IMPACT INVESTING MONTHLY

August 2025

Your monthly update on impact investing

Impact Investing at AOWM
Seeking companies that turn a profit making a sustainable impact on society and the environment

August’s update includes a company highlight on HP Inc, videos about the circular economy, and links to further resources on these fronts. As always, if you would like to talk about impact investing in general or your impact portfolio specifically, please do not hesitate to email me.

Grace and Peace,

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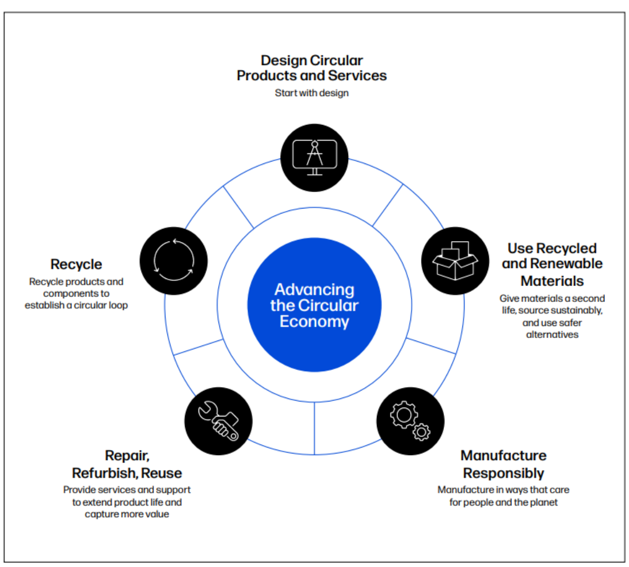
Highlight on HP Inc.

HP Inc. (hp.com) was founded in 2015 as a spin-off of Hewlett-Packard Company, whose roots got back to 1939 and the birth of Silicon Valley. Based in Palo Alto, CA, HP provides hardware and services for personal computing, printing, 3D printing, hybrid work, and gaming. HP’s mission is to “enable people to bring their ideas to life and connect to the things that matter most,” and HP’s vision is “to create technology that makes life better for everyone everywhere.” HP seeks as well to “embrace the principles of the circular economy by prioritizing sustainable material choices, circular design, and the repair, recovery, and reuse of our products.”[1]



[1] *HP Inc. 2024 Sustainable Impact Report*, p. 26

HP ranks 2nd on JUST Capital and 79th in Corporate Knights Global 100, a list of public companies that are “driving the transition to a low carbon, circular economy” according to research by Corporate Knights.

Videos of the Month

(Click on the images to view)

Our first video "Explaining the Circular Economy" comes from the Ellen MacArthur Foundation and overviews the concept of designing a circular economy "where materials [technical and biological] never become waste and nature is regenerated." You can see more on the roots of this idea here and take a deeper dive on the concept with Ellen MacArthur here.

Our second video comes from the Cradle to Cradle Institute, which is working toward "a world where safe materials and products are designed and manufactured in a prosperous, circular economy to maximize health and wellbeing for people and planet." Cradle to Cradle is rooted in the seminal book *Cradle to Cradle: Remaking the Way We Make Things* (2002) by William McDonough and Michael Braungart. You can see more about the C2C Certification process and growing community here.

Resources

"William McDonough on Cradle to Cradle"
The Beautiful Truth
May 14, 2021
(8 min watch)

"What is Circularity?"
McKinsey & Company
June 14, 2024
(7 min read)

"What is the Circular Economy?"
CNBC Explains video
January 18, 2018
(4 min watch)

"A Brief History of the Circular Economy"
Metabolism of Cities
Aristide Athanassiadis
April 27, 2022
(20 min watch)

What is Impact Investing?

The term **"Impact Investing"** focuses on investments made *"with the intention to generate positive, measurable social and environmental impact alongside a financial return."*[1] Many people talk about this intersection of social, environmental, and financial values as a focus on the **triple bottom line** of **people, planet, and profit**.[2] Others also highlight the ways that environmental, social, and financial values are really **"blended values,"**[3] given that the operations, products, and services of any business always have effects (whether positive or negative) on society, the environment, and the financial bottom line. A common definition of **"sustainability"** along these lines is *"meet[ing] the needs of the present without compromising the ability of future generations to meet their own needs."*[4]

"ESG" is a term that stands for "Environmental, Social, and Governance" factors that can affect a company's long term financial health as well as well-being for broader society and the environment. The term ESG was coined in a 2004 United Nations report entitled, "Who Cares Wins: Connecting Financial Markets to a Changing World," and this report highlights the ways *"successful investment depends on a vibrant economy, which depends on a healthy civil society, which is ultimately dependent on a sustainable planet."*[5]

ESG analysis usually focuses primarily on how a changing world (socially and environmentally) might affect a company's financial return. Impact analysis usually focuses on how a company's operations and products affect society and the environment. The two types of analysis are distinct but complementary and can be used to help you blend your values with your investments.

Sources

[1] Thegiin.org; see also rockefellerfoundation.org/from-the-archives/global-impact-investing-network-giin/
[2] "Triple bottom line," *The Economist*, Nov 17, 2009. economist.com/news/2009/11/17/triple-bottom-line
[3] Blendedvalue.org
[4] *Our Common Future*, UN World Commission on Development and Environment, 1987, p. 24
[5] UNepfi.org/fileadmin/events/2004/stocks/who_cares_wins_global_compact_2004.pdf

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