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Impact Voices: Creative Economy

Financing Latin America's creative economy. The economic and social impact of Latin America's cultural and creative sectors – known as the “orange economy” in the region – is overlooked and undercapitalized. Creative sectors generate more than \$177 billion annually and provide jobs for more than 10 million people in Latin America. “Creativity can be put to work for the benefit of individuals, communities and society, including through boosting local, national and international economies,” [write](#) **Carolina Biquard** and **Barbara Russi** of Fundacion Compromiso in Buenos Aires. With the foundation, **Upstart Co-Lab** and **Nesta's Arts & Culture Finance**, *ImpactAlpha* is highlighting the impact-oriented banks, institutions and investors in Latin America that are driving capital toward sustainable fashion, architecture, food, film, media and other creative sectors. The following essays are from Volume I of “*Creativity, Culture & Capital*” – *ahora disponible en Español*.

- **A blended finance solution for sustainable fashion and impact businesses in Brazil.** When COVID hit, São Paulo-based **Trê**, which connects investors with impact-oriented businesses, pivoted its sustainable fashion business accelerator to mobilize emergency financing for 50 small businesses, including women-led creative companies **Insecta Shoes**, **MyBasic** and **Refazenda**. The vehicle pooled capital from large corporations, high-net-worth individuals and retail investors to provide long-term, low-interest loans. Such blended structures can reduce risk for investors and “deliver clear and fair results for all stakeholders,” says Trê's **André Melman**. [Check it out](#). (*Léelo en Español*).

- **An ethical bank in Latin America as the heart of the economy and the creative industries.** Santiago-based **Banca Ética Latinoamericana**, a project of **Fundación Dinero y Conciencia**, tailors financing for creative businesses with thorough risk-impact evaluations. Understanding the problems a creative business is addressing, says **Sebastián Cantuarias** of Fundación Dinero y Conciencia, helps build “trust and collaborative work ties between this sector and the banking industry.” [More](#). (*Léelo en Español*).
- **Corporate venture capital: a risk and an opportunity for Latin America’s orange economy.** Content is king. Large content conglomerates like **Netflix** are opening their doors – and pocketbooks – in Latin America in search of original local content to help attract and retain subscribers and enter new markets. That represents “an opportunity that we cannot let go by, if we are to maximise the economic and social impacts of creativity,” writes **Alejandra Luzardo** of the Inter-American Development Bank. [Go deeper](#). (*Léelo en Español*).