

<https://blog.en.erste-am.com/what-is-impact-investing/>

What is impact investing?

Paul Severin



Impact investing means investing in companies, organizations and funds with the aim of generating measurable, positive effects on the environment or society in addition to financial returns. The influence is made visible, measured and continuously reported on.

Climate change and its consequences are considered to be the greatest challenge in human history. In order to achieve a reversal trend for an environmentally friendly future, a joint effort from various areas is required.

The demand to specifically drive social and ecological progress through investment decisions is getting louder

More and more institutional and private investors are asking themselves this question. The United Nations Sustainable Development Goals contain 17 goals for the development of our planet by 2030.

Since 2016, these goals have been legally binding for United Nations member states. What all goals have in common is the search for solutions to global challenges and megatrends.

Source: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

The financial sector also makes a significant contribution to the targeted management of assessments and investments with impact investing.

Impact investing at EAM

Impact investing is exactly the principle behind the new Erste Asset Management equity fund – ERSTE GREEN INVEST. The fund invests its capital in sustainable companies in the field of renewable energy or water management. In addition, it supports companies that play a pioneering role in the conversion of environmentally harmful processes of the “old economy”.

You can find out [more about ERSTE GREEN INVEST here](#).

Everything about impact funds at Erste Asset Management under this link:

<https://www.erste-am.at/en/private-investors/sustainability>

Legal note:

Prognoses are no reliable indicator for future performance.

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The currently valid versions of the prospectus, the Information for Investors pursuant to § 21 AIFMG, and the key information document can be found on the website www.erste-am.com under “Mandatory publications” and can be obtained free of charge by interested investors at the offices of the Management Company and at the offices of the depositary bank. The exact date of the most recent publication of the prospectus, the languages in which the key information document is available, and any other locations where the documents can be obtained are indicated on the website www.erste-am.com. A summary of the investor rights is available in German and English on the website www.erste-am.com/investor-rights and can also be obtained from the Management Company.

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Paul Severin has worked at Erste Asset Management since April 2008. Until 2012 he was responsible for the company's product management; he has directed communications and PR activities since April 2012. From 1992 to 2008, he was director of equity fund management and deputy director for institutional funds at Pioneer Investments Austria in Vienna.

His career in the securities business began in 1992 at Constantia Privatbank as a portfolio manager and analyst. He worked as primary analyst at Creditanstalt Investmentbank in Vienna from 1994 to 1999.

He studied international business at Innsbruck University and Marquette University in Milwaukee, WI, USA. Before his university studies, he worked at Dornbirner Sparkasse in letters of credit and export financing.

Paul Severin is a member of the board at ÖVFA (Austrian Association for Financial Analysis and Asset Management) and a CEFA charter holder.

Paul Severin is also on Twitter: [@paulseverin](https://twitter.com/paulseverin)