

Green growth journey: Attract impact investment

A self-analysis activity for your business!

ABOUT THIS ACTIVITY



This activity is designed to help you, as an ASEAN MSME, reflect on your current practices and identify areas for improvement in your journey towards green growth. The objective of this activity is to assess your business's contribution to green growth, alignment with ASEAN's sustainability goals, potential for attracting impact investment, and access to green finance.

OBJECTIVES



Upon completion of this activity, you will have a comprehensive self-analysis of your business's green growth potential and a scorecard that rates your readiness for attracting impact investment. This will not only help you identify your strengths and areas for improvement, but also provide you with insights to make strategic decisions for your business's future. Ultimately, this activity aims to empower you to make informed decisions that align with both your business goals and the broader sustainability goals of the ASEAN region.



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HOW TO DO THIS ACTIVITY?



Set aside time

1

Find a quiet place and set aside some uninterrupted time to complete this activity. Reflecting on these questions may take some time, but it's an important investment in your business's future.

Read each question carefully

2

Take your time to understand each question before answering. Remember, there are no right or wrong answers. The goal is to gain a deeper understanding of your business's green growth potential.

Answer honestly

3

Be honest in your responses. This activity is for your benefit, and accurate answers will provide the most valuable insights.

Record your answer

4

Put a mark in the 'Yes' or 'No' column. This will be used to calculate your score at the end of the activity.

Calculate your score

5

At the end of the activity, calculate your score by giving your business a score of one for each 'Yes' answer and zero for each 'No' answer.

Plan your next steps

6

Based on your score and the insights you've gained from this activity, plan your next steps. What areas do you need to work on? What resources or support do you need?

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STEP 1. ANALYZE YOUR CONTRIBUTION TO GREEN GROWTH



This section is designed to help you reflect on your business's current practices and their contribution to green growth. By answering a series of questions, you will gain insights into how your business is promoting environmental sustainability while fostering economic growth.

Green Growth Potential Checklist

Does your business have a clear environmental policy?	Yes	No
Are you actively reducing your carbon footprint?	Yes	No
Do you use renewable energy sources?	Yes	No
Do you have waste reduction measures in place?	Yes	No
Are you actively promoting green practices among your employees?	Yes	No
Do you have a system for monitoring and improving your environmental performance?	Yes	No
Are your products or services designed to have a minimal environmental impact?	Yes	No
Do you engage in any environmental conservation activities?	Yes	No
Do you consider environmental factors in your procurement processes?	Yes	No
Do you communicate your green initiatives to your customers and stakeholders?	Yes	No

Green Growth Potential Score ____ / 10

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STEP 2. ANALYZE YOUR ALIGNMENT WITH ASEAN'S SUSTAINABILITY GOALS



In this section, you will assess how your business aligns with ASEAN's sustainability goals. The questions will guide you to understand how your business practices align with the broader sustainability goals of the ASEAN region.

Alignment with ASEAN's Sustainability Goals Checklist

Does your business contribute to reducing greenhouse gas emissions in line with ASEAN's sustainability goals?

Yes

No

Are you creating jobs or improving livelihoods in local communities?

Yes

No

Are you contributing to sustainable urban development?

Yes

No

Are you promoting sustainable consumption and production patterns?

Yes

No

Are you contributing to the conservation and sustainable use of marine resources?

Yes

No

Are you promoting sustainable management of forests and biodiversity?

Yes

No

Are you contributing to climate change mitigation or adaptation?

Yes

No

Are you promoting peaceful and inclusive societies for sustainable development?

Yes

No

Are you strengthening mechanisms for implementing sustainable development goals?

Yes

No

Are you fostering partnerships for sustainable development?

Yes

No

Alignment with ASEAN's Sustainability Goals Score ____ / 10

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STEP 3. ANALYZE YOUR POTENTIAL FOR IMPACT INVESTMENT



This section focuses on your business's potential for attracting impact investment. The questions in this section will help you evaluate your business's potential to attract investments that aim to generate both financial return and positive social or environmental impact.

Impact Investment Attraction Checklist

Does your business have a clear strategy for generating both financial returns and social/environmental impact?

Yes

No

Do you measure and report on your social/environmental impact?

Yes

No

Are you transparent about your business operations and impact?

Yes

No

Do you have a strong track record of financial performance?

Yes

No

Do you have a strong management team with relevant experience and skills?

Yes

No

Is your business model scalable and able to generate sustainable impact?

Yes

No

Do you have a clear exit strategy for investors?

Yes

No

Are you open to working with investors to improve your impact performance?

Yes

No

Do you have a unique value proposition that sets you apart from competitors?

Yes

No

Are you operating in a sector that is attractive to impact investors?

Yes

No

Impact Investment Attraction Score ____ / 10

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STEP 4. ANALYZE YOUR ACCESSIBILITY TO GREEN FINANCE



The final section of this activity will help you analyze your business's access to green finance. The questions will guide you to understand your business's readiness to access finance for investments that provide environmental benefits.

Green Finance Access Checklist

Are you aware of the different green financing options available to you?	Yes	No
Have you considered applying for green loans or issuing green bonds?	Yes	No
Are you eligible for any grants or subsidies for green initiatives?	Yes	No
Do you have a clear plan for how you would use green finance to grow your business?	Yes	No
Are you prepared to meet the reporting requirements associated with green finance?	Yes	No
Do you have the capacity to manage the risks associated with green finance?	Yes	No
Do you have strong financial management systems in place?	Yes	No
Are you able to demonstrate the environmental impact of your use of green finance?	Yes	No
Are you able to provide the financial returns that green investors are looking for?	Yes	No
Do you have a strategy for engaging with green investors?	Yes	No

Green Finance Access Score ____ / 10

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GREEN GROWTH JOURNEY REFLECTION SCORECARD



Having completed the self-analysis, reflect on your Green Growth Journey. Review your scores on **Green Growth Potential, ASEAN Sustainability Goals Alignment, Impact Investment Attraction, and Green Finance Access**. Use the **Green Growth Potential Scorecard and Follow-up Actions Table** to understand your business's current status. This reflection will help identify gaps and strategize improvements, empowering you to make decisions that align with your business and ASEAN's sustainability goals.

Green Growth Journey Scorecard and Follow-up Actions Table

Total Score	Your Status	What should you do next?
1-10	You're at an early stage!	Your business is at the early stages of its green growth journey. Consider seeking advice on how to improve your environmental performance, align more closely with ASEAN's sustainability goals, attract impact investment, and access green finance.
11-20	You're making progress!	Your business is making progress but there is room for improvement. Identify the areas where you scored low and develop a plan to address these gaps.
21-30	You're on the right track!	Your business is well on its way to becoming a green growth leader. Keep up the good work and continue to look for ways to improve.
31-40	You are the green champion!	Your business is a green growth champion! You are well-positioned to attract impact investment and contribute to ASEAN's sustainability goals. Continue to innovate and lead the way in green growth.

Now that you've learned about attracting impact investment, let's move on to identifying the right program for your business in our next activity.

