Figure 1: Investing continuum from traditional investing (purely for profit) to pure philanthropy (no expectation of any financial return)

- **Pure philanthropy**: Charitable donations and grants with no expectation of financial return.
- **Venture investing**: Seed capital provided with no expectation of return, for projects where sustainability will be achieved through mentoring by investors.
- **Program/thematic investing**: Investment where it is expected that the principal will be recovered and some ROI is possible, but primary focus is on positive ESG performance.
- **Impact investing**: Investments are intended to generate positive, measurable social and environmental impact alongside an acceptable ROI.
- **ESG investing**: Investments limited to companies that track and report their ESG performance.
- **Socially responsible investing**: Avoidance generally of investments with harmful ESG practices.
- **Traditional investing**: Driven by optimizing financial ROI.