

A Novel Approach for Assessing Creative Enterprises to Attract Impact Investment in Kazakhstan

Key Insights of the Study

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**Do we really need a new
approach for assessing
creative enterprises?**

What is wrong with current one?

What values do stakeholders see?

Investors and the public sector view

What is the real value of creative enterprises?

Social, cultural, environmental, educational, therapeutic, behavioural and other impacts

How to measure impact?

Translation from quality to quantity

If we measure impact correctly, then what?

**Values and impact scaling in exchange
for impact capital**

Who will measure the impact?

The importance of intermediaries

What else is crucial?

The role of impact-driven creative ecosystem

Where to begin?

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Новые подходы
к **оценке креативных бизнесов**
для привлечения импакт-инвестиций
в Казахстане

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