porimpacto is an exclusive online platform for our members. It showcases initiatives and suggests connections to generate strategic partnerships towards collaborative projects that are visible regionally, and it also aims to develop potential connections.



To enhance and improve it, in 2023, we prepared the second phase of Porimpacto.

We presented this second version at the Latimpacto conference, where we managed to position Porimpacto as the official channel to post deals, taking advantage of its displayed projects that aim to deploy impact capital in various sectors and with different financing instruments.

At the end of 2023, Porimpacto is displaying



82

MULTI-THEMATIC PROJECTS,



14

DEAL SHARE SESSIONS

149

CONNECTIONS AMONG OUR MEMBERS.





## WE GENERATED CONCRETE ACTIONS

Through effective resource management, we promoted concrete actions to maximize capital deployment towards impact.

We built articulated opportunities in which we actively participated to maximize capital towards impact.

In 2023, we worked on consolidating our goal of mobilizing impact capital on issues of high relevance to the region, such as climate action and the Pan-Amazon, corporate impact, migration, and the silver economy.

The primary purpose of our programs is to strengthen and leverage the expertise of our members and the wider impact ecosystem on these topics, producing knowledge and valuable connections to achieve collaborative interventions, and exchange ideas that foster innovation to identify and solve challenges successfully.

We also strengthened our programs through a capital mobilization approach developing three funds with partners throughout Latin America, including major multilateral organizations and corporates.



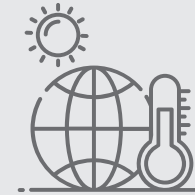
JUAN DAVID FERREIRA  
Program Manager



## OUR WORK IN 2023:

### CLIMATE ACTION AND NATURAL CAPITAL

*We sought to make visible the importance of natural capital and the conservation of biodiversity as key instruments in the fight against climate change.*



In 2023, Latimpacto and the IDB Lab team obtained the **approval of the Green Catalytic Fund**, which focused on environmental and technological solutions for the decarbonization of value chains.

The Fund will deploy

**USD 5M**

IN THREE YEARS,  
focused on early-stage, green, entrepreneurship.

**At COP28 in Dubai** we participated as speakers at allied events such as CAF and IDB Lab, and also at events in Norway, Brazil, and Peru stands.

During this Conference, we made progress in the development of potential joint projects with the IDB, CAF and the International Fund for Indigenous Peoples, IFIP.



### INNOVATION IN EDUCATION

*We seek to articulate and disseminate innovative solutions to improve educational quality in the region.*

We are working on finding partners for the **STEM Fund in Education**, whose objective is to support social enterprises and NGOs that strengthen STEAM education in K-12. We already have an anchor donor and an additional partner. Our aim is to close and launch this Fund in 2024.



## OTHER CAPITAL MOBILIZATION INITIATIVES

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Together with the Radical Flexibility Fund and Innpactia, we carried out the design process of the **Migrant Flexibility Fund**, an innovative fund co-designed with representatives of the Venezuelan migrant community in Colombia to respond to their needs and promote their inclusion and prosperity in Colombian territory.

We also closed an alliance with the SURA Foundation to co-manage the **Culture Fund**, which promotes intraregional collaboration of cultural organizations in several Latin American countries.



## CORPORATE IMPACT INITIATIVE

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The corporate impact initiative brings together the three pillars of Latimpacto by **strengthening impact strategies that are articulated to the corporate purpose in a comprehensive manner to deploy resources more efficiently, through peer-to-peer learning, success stories and good practices.**

All of this allows us to connect impact leaders and relevant actors in the ecosystem, strengthening strategic partnerships and collaborative work, which results in concrete actions to accelerate the positive transformation of their organizations and optimize the value they add to their stakeholders.

Along these lines, we work to improve the articulation of corporate impact vehicles in companies, directing them towards the same purpose to deploy the allocated resources more efficiently.



## CORPORATE IMPACT INITIATIVE CONTINUES



### Coca-Cola Latin America

In March 2023, the **Corporate Impact Working Group** was launched, bringing together the Coca-Cola Mexico Foundation, the Coca-Cola Brazil Institute, and the PACS (Public Affairs, Sustainability and Communications areas) from different regions: Mexico, Central America and the Caribbean, Colombia, and Brazil.

During the second quarter, we worked to build the **impact profiles**.

We also held a workshop in Rio de Janeiro in which means of articulation between impact vehicles and the corporate vehicle were socialized and the **theory of change was developed** to articulate the regional with the local in the Coca-Cola system.

### AB InBev

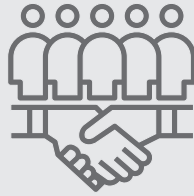
During the first quarter of 2023, we supported the Collaboration Group to **understand the impact profile of each foundation and systematized the results** to take them as a basis for corporate impact work.

In June, we organized an in-person workshop in Bogotá focused on **theory of change design**. There, the main needs of each Foundation were identified, as well as their products and a path to achieve results in line with those needs.

We also supported each foundation to **identify their main challenges while implementing** their theory of change as the starting point to address them.

### Santo Domingo Foundation

In November, we organized an in-person workshop to support the development of the corporate impact strategy being prepared for the Valorem Group. Guidelines to build the strategy and other findings to nourish that process arose from there.



### CORPORATE IMPACT PEER-TO-PEER PROGRAM

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We seek to **strengthen impact strategies that are articulated to the corporate purpose of organizations** in a coherent and comprehensive manner to deploy resources more efficiently.

At the end of 2023, we held 6 virtual sessions on a comprehensive approach to the view of corporate impact and how foundations and areas of corporate social responsibility or sustainability can address the strategy from their impact vehicles.

In those sessions, *speakers* from the Council for Inclusive Capitalism, Sumerian Partners, Grupo Once, Impact Europe, and Instituto Votorantim participated.



### PAN-AMAZON ECOSYSTEM PROGRAM

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*This program aims to mobilize local and international, public, and private capital, to promote conservation and sustainability in the Amazon.*

We led the **Pan-Amazon Learning Labs in Bioeconomy**. Where we hosted three sessions to build a regional roadmap to promote the advancement of the bioeconomy sector in the Amazon.

We were invited by WRI and Conservation International to lead the networking table for the bioeconomy in the Amazon during the **Regional Meeting of Bioeconomy in the Pan-Amazon**, promoted by the governments of Brazil and Colombia.



## MIGRANT COMMUNITY PROGRAM

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*In Mexico, we promoted the Opportunity Builder initiative for Migrant Women. In Colombia, the Impact Co-Construction Fund for Migrant Communities is structured.*

In 2023, we worked on the construction of the **Collective Impact Vehicle for Migrant Communities**, developed together with Innpectia and the Radical Flexibility Fund.

The result is an **Impact Fund** that will use non-refundable donations, repayable donations linked to impact, and flexible loans to support entrepreneurship and social organizations with a migrant focus.



## LEGAL IMPACT INITIATIVE

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This working group was launched in 2022 at the Latimpacto conference in Cartagena. It has operated since March 2023 with an objective on understanding **how legal solutions can leverage impact investing in Latin America**. To do this, it has carried out mapping in six countries in the region: Mexico, Costa Rica, Brazil, Chile, Argentina, and Colombia.

The group is made up of Thomson Reuters-Trust Law, Keidos, and Viva Idea, under the coordination of Latimpacto and through the pro-bono service with firms in all the aforementioned countries.





# LATIMPACTO IN THE REGION AND THE WORLD



Latimpacto plays an essential role in uniting impact investors in six countries in Europe, and the United States, with the impact ecosystem in Latin America. This action not only closes geographic gaps but also fosters transregional dialogues that enhance the deployment of capital and impact in Latin America.

By connecting these actors through our platforms, we facilitate international collaboration and the exchange of knowledge and perspectives, creating an environment conducive to the generation of innovative ideas and sustainable solutions. This comprehensive approach allows us to maximize both the capital invested and the social impact generated in the region, thus strengthening the economic and social fabric of Latin America.



**BEATRIZ OSPINA**  
Regional Manager  
International Markets

## OUR WORK IN 2023:

During the last two weeks of April, **we carried out the Learning Journey 2023** with 32 Latimacto members from countries such as Colombia, Ecuador, Chile, Brazil, Mexico, the United States, and Spain. We visited 30 organizations in London, Berlin, Geneva, and Switzerland to discuss how to generate, sustain, and scale impact.



At the Impact Minds conference: Standing Together, **we achieved the participation of more than 70 international members** from the USA, Europe, Asia, and Africa.

We participated in two panels at Impact Week, the Impact Europe annual conference, and our sister network in

Europe. One titled Catalytic Capital - let's take global action! where we talked about the Catalytic Capital Consortium (C3) project, and the other, Blended Finance through the lens of corporates and philanthropists, where we talked about the Green Fund.

Latimacto was invited, together with the AVPN and GAIN, to give a workshop on catalytic capital at the International Philanthropy Symposium, a biannual event organized by NEID (Network of Engaged International Donors) and the Philanthropic Initiative's (TPI) Center for Global Philanthropy, in Boston, Massachusetts.

The Symposium brings together donors, foundations, companies, and investors who are actively involved in international philanthropy. Case studies from Asia and Latin America were used in the presentation.

**We participated in the PPPP** (Public, Private Philanthropic Partnerships for People and Planet Initiative). Latimacto is one of the 12 organizations that are part of the initiative, whose objective is to understand how more and better transformative PPPPs can be established and implemented to allow foundations to enhance their impact on systemic change.

OUR INTERNATIONAL MEMBERS:



ALLIES:





## SOUTHERN CONE

Latimpacto plays a pivotal role in the four countries comprising the Southern Cone: Argentina, Chile, Paraguay, and Uruguay. In this region, the concept of integrating investments across the capital continuum holds significant interest for those already active in the ecosystem, seeking to strengthen their investment portfolios with an impact-driven approach. Additionally, it also appeals to those looking to engage with like-minded peers confronting similar challenges and opportunities, thus expanding their network of action.



**JULIA IURLINA**  
Regional Manager for the Southern Cone countries

Through our platforms, value propositions, and a focused agenda, we offer the ideal environment so that the main actors who invest resources can maximize their impact.

### OUR WORK IN 2023:

- We carried out a mapping of stakeholders in the four countries of the area, which brought a valuable group of actors who want to be part of Latimpacto's offer to access the knowledge, connections, and performances offered by the network.
- In Buenos Aires, we organized the "Trends and Opportunities to maximize impact investment" workshop in alliance with Argentina's Group of Foundations and Companies (GDPE). More than 60 people attended.
- We participated in several meetings convened by networks and organizations with a presence in each of the countries of the Southern Cone. Some of them are:
  - The Bunge and Born Foundation Awards.
  - We acted as speakers at the International Meeting on SDGs in Santiago de Chile, organized by CEFIS, of the Adolfo Ibáñez University.
  - We participated in the Annual Meeting of the GDPE of Argentina.
  - Also, at the STEM Network Meeting in Santiago de Chile, organized by the Siemens Foundation.
  - And in the Refiday - Blockchain, solving socio-environmental problems in challenging environments in Buenos Aires, Argentina, organized by the Cultural Association for Integral Development (ACDI).

### OUR MEMBERS IN THE SOUTHERN CONE:



## BRAZIL

2023 was a great year for Latimpacto in Brazil. Rio de Janeiro welcomed us to our second edition of Impact Minds: Standing Together, a space that mobilized the main investors of the local and global ecosystem. The conference boosted Latimpacto to continue advancing as a leading regional player, thanks to its knowledge and connections.

Brazil is a country that stands out in the region for its developed and innovative impact ecosystem, and, as of today, it is the country with the largest number of members in the network, it plays a fundamental role in leadership and learning sharing for the benefit of the entire Latimpacto community.



GRETA GOGIEL SALVI  
Country Manager Brazil

### OUR WORK IN 2023:

The team in Brazil dedicated a good part of the first half of 2023 to the **preparation and delivery of the Impact Minds Standing Together conference**, in Rio de Janeiro.

**We hosted 259 participants from Brazil**, and we supported the preparation of content, the invitation of *speakers*, field visits in Rio, and field trips to the Amazon, Bahia, and Fortaleza, with special emphasis on racial issues.

Regarding *fundraising*, **we achieved important local contributions** for the event on behalf of Instituto Sabin, Instituto Votorantim, Instituto Humanize, Fundo Vale, BTG Pactual, Mattos Filho, Movimento Bem Maior, Instituto Aegea, Porticus, Open Society Foundations, Wright Capital and in-kind support from L’Oreal and Mercado Libre.

Also:

- ▶ We moderated the Bioeconomy panel at the GIFE Congress and the Philanthropy in Amazon panel at the NEXUS Brazil/Amazon Investor Coalition event.
- ▶ We hosted a discussion table on Venture Philanthropy at the IDIS Forum and another on social transformation at the Yunus Brasil event, with the participation of Muhammad Yunus.

- ▶ We gave a presentation on financing and inclusion at the Latin American meeting of UNEP FI, the Financial Initiative of the United Nations Environment Program.
- ▶ We participated in the Pan-Amazon Bioeconomy Conference in Belém, in the Hybrid Finance Mobilization Group for the Amazon.
- ▶ We achieved, together with the Programs area, significant financial support from the Open Society Foundation for projects in the Pan-Amazon.
- ▶ We held an event in São Paulo with the Brazilian impact ecosystem to share reflections and learnings about the Latimpacto Conference in Rio de Janeiro.

OUR MEMBERS IN BRAZIL:





## COLOMBIA

In Colombia, there is collaborative spirit between organizations aiming to create social impact. Latimpacto has managed to complement this collaboration by connecting actors from different sectors that deploy investments along the capital continuum in Latin America and the world.

The more than 40 member organizations of our network in Colombia accessed knowledge and connection opportunities with other actors from different sectors and operations in several countries, to deepen, expand, and strengthen their high-impact initiatives.

Latimpacto is committed to strengthening, through innovative solutions, investment in crucial sectors for the country's development, such as agriculture, migration, bioeconomy, and education.



PAULA PÉREZ  
Country Manager  
Colombia

### SOME OF THE MILESTONES OF OUR WORK IN 2023:

- ▶ We joined the One Drop Foundation in the launch of its second version of the Water Ties Program in Bogotá and Medellín.
- ▶ Together with Dalberg, we hosted the first global launch of the book written by Kuisami Hornberger, *Scaling Impact: Finance & Investment for a Better World*, took place.
- ▶ We went to Barranquilla, invited by the Santo Domingo Foundation, NAB Colombia, and GSG, to present their study on Impact Investment in Habitat, with several actors from the impact ecosystem.
- ▶ We participated as speakers in the Impact Investment panel, in the second forum of the Andi Foundation's Social Marketplace. The topic: the contribution of the business sector to social challenges.
- ▶ **We held the in-person workshop "The direction towards a prosperous future: opportunities and challenges to maximize impact"** in Bogotá and Medellín, with 40 participants, including members and allies.
- ▶ We accompanied the launch of PSM Ventures Colombia, an event organized by PSM México, Alive Ventures, and Latimpacto, where we talked about the impact of the investment climate in Latin America.
- ▶ At the request of the Securities Market Self-Regulator (AMV Colombia), we organized a training for stock market operators

of financial corporations. There, we introduced the perspective of impact investment and the different possibilities of the capital continuum.

- ▶ We also organized a panel with our members Interactuar, Coca-Cola, and WWB Foundation at the Global Intrapreneurship Week to inspire more than 30

attendees about this movement globally and how it can leverage impact processes within organizations.

- ▶ We participated as sponsors in the GLI Forum Medellín, where we held the *Deal Share Session*, focused on Gender, and with a plenary panel in which our CEO was a guest speaker.

OUR MEMBERS IN COLOMBIA:



## MÉXICO

Mexico is a leading country in the region, with actors committed to innovating how they deploy resources to generate greater social and environmental impact throughout the entire capital continuum.

Latimpecto strengthens, with its knowledge and connection strategies, the possibilities of improving investment with impact lenses, acting as a bridge between actors from different sectors and between countries in Latin America and the world that share the same perspective and challenges.

In this way, Mexico projects itself as an **ideal setting for the III Latimpecto Conference, Impact Minds: Standing Together**, which will be held in Oaxaca from September 9 to 12, 2024.



ITZIAR AMUCHÁSTEGUI  
Country Manager Mexico

### OUR WORK IN 2023:

- We participated in the closure of the Collective Impact Program in Monterrey, Nuevo León, with different impact actors from the state.
- Within the framework of the 13th edition of the Latin American Impact Investment Forum, FLII, Latimpecto organized a breakfast with over 60 members and friends to talk about world trends and the impact sector in 2023. At this event, we met with corporate leaders with operations in different countries.
- **We were invited by the Government of Guanajuato, Impact Hub, and UNESCO to participate in Mentefacturas 2023**, an annual event that seeks to strengthen the innovation and entrepreneurship ecosystem of Guanajuato, one of the most important industrial hubs in Mexico.
- In collaboration with Dalberg, we organized a breakfast to present the book *Scaling Impact: Finance & Investment for a Better World*.
- **We participated in the first Impact Communication Festival.**
- We organized a breakfast with One Drop, Coca-Cola Foundation, and FEMSA Foundation to present the achievements and plans to scale the impact of Lazos de Agua in Mexico and the region.
- We participated in the new GSG (Global Steering Group for Impact Investment) study on payment-by-results schemes.
- Together with Promujer and Hispanics in Philanthropy, we participated in the panel How to Invest with a gender lens, organized by CEMEFI.



- ▶ We organized a breakfast with female investors, during which we talked about the role of female investors in Latin America.
- ▶ We organized an Innovative Finance workshop for foundations in collaboration with the CEMEFI Donors Forum, where we presented financial tools

and mechanisms for Latimpacto members and other foundations.

- ▶ Within the framework of the Monterrey +B Meeting, we organized a *side event* in collaboration with the BMW Foundation.

OUR MEMBERS IN MEXICO:



# COMMUNICATIONS AND MARKETING



A clear purpose frames our work in the communications and marketing area: optimize our organization's communication media and expand our offering to become the benchmark in impact communication for our members, allies, and all participants in the impact ecosystem.

To realize our mission as an area, we focus on creating quality content that informs, inspires, and drives action. We implement digital marketing strategies that make the most of the technological tools available, from social networks to online video platforms, to reach our target audience effectively. In addition, we establish connections with the ambassadors of the ecosystem, aiming to enrich our narrative and strengthen our influence.



DAVID MERA  
Communication and  
Marketing Manager



OUR WORK IN 2023:

**We restructured the Communications area** and the means to enhance external publications (social networks, newsletters, mailings, and more).



**We developed an outreach plan** to provide further reach to content of interest to the organization and our allied members. This has allowed knowledge content to be adapted to new formats and reach a broader audience.

**The website has been completely renovated**, with adjustments to the content, mainly in the languages (English/Portuguese), design, and user experience.

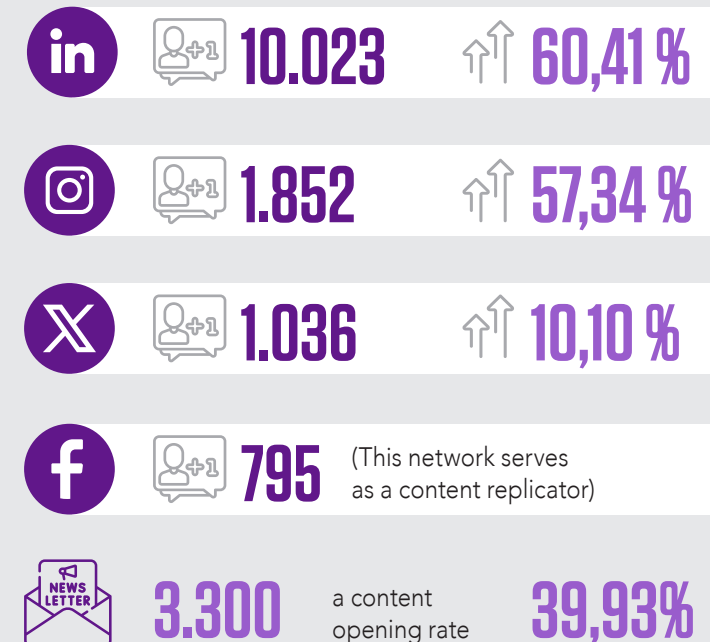


Throughout the year, **we achieved a sustained increase in followers on social media, this was achieved** thanks to the change of narratives within our content matrix, the optimization of the visual design, and the publication policies, making them more organic and closer to Latimpacto collaborators.

The **monthly newsletter** has experienced an increase in the number of readers thanks to changes in publication tactics (dates and times) and a new design and layout proposal.

We are advancing in preparing the products defined in our partnership with the Catalytic Capital Consortium (C3). We completed the case studies in Spanish and Portuguese, which are available on the ecosystem website. In addition, we began its dissemination strategy through our social networks and the email platform, using promotional strategies agreed upon with C3.

We closed the year with the following statistics:



We also began directing our growth efforts to other channels.

## FINANCIAL MANAGEMENT



In 2023, in the Financial Department, **we focused on four work areas: compliance, financial management, proposal support, and strategic planning.**

Within that framework:

- We updated our Statutes.
- We modernized our organizational structure.
- We implemented the SG-SST and enabled a tool for risk analysis and due diligence mechanisms.
- We continued with the adequate control of expenses.
- We established an investment portfolio according to Latimacto's risk profile.
- We guaranteed correct cash flow management.
- We carried out the financial planning for the Impact Minds Conference: Standing Together.

Additionally, we actively participated in structuring the different proposals presented in search for new agreements, programs, or the renewal of existing donors and projects.

We also supported the CEO in updating our 2023-2025 strategic plan, which will align the expectations and needs of our members and partners to continue the growth trajectory of Latimacto in the coming years.



ANDRÉS ESPARZA  
Financial and  
Administrative Director



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**MARÍA LAURA TINELLI**  
Director and Founder  
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CEO



**ANDRÉS ESPARZA**  
Financial and Administrative  
Director



**CATALINA HERRERA**  
Knowledge Co-Manager



**SAMIR HAMRA**  
Knowledge Co-Manager



**MANUELA JIMÉNEZ**  
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Program Manager



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**JULIA IURLINA**  
Regional Manager Countries  
of the Southern Cone



**JUANITA NÚÑEZ**  
Corporate Impact Initiative  
Manager



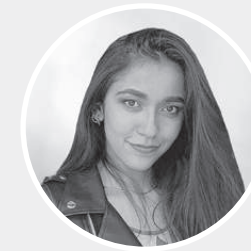
**PAULA RAMÍREZ**  
Corporate Impact Initiative  
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Communications and  
Marketing Manager



**SOFÍA CAMACHO**  
Junior Communicator



**XIOMARA OCAMPO**  
Graphic Designer



# Impact Minds: Standing Together

09 - 12  
SEP

México

OAXACA

2024

\* 9 de septiembre cena exclusiva miembros Latimpacto



Latimpacto