

#### FOR IMMEDIATE RELEASE

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## SOCAP/Europe - at the intersection of Money and Meaning *Europe's first global conference on Impact Investing* Amsterdam, May 30 – June 1, 2011

"We are returning to Amsterdam, the place where capital markets began. This time adding meaning to money," says founder of SOCAP, Kevin Jones. SOCAP stands for 'social capital,' and names a movement, which originated in San Francisco 3 years ago following the SOCAP08 conference. That conference drew 600 people to 'a marketplace at the intersection of money and meaning', 2 weeks prior to the Lehman Brothers' collapse, SOCAP caught the spirit of disaffection with the status quo of capital markets, and the rising tide of activism amongst social entrepreneurs. Two years on, at SOCAP10, attendance had more than doubled to 1,400, while 20,000 more followed the conference online. Impact Investing is a movement towards using capital as a tool for positive change, an investment that measures not only financial return but measures social and environmental return as well.



Today the SOCAP movement will come to Europe for the first time. To Amsterdam, where more than 500 global stakeholders from the Social Capital Movement will gather at SOCAP/Europe, a conference "reconvening the world's capital markets".

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The conference will be held on the site of the World's first stock market, the "Beurs van Berlage" and runs from May 30 to June 1, 2011. Pioneering organizations already on board are Triodos Bank, Stichting DOEN, Root Capital, UnLtd, Skøll, LGT Venture Philanthropy, Blue Orchard Finance, ResponsAbility, Kiva, Omidyar Network, and more are added every day. The change in attitude by the financial markets is illustrated by ABN AMRO Bank, one of The Netherlands oldest financial institutions, joining as a conference sponsor.

**"With significant investments from both public and foundations, Europeans have been doing what is now being called 'impact investing' for years" SOCAP convener Kevin Jones explains. "High impact groups are coming to tell their story at SOCAP, to be joined by investors and entrepreneurs from all over the world. While we see public subsidies ending, the private equity and investor market in Europe is demanding products where money will have both meaning and impact."**

SOCAP/Europe is a cross-continent partnership between founder Kevin Jones' SOCAP events, and one of the earliest and most experienced impact investing firms in Europe, Amsterdam's PYMWYMIC (Put Your Money Where Your Mouth Is Company). Frank van Beuningen, founder of PYMWYMIC, started Europe's first impact investing fund in 1997, and has since seeded 30 impact companies. "We need local partners with expertise

and a track record, who may help build the community in Europe. SOCAP remains a community effort”, Jones says.

**‘We need solutions that come through business. The entrepreneurs are at the heart of the social capital market, and these new models completely blend financial, social and environmental return. We need European families and investors to put their money where their mouth is and help fund future benefits’** explains Van Beuningen. **“We are creating a space that enables good things to be done.”**

**“We expect at least 40 countries to be represented at SOCAP/Europe. Amsterdam will be the center of a lens on the breakthrough of global investments. As we were touring Europe, engaging with the community we encountered high demand, so it’s best to ensure your place soon,”** comments Margaret McGovern, co-founder of SOCAP/Europe.

**Marilou van Golstein Brouwers** - Triodos Bank (Netherlands)  
**Willy Foote** - Root Capital (United States)  
**Jean-Phillipe de Schrevel** - Blue Orchard (Switzerland)  
**Geoff Mulgan** - Nesta (United Kingdom)  
**HRH Prince Carlos de Bourbon de Parme** - INSID (Netherlands)  
**Jed Emerson** - Center for Social Investment, Heidelberg (Germany)  
**Matt Flannery** - Kiva (United States)  
**Pål Dale** - Voxtra (Norway)  
**Filippo Addarii** - Euclid Network (Pan-European)  
**Loïc Comolli** - NESsT (Hungary)  
**Angela Lawaldt** - BonVenture (Germany)  
**Ezra Musoke** - InReturnCapital (Tanzania)  
**Patrice Schneider** - MDLF (Switzerland)  
**Rien Van Gendt** - Van Gendt Philanthropy (Netherlands)  
**Stewart Craine** - Barefoot Power (Australia)

Social entrepreneurs not only care about the problems of the world, they put their resources, time and money on the line to address them and improve the lives of millions. There are 50 scholarship places reserved for creative and innovative entrepreneurs.

Included in the conference are the evening kick-off reception honoring 50 social entrepreneur scholarship recipients, and two-full days of presentations, exhibits, events and opportunities to meet with fellow investors, entrepreneurs and those who are deeply engaged in “impact investing” throughout Europe and the World.

We expect to sell out, so SOCAP/Europe participants are invited to register early and join this highly interactive, participatory event. For registering click here: <http://europe.socialcapitalmarkets.net/socap-europe-registration/>.

To apply for a scholarship, please click here: <http://europe.socialcapitalmarkets.net/social-entrepreneur-application/>

Many opportunities to volunteer are available for aspiring social innovators. To apply for a Volunteer Position, please visit: <http://europe.socialcapitalmarkets.net/volunteer-application/>

*Going back to where capital markets were born*  
SOCAP/Europe, May 30, 31, June 1, 2011  
Beurs van Berlage, Damrak 243, Amsterdam  
<http://europe.socialcapitalmarkets.net/>

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