



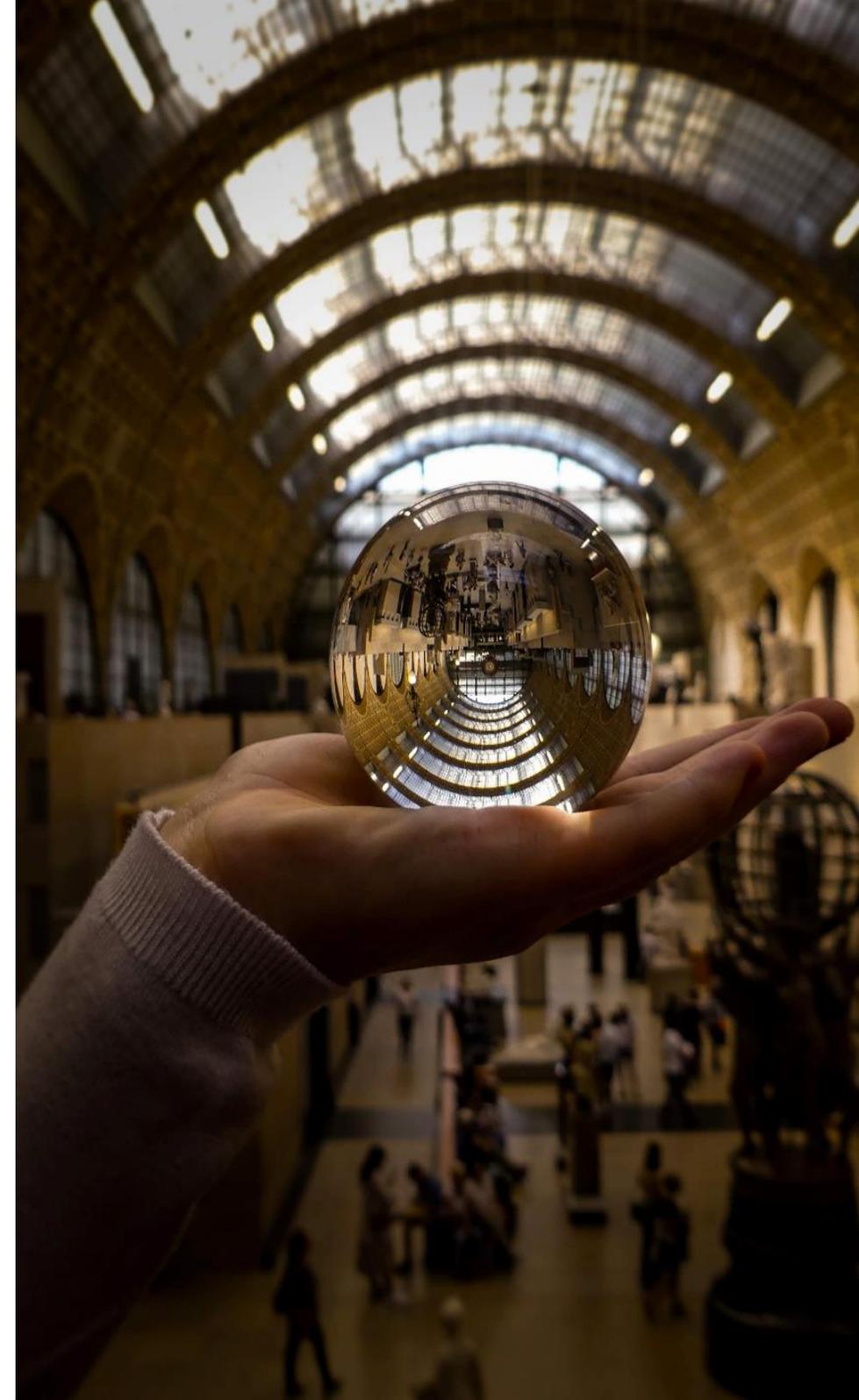
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# **Partner Day 2026 Asia - Americas Deep Dive: New approaches to cooperation**

East and South East Asia Section

**Selling Outcomes and Impact –  
examples from Asia**





# Welcome

## Sabine Rosenthaler

Head of Section South and South East Asia



# Programme

<b>14:00</b>	<b>Welcome and objective of the session</b> <ul style="list-style-type: none"><li>◦ Explore emerging partnership models and innovative financing mechanisms that can drive meaningful and scalable impact</li></ul>	Sabine Rosenthaler, Head of Section South and South East Asia
<b>14:05</b>	<b>Presentation:</b> Selling outcomes and impact - examples from Asia <ul style="list-style-type: none"><li>◦ Illustrate how outcome-based and impact-linked finance can mobilise market capital to complement Official Development Assistance and scale impact</li><li>◦ Inspire IC partners to rethink their role as impact producers</li></ul>	Peter Beez, Programme Officer Economy+Education, Thematic Cooperation; Manuela Sells-Rohrbach, Regional Programme Officer Economy+Education Asia-Americas
<b>14:30</b>	<b>Discussion:</b> Contributions from participants in Zollikofen and online <ul style="list-style-type: none"><li>◦ Foster mutual exchange of experience and views</li><li>◦ Jointly explore perspectives for future collaboration</li></ul>	Manuela Sells-Rohrbach, Peter Beez
<b>15:20</b>	<b>Wrap-up and Closing</b> <ul style="list-style-type: none"><li>◦ Share take-aways and next steps</li></ul>	Sabine Rosenthaler
<b>15:30</b>	End of the session	



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# **Selling Outcomes and Impact – examples from Asia**

Peter Beez, SDC Economy and Education  
Section, Thematic Cooperation

Manuela Sells-Rohrbach, SDC Asia - Americas  
Division





## Mind the gap: ODA finances the SDGs?

- SDC Budget: CHF 2B p.a.
- To achieve the SDGs we need 3 - 4.000B p.a. ...

⇒ not even a per mill of what is needed ...

⇒ And getting further cut. Brilliant.

## Obviously, we could do with more donors ...

- Public donors: Switzerland, Europe, USA?
- Private donors: foundations, high net worth individuals, you and me

But this is still not enough ...

So where is the money to make the change?





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## “Change” needed: can we use the market?

SDC partners are “impact producers”: you all know how to

- a) Create impact
- b) Measure and manage impact
- c) Report on impact

How about now **selling** the impact not only to SDC, but whoever else may have an interest in impact?



SCHWAB FOUNDATION  
FOR SOCIAL ENTREPRENEURSHIP

In collaboration with SK Group's Center  
for Social Value Enhancement Studies  
and Rockefeller Philanthropy Advisors

## Redefining Value: From Outcome-Based Funding to Tradeable Impact

WHITE PAPER

JUNE 2025





## Who wants to **buy** impact???

Example Vocational Skills Development:

- The Workers
- The Employers
- The Local Government
- Others: SDC, Foundations, etc.

Some may not be able or willing to pay upfront, but only after success is there

⇒ A case for outcome based finance?

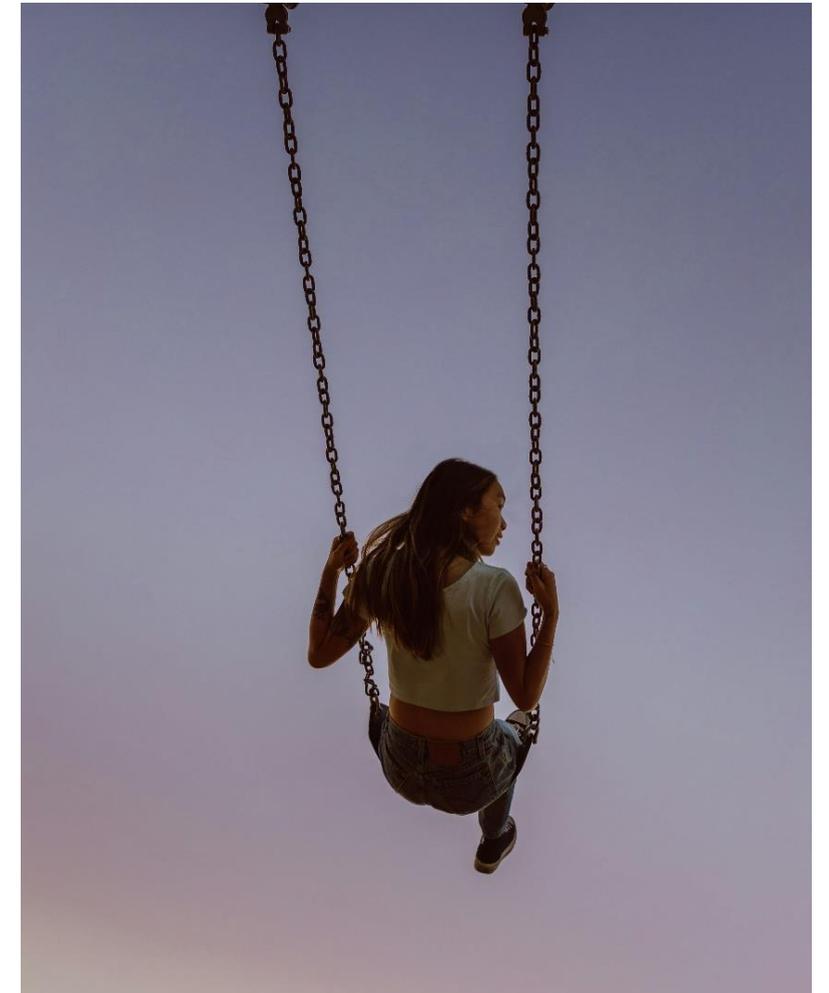
⇒ Or even Impact-linked finance?





## What is impact-linked finance?

- Impact-linked finance was designed to support social and impact enterprises.
  - They create a lot of social and environmental impact (positive externalities), but nobody is paying for this.
- ⇒ They cannot grow fast enough.
- ⇒ They do not get enough investment and talent.
- Paying for impact changes this. Tested, works.





## Examples from Latin America: Clínicas del Azúcar/Programa Valentina



## Example B-Bridddhi: Scaling Impact Enterprises of Bangladesh





## Example: Khmer Water Supply Holding, Cambodia



## Example: Impact-Linked Finance for Climate Action in Asia and Africa (ILF CLAC)



1. Enhance **climate resilience, food security, and sustainable livelihoods of underserved populations** by increasing access to green solutions.
2. Drive **systems change** by promoting the adoption of impact-linked finance among governments, donors, and investors as a credible tool to **align public and private capital toward inclusive climate goals.**



## Sounds strange to you?

**You are all entrepreneurs, too, and in impact production business.**  
Social enterprises cover most or all of their cost via the market and still create impact. And they start selling impact.

### **You can do both:**

1. Try to cover some of the costs via the market (where possible)
2. Sell impact
3. You may even attract investment to pre-finance impact production ...



# Why?



# How?

- Co-finance is a win-win
- Selling **different outcomes/impact to different buyers** makes things possible that were not possible before.
- Use **SDC as a partner**:
  - co-finance of design and set-up
  - Pay for outcomes others do not pay for (if still in our mandate, i.e. in particular reduction of poverty and inequality).



## To whom sell impact?

You are better in fundraising and have already target groups, but what about

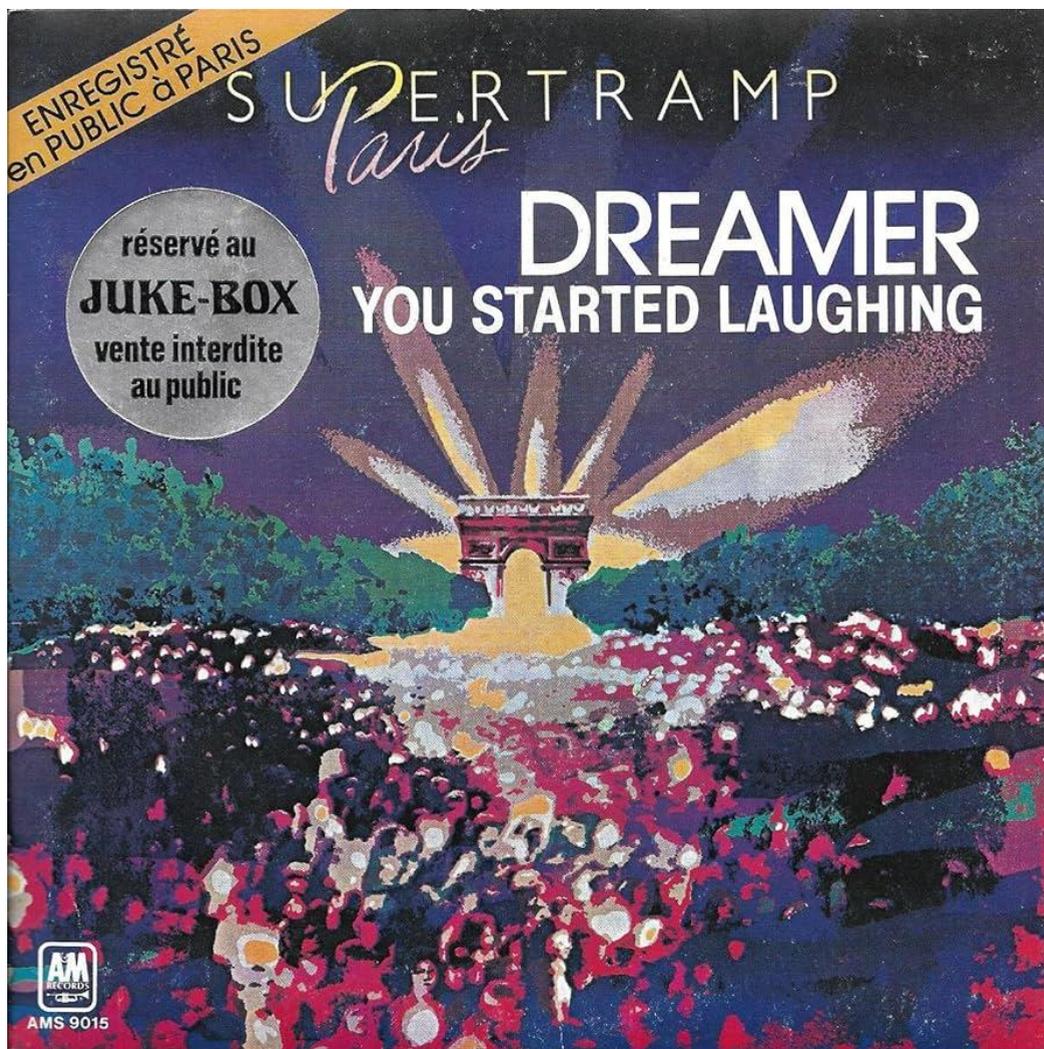
### **The private sector in general?**

Think of value chains, they all could benefit from better trained workers, e.g. in agriculture assuring a stable and high quality supply.

So VSD example could be sold to other companies in the value chain, too. Not only the employers.

Can you make a business case for them?





## Not realistic?

Maybe, but think of

- a) **Techno Serve** selling part of their projects as services to companies since many years
- b) **GAVI, Bayer Foundation** and others experimenting with several multi-million dollar projects in different African countries where corporates co-finance the pilot and then are supposed to continue alone. Dutch and German Chocolate and Coffee producers. Combining health and value chains.
- c) And last but not least, the **carbon credit market**: this is about selling and buying environmental impact with Shell and Microsoft being the biggest buyers

Half a billion market volume in 2024 only in the **voluntary carbon market** (outside compliance).



# Next steps?

Let's discuss.

Let's start?





# Discussion

Contributions from participants in Zollikofen and online

- Foster mutual exchange of experience and views
- Jointly explore perspectives for future collaboration



# Wrap-up and Closing

## Sabine Rosenthaler





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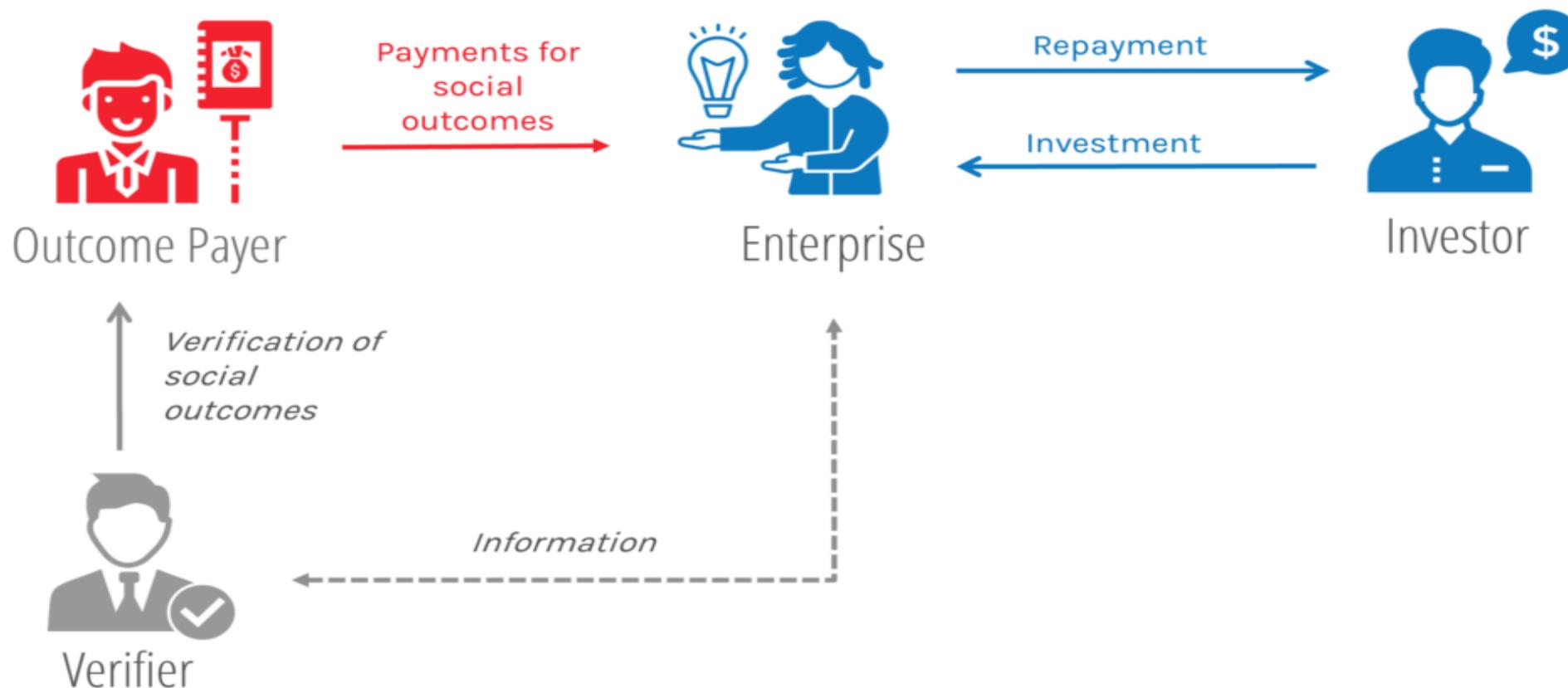
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# Thank you very much!



# Reserve Slides

## Impact-Linked Finance – basic case





- I. Your reactions to the presentation: What does this mean for you?
- II. Where have you tried to sell outcomes - even informally - and what did that unlock?
- III. What role(s) could your institution play in these evolving partnerships for catalytic finance or impact-linked finance? What do you expect from SDC?



## Case Study: KWSH Results

1. EUR 3M Investment raised (about factor 10)
2. Connected 1700 additional households, from 62% to 72% in two districts within 3 years, paid out EUR 231.000 for outcomes
3. About EUR 500 benefit per year per household: total social return on investment close to 7
4. Sustainable: People stay connected
5. Can be replicated, will be replicated





## How to convince capital owners and their investment managers to invest into social enterprises? The billion dollar slide...

We need to bring them on the investors optimal investment curve, e.g. by

1. Reducing risks, e.g. guarantees or first loss pieces in structured funds
2. Increase returns, e.g. pay for impact (impact-linked finance)
3. Combinations, technical assistance

4. And last but not least: find somebody with a lower curve, e.g. Acumen, Elea, DRK, Mulago etc.

=> The right *kind* of investor.

The more social, the more difficult the context, the more we need all four elements...

