

# Deep Impact Days

with JC Sandalwood

Inspiration, Interaction &  
a Unique Impact Investing Opportunity

**22-23 September 2022, Hamburg**

*For IMPACT-aspiring sophisticated, professional and institutional investors*



## DEEP IMPACT – WHY & HOW

Climate Change. Pandemic. War.  
Three devastating global system failures.  
Interconnected. Preventable.

To clean up the mess and for a better future, if at all, we know that we need Change. Enabled by transformative and disruptive entrepreneurial solutions. Fostered and catalyzed by impact-minded investors.  
(Not Sustainable Finance with 99% misled to Secondaries with neither immediate nor efficient impact on the real economy, much less real sustainability).

But that is not enough. Neither vigorous nor quick enough.  
It's not just about financing Change. We need to change Finance.

DEEP IMPACT is a paradigm-shifting mindset on how multi-stakeholders collaborate wisely in unity. All based on values and purpose.  
Ethical leadership. No isms. No greed.

During this Deep Impact Day, we will reflect on the inner journey required, explore the co-creation of Change, and deep-dive into a unique impact investing opportunity, challenging best practices (Beyond Carbon).

## LOCATION, REGISTRATION & CONTACT

The event will take place at the river Elbe in the **Jäderberg & Cie. office in Hamburg-Altona.**

Please register to participate and for more details.

Jäderberg & Cie. GmbH  
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[jcsandalwood.de/pro](https://jcsandalwood.de/pro)

Click here to register  
or contact us  
for the Deep Impact Days

# Programme

## THURSDAY, 22 SEPTEMBER 2022 (day one)

12:00 – 12:30	<b>Registration</b>	
12:30 – 13:30	<b>Lunch</b>	
13:30 – 13:45	<b>Welcome address</b>	<i>Sasha Lund</i>
13:45 – 14:20	<b>The Inner Journey</b> From the Dark Side to Deep Impact	<i>Peter Jäderberg</i>
14:25 – 15:15	<b>Transformational Times</b> The big challenges	<i>Ulrike Glatz</i>
	<b>Co-Creating Change</b> The Wisdom Age: Unity, Action, Transformation	<i>Ulrike Glatz</i>
	<b>Coffee break</b>	
15:30 – 16:50	<b>Co-Creation Session</b> Your transformative ideas in collaborative unity	<i>all</i>
	<b>Coffee break</b>	
17:00 – 17:45	<b>Capital for Impact</b> JC Impact Investing: Philosophy & Strategy	<i>Peter Jäderberg</i>
17:50 – 18:30	<b>The WAI</b> Holistic Impact Assessment Method	<i>Ulrike Glatz</i>
19:00 – ?	<b>Drinks, Dinner &amp; more Drinks...</b>	

## FRIDAY, 23 SEPTEMBER 2022 (day two)

9:30	<b>Door opens</b>	
9:45 – 10:00	<b>Recap &amp; Overview</b>	<i>Sasha Lund</i>
10:00 – 11:00	<b>Concrete Impact Investing Opportunity</b> Medicinal Forestry: JC Sandalwood	
	• From Tree to Treatment	<i>Heidrun Helmke</i> <i>Rainer Weitzel</i>
11:10 – 12:10	• Sustainability Beyond Carbon	<i>Peter Jäderberg</i>
12:20 – 13:30	• Club Deal Terms	<i>Peter Jäderberg</i>
13:30	<b>Lunch</b>	
	- end of official programme -	
	Optional:	
Afternoon	<b>Guided sightseeing tour</b> of Hamburg	
20:00	<b>Concert in the Hamburg Elbphilharmonie</b> Please click here for the <a href="#">programme</a> and contact us for tickets.	

# Guest Speakers & Hosts



**Sasha Lund**

Founder & MD

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Podcast Host of Legacy Talks  
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**Dana Ulrike Glatz**

Founder

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**Peter Jäderberg**

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**Sasha Lund** is a multi-cultural polyglot, serial entrepreneur, family business advisor, and podcast host. Through her company Core Values Consulting, she advises a range of multi-generational HNWI families on their succession planning, family governance, and next-gen challenges to secure healthy generational continuity and longevity. In her weekly podcast Legacy Talks with Sasha Lund, she has intimate conversations with leading members from multi-generational family businesses. Together with her guests, they explore the successes and pitfalls that make or break a legacy.

**Dana Ulrike Glatz** is the founder of the Global Impact Alliance and an expert advisor regarding impact Investing & Transformation. Primarily, she works with social entrepreneurs and impact investors, but also with impact funds and government programs on issues around the UN Sustainable Development Goals – how do we achieve them, what contribution do we make with our investment/program, and what transformation is needed in our business and in our society to create sustainable value for nature and people. In her ‘pre-impact’ life, Dana built a market entry advisory firm in India, lived in Spain, France, and Finland, and worked many years in management consulting (Accenture). She is trained by the UN (UNCTAD Empretec) and teaches CSR & business ethics at the ESCP Business School in Berlin.

**Peter Jäderberg’s** first company focused on institutional equity trading (NYSE) and quantitative analysis (1985 to 1991). The deep insights made him a convinced financial market skeptic and a supporter of niche and real assets. From 2004 to 2010, his then-company initiated and structured 28 international alternative investment projects in various niche assets and implemented them as white label products for third parties. More than 1.5 billion Euros were invested in these projects. In 2009, he stumbled over the unique sandalwood project in Australia, for which he founded the Jäderberg & Cie. group in 2010. Since 2018, he has evolved to an entrepreneurial impact investor, actively living the impact investing philosophy, Deep Impact, publicly and passionately.

After graduating in business administration, **Heidrun Helmke** has worked mainly in the financial sector for more than 25 years. Since 2008, she has had a leading role in the team of Peter Jäderberg and has been involved in the JC Sandalwood project from the very beginning. So, it comes as no surprise that her professional heart beats for sandalwood and impact investing. Her pet sub-project is developing sandalwood products, such as a product line for skin- and haircare, as well as for medicinal tea.

**Rainer Weitzel** is an entrepreneur, communications, and sales specialist – and a firm believer in tangible asset investing. He has been active in the investment world for almost 30 years, including over 20 years in various management positions at international financial services companies. At Jäderberg & Cie., he has found his heart’s desire with “Impact Investing” and has been able to contribute his experience and expertise there since 2019.

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