



*For Immediate Release*

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## **GIIN LAUNCHES IRIS 4.0—FOURTH VERSION OF VITAL IMPACT MEASUREMENT TOOL**

*IRIS, THE LANGUAGE OF IMPACT, ENABLES IMPACT INVESTORS TO MEASURE AND MANAGE THE SOCIAL AND ENVIRONMENTAL PERFORMANCE OF THEIR INVESTMENTS*

March 22<sup>nd</sup>, 2016 - The Global Impact Investing Network (GIIN) today launched [IRIS 4.0](#), an upgraded version of the IRIS catalog of generally accepted social, environmental and financial performance metrics used by impact investors to measure and manage the performance of their investments. With greatly enhanced guidance on *how* investors should use IRIS metrics and a new metric component— the footnote— IRIS 4.0 provides investors with clear instructions and examples that enable consistency in data collection, management, and reporting across the market. The updated metric library also features metric additions and improvements to measure the performance of investments in agriculture, education, financial services, forestry, housing, community development, and land conservation.

“Impact measurement is a core component of impact investing, allowing investors to better understand, manage, and communicate the social and environmental performance of their investments,” said GIIN Chief Executive Officer Amit Bouri. “IRIS 4.0 brings us one step closer to a market in which investors prioritize impact alongside financial performance — measuring their investments with IRIS metrics, setting targets, and managing their portfolio to maximize results.”

IRIS 4.0 represents the work and input of hundreds of sector experts, advisors, users, and third-party standards setters, such as the Global Reporting Initiative (GRI) and B Lab, as well as industry groups like the Global Off-Grid Lighting Association (GOGLA), the Social Performance Task Force (SPTF), the Council on Smallholder Agricultural Finance (CSAF) and the Finance Alliance for Sustainable Trade (FAST). The IRIS initiative is committed to greater alignment of impact measurement metrics, and these partnerships are part of an industry-wide movement to harmonize metric sets, methodologies, and assessment tools — helping investors and their investees to clarify the landscape of impact measurement tools, and better integrate data analysis and reporting for the impact investing community. For more information, please visit [www.iris.thegiin.org](http://www.iris.thegiin.org).

IRIS-based impact measurement is widely accepted as essential in the impact investing industry. Ninety-eight percent of investors surveyed in *Eyes on the Horizon: The Impact Investor Survey* recognized the

importance of using standardized performance metrics to measure their social and environmental performance. In the last several years, the market for impact investing has experienced notable growth, bolstered by evidence of impact investing funds achieving market rate returns. More large institutional investors and asset managers have begun to enter the field. IRIS-based impact measurement and management is the key to ensuring that as the industry grows, the commitment to managing the impact returns is maintained. Investors' intent is reflected in the metrics they use to measure against it. IRIS 4.0 is an important next step toward creating a vibrant impact investing market where social and environmental performance drives investment decisions and, alongside financial performance, can be universally benchmarked and compared.

### **About the Global Impact Investing Network**

IRIS is an initiative of the Global Impact Investing Network (GIIN). The GIIN is a nonprofit organization dedicated to increasing the scale and effectiveness of impact investing. Impact investments are investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside financial return. Impact investments can be made in both emerging and developed markets and target a range of returns from below market rate to market rate, depending upon the circumstances. The GIIN builds critical infrastructure and supports activities, education, and research that help accelerate the development of a coherent impact investing industry. For more information, please visit [www.thegiin.org](http://www.thegiin.org).

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