



The Week in Impact Investing: Creativity

January 22, 2021

TGIF, Agents of Impact!

Creative construction. Poetry and music lifted this week's U.S. presidential inauguration, helping connect and inspire a weary nation. Culture and creativity move us. In a series of essays this week in *ImpactAlpha*, artists and investors explored how creative industries also provide good jobs, on-ramps to opportunity, and solutions to challenges from racial injustice to climate change (see *No. 1, below*). "We've learned that quiet isn't always peace, and the norms and notions of what 'just' is isn't always justice," shared inaugural poet **Amanda Gorman** (see *Agent of Impact*).

"And yet the dawn is ours before we knew it.

Somehow we do it.

Somehow we weathered and witnessed a nation that isn't broken, but simply unfinished."

Impact Briefing. On this week's podcast, host **Brian Walsh** breaks down creative economy opportunities with Upstart Co-Lab's **Laura Callanan**. We also listen, again, to some of the lines from **Amanda Gorman**, inaugural poet and this week's Agent of Impact. Plus, the headlines. [Tune in](#), share, and follow us on [Apple](#), [Spotify](#) or wherever you get your podcasts.

The Week's Big 5

1. Creativity, culture and capital. As more businesses are seeking impact alongside profit, "so too must our cultural institutions and creative industries now engage in the global effort to achieve just and sustainable impact economies," writes **Sir Ronald Cohen** to introduce a [collection](#) of dozens of

essays from Nesta, Fundación Compromiso and Upstart Co-Lab. ImpactAlpha presented four of the essays this week.

- **Culture connects us.** "People are using culture and creative activity to create jobs, raise voices and build hope," writes American cellist **Yo-Yo Ma**. Local arts organizations, he writes need "investment – of financial capital, or human resources, or public recognition – to reach a wider audience and eventually be part of global solutions." [Connect](#).
- **Safeguarding Africa's creative and cultural moment.** The economic and social benefits of Africa's cultural renaissance are at risk in the COVID pandemic. HEVA's **George Gachara** calls for a transformational finance facility to provide space for creative practitioners to recover and reinvent. [Seize the moment](#).
- **Driving economic opportunity in Atlanta.** Creative industries in Georgia employ 200,000 people and represent a combined \$37 billion in revenue. "Atlanta has leaders that believe in creative industries," writes Invest Atlanta's **Sheoyki Jones** of Invest Atlanta, the city's economic development authority. [Go local](#).
- **Aligned capital for creative entrepreneurs.** Hamburg-based **Purpose Ventures** is helping creative founders across the globe grow businesses while maintaining ownership and control. "The world needs creative leaders and solutions," write Purpose Ventures' **Alexander Kühl** and **Camille Canon**. "It's our job to foster their creativity and preserve their impact through aligned investments." [Line up](#).