



United Nations

Department of
Economic and
Social Affairs



**SDG
Investment** fair





- 1. Why the SDG Investment Fair**
- 2. About the Fair**
- 3. How countries can participate**

CONTENTS

Stressing Need for Sustainable Development Goals Proposals to Fill Financing Gaps, Deputy Secretary-General Tells Investment Fair ‘Inaction Is Not an Option’

“...The Sustainable Development Goals present abundant opportunities for investments across developing countries. In a relatively short period of time, the SDG Investment Fair has become a year-round programme that connects forward-looking investors with high-impact bankable projects to boost investment into [them].

**- Amina Mohammed
UN Deputy Secretary-General**

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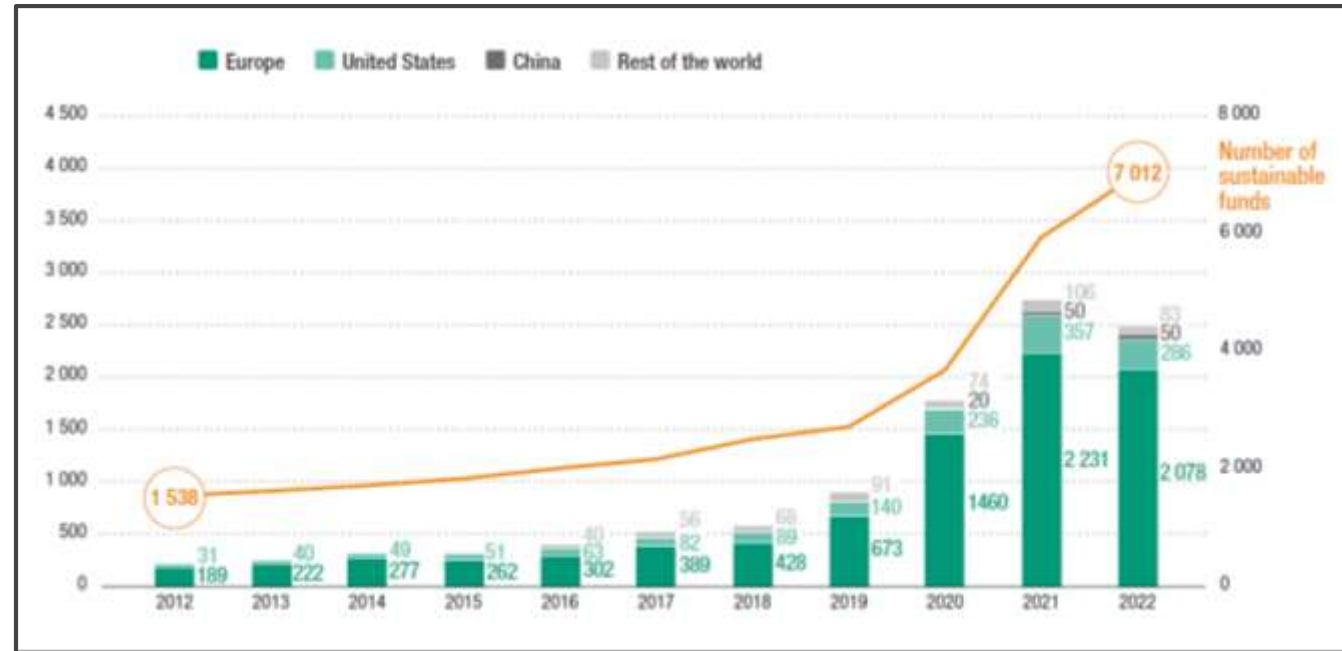
1. Rationale for the SDG Investment Fair

The market for “sustainable” and “impact” investments is rapidly growing...

US\$5.8 trillion

value of the global sustainable finance market in 2022[†]

Sustainable Financing Market, 2012-2022
(Billions, USD)



With increasing impact investment efforts, the sustainable finance market is expected to register an annual compound growth rate of **22.4%** between 2023 and 2032.

Yet many countries have been unable to effectively tap this \$31 trillion market opportunity, exacerbating a widening gap to achieve the UN Sustainable Development Goals...

USD 4 trillion per annum

estimated investment gap to fulfill the 2030 Agenda for Sustainable Development[†]

Although large, the finance gap needed to meet the SDGs still represents only a tiny fraction of the capital managed by large-scale institutional portfolios. Moreover, investments in areas like cleaner infrastructure, social services, and digital technology are widely viewed as pivotal to a resilient COVID-19 recovery.



“[Noting] that there are investment gaps in key sectors for sustainable development...We call on all businesses to apply their creativity and innovation to solving sustainable development challenges...”

Addis Ababa Action Agenda, para. 35



2. About the SDG Investment Fair

What is the



SDG Investment fair ?

A platform for connecting private investors with investment-ready **projects that support the SDGs**



Participants

Investors, governments, and the international development community



Support

DESA helps countries in emerging and frontier economies prepare their investment presentation



Investment opportunities

Can be **direct or financial** investment opportunities

The Fair in numbers

Meeting a growing demand from investors looking for an investment-ready pipeline of SDG-aligned projects...

8

SDG Investment Fairs
held since 2018

\$50 bn

SDG-aligned investment
opportunities showcased

23

Countries have
participated in the
SDG Investment Fair
presenting over 130
opportunities

Benefits of Participating in the Fair



Access a 'one-stop-shop' platform for brokering investments and knowledge

The Fair consists of project pitching sessions in a private and project-tailored setting, investor exchanges, knowledge sharing, and capacity building activities.



Network with investors and other key players

Our network of networks comprises banks, investors, development agencies, and advisory partners, including members of the Global Investors for Sustainable Development **(GISD) Alliance**



Place your country's investment opportunities on the map

Raise awareness of investment opportunities in your country to a growing pool of investors seeking opportunities to make a positive impact, mitigate systemic risks, and meaningfully contribute to achieving the SDGs.

Testimonial

*“The **Fair** ... has helped the Kenyan Government to showcase priority investment opportunities in Kenya across multiple sectors to a global audience of investors, financiers and technical experts. Additionally, UN-DESA catalytic support on **technical assistance** has allowed us through relevant UN agencies and partners to strengthen such investment cases with a greater likelihood of success for impacts on the ground.”*

- Stephen Jackson
UN Resident Coordinator, Kenya



Example: Namibia green hydrogen development



After pitching a green hydrogen infrastructure project at the Fair, the Gvt. of Namibia and UN/DESA co-hosted a match-making event with investors and technology providers. As a result, new partners for Namibia's pipeline of strategic SDG-aligned projects are being mobilized.

Simplified Visual layout of the SCDI (Southern Corridor Development Initiative) in the Kharas Region
Source: Government of Namibia (2022)

Development outcomes for Namibia



Boost of US\$ 15-20 bn / year



>>100,000 domestic jobs

Climate outcomes for the world



Potential to export
14GW clean power into
South African Power Pool (SAPP)



GHG emissions avoidance of
45-60 Mt CO₂e/year⁴
by 2040



3. How can countries participate?

Participation Checklist



- Confirm interest and designate a focal person via Note Verbale to UN-DESA
- Identify projects that meet the criteria
- Self-assessment and project prioritization/qualification
- Prepare draft presentation and work with the Fair Secretariat to refine
- Prepare lists of local investors and press that can be invited to the show

Select the appropriate representative to deliver the presentation

Guidelines for selecting which projects to pitch

The most effective presentations at the SDG Fair ensure the following:



Clarity of SDGs impact

Projects must contribute substantively to the **achievement of one or more SDGs** and have a clear narrative and hypothesis of the impact expected.



Maturity

Must be able to justify projects' commercial viability with a level of **investment readiness being immediate or soon**. This typically entails having: **(1)** a clear business model **(2)** existing pre-feasibility studies; and **(3)** a road map for intended financing and/or partnership structure.



Target size

Projects of at least **USD30 million** are the most sought-after by institutional investors. However, projects of a smaller ticket size can be considered.



Self-Assessment

Project deemed at a **high level of readiness** will be showcased at the Fair.

Presentations can be delivered by:

- 1 Senior-level government officials
- 2 State-owned company representatives
- 3 Private investors with government endorsement
- 4 Local financial intermediaries



SDG
Investment fair

Timelines and expectations for participating in the Fair

General Preparation

- **Step 1:**
Formal expression of interest to participate.
- **Step 2:**
Identify viable SDG-aligned projects.
- **Step 3:**
Develop Project Proposal (including consulting stakeholders and conducting feasibility evaluations)

Follow-up

- **Step 10:**
Designated focal point follows through with interested investors in coordination with DESA.
- **Step 11:**
DESA will request data on investment progress and project maturation following the Fair.
- **Step 12:**
With further project maturation, potentially returning to a future event or co-hosting a targeted side-event with potential investors.

Diagnostics and Evaluation

- **Step 4:**
Conduct self-assessment of project proposal using DESA's Self-Assessment Tool.

*Projects with **low to average scores**: go back to the General Preparation stage.

*Projects with **high and very high scores**: proceed with next steps.
- **Step 5:**
Submit draft presentation that includes key elements from the checklist.
- **Step 6:**
Collaboration with DESA to refine pitches and presentations well in advance.

Presentation

- **Step 7:**
Outreach to local investors and press by DESA and country focal points to promote country's participation at the Fair.
- **Step 8:**
Designated representative(s) delivers a 15-20 min. presentation.
- **Step 9:**
Join workshops and side events organized by DESA to build capacity on SDG investment and financing and interact with potential investors.



**For More Information:
[Visit our website](#)**

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The 2030 Agenda for Sustainable Development and
17 Goals for People and Planet



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