

Milan/London/Paris/Munich, 17 November 2022

## Ambienta is chosen for two INSEAD Business School Case Studies

- This academic recognition highlights Ambienta’s pioneering work in sustainable investing in private equity
- The two cases cover strategic challenges ahead in a booming “sustainability” environment as well as impact methodologies
- These cases reinforce the already strong relationship between Ambienta and INSEAD, as several team members, including Nino Tronchetti Provera (Founder and Managing Partner) and Fabio Raghino (Head of Sustainability & Strategy), are alumni

**Ambienta SGR SpA (“Ambienta”)**, one of Europe’s leading and largest asset managers focused, solely, on environmental sustainability, is pleased to announce that it has been chosen for two case studies by **INSEAD Business School**. The two cases are meant to expose students to the strategic and methodological challenges of sustainability-driven investing through the 15-years experience of Ambienta in the field.

One case analyses the evolution of Ambienta from its inception in 2007 to today. Founder and Managing Partner Nino Tronchetti Provera, together with an embryonic team that now includes more than sixty professionals, approached sustainability as the biggest revolution that the global economy has ever experienced, a mega trend that is constantly reshaping all industries. Since its inception, Ambienta has focussed on opportunities that harness the intersection of industrial development and environmental sustainability. Europe’s small and medium family-owned companies were the natural place where Ambienta looked for “sustainability champions to be”, acquired these through a private equity model, and equipped them with the tools to play on a larger stage. The case describes Ambienta’s growth trajectory and presents students with the current strategic challenges of growth in a market which has expanded and moved mainstream.

The second case focuses on Ambienta’s systematic method of measuring impact and understanding if an investment truly qualifies as a sustainability champion: Ambienta’s proprietary Environmental Impact Analysis (EIA). This analysis, which is conducted by the Sustainability and Strategy Team, headed by Fabio Raghino, aims to make sure that the positive impact of the company in its sector is undeniable and a true driver of success. Students will be able to deep dive into the issues and nuances of impact assessment in a moment where this is becoming a pervasive industry need and standards are yet to emerge.

**Nino Tronchetti Provera, Founder and Managing Partner of Ambienta, and INSEAD MBA Alumnus, commented:** “As an INSEAD alumnus myself, I am delighted to share my personal story with MBA students in the hope of inspiring young generations of entrepreneurs to create strong businesses with solid financial returns and even better environmental impact, and to share the complexity of the decision-making process we experience on a day-to-day basis.”



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**Fabio Raghino, Partner and Head of Sustainability & Strategy at Ambienta, and INSEAD MBA Alumnus, added:**

“We are delighted to share our experience as sustainability-driven asset managers. The two business cases developed in collaboration with INSEAD are a way for Ambienta to help young MBA students learn how to combine traditional business strategy with long-term sustainability trends and measurable environmental impact. This is the key to find, invest and develop the business models of the future.”

**Atalay Atasu, Professor of Technology and Operations Management and Bianca and James Pitt Chair in Environmental Sustainability at INSEAD, said:**

“We are fortunate to have collaborated on this case study with Ambienta. The Ambienta business model is exemplary, thanks to the scientific and measured approach in its methodology, and will help our MBA students and our executive audiences to grasp the notion of double materiality in sustainable business much better.”

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**Ambienta**

Ambienta is a European environmental sustainability investor across private and public markets. Operating out of Milan, London, Paris and Munich, Ambienta manages over €3.0 billion in assets with a focus on investing in private and public companies driven by environmental megatrends and whose products or services improve resource efficiency or pollution control. In private equity, Ambienta has completed 58 investments to date. In public equity markets, Ambienta has pioneered one of the world’s largest absolute return fund entirely focused on environmental sustainability and manages a full suite of sustainable products ranging from low-risk multi-asset fund to equity long only.

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