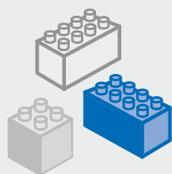


# Investing in people, the planet and prosperity: Five pathways

*Investment in sustainable development is smart investment. Companies that introduce sustainability into their business models are profitable and successful, with positive returns on capital in terms of reduced risks, diversification of markets and portfolios, increased revenue, reduced costs, and higher value products. These five pathways can help to ensure the quantity and quality of investment for implementing the Sustainable Development Goals.*



**Foreign direct investment** creates new jobs, boosts productivity and technology transfers, while enabling local firms to access new markets in developing and emerging economies.



**Blended finance** offers huge, largely untapped potential for public, philanthropic and private actors to improve the scale of investment in developing countries.



**Monitoring and measuring private funds mobilised** enhances transparency, improves financing strategies and good practices.



**Social impact investment** empowers the poorest to lead more productive lives, while bringing effectiveness, innovation and scale to sustainable business.



**Responsible business conduct** enhances business and development results, matching investment quantity with business quality to produce social, economic and environmental benefits.



People



Planet



Prosperity



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