



Embargoed until 2 October 2019 at 2:00pm CEST

GLOBAL IMPACT INVESTING NETWORK EMBARKS ON FIRST COLLABORATIVE INDUSTRY EFFORT TO ADVANCE IMPACT PERFORMANCE COMPARISONS

GIIN addresses key knowledge gap facing the market and leads the way for impact performance data to parallel financial performance data in investment decision-making

AMSTERDAM, October 2, 2019 – The [Global Impact Investing Network \(GIIN\)](#) today unveiled a new approach for rigorously comparing impact data among investments, marking an important first step in bringing greater transparency and refinement to impact performance comparison.

Detailed in the GIIN's newest report, [Evaluating Impact Performance](#), the new approach aggregates investment-level data to demonstrate the comparability of impact results for specific sectors, with the first two installments of the series focused on housing and clean energy access. This undertaking provides the industry's first collaborative effort to create a clear, thorough approach to comparing impact results and further advances transparency on impact performance, which has remained a key knowledge gap facing the market. The effort aims to herald further work to understand impact performance with the same rigor as financial performance in the financial services industry.

Amit Bouri, CEO and Co-Founder of the GIIN, said, "Our ultimate hope is that every single investor looks at their impact performance alongside financial performance. In order to make our vision a reality, we must increase the sophistication around impact performance information. While there is still much to be done, this is an important step in that direction, providing investors with the capabilities to maximize their positive impact on people and the planet."

"Better transparency and comparability of impact performance data makes it easier for investors to screen investments and manage them in a way that helps improve impact outcomes. It ultimately enables investors to unlock greater impact investment opportunities," said **Sapna Shah, Managing Director at the GIIN**.

Key Takeaways:

- **Impact investments can be rigorously compared based on impact.** As this effort continues to scale, impact considerations can and should be integrated more fully into investment screening,

diligence, and management. Investments can be evaluated by their impact and their impact performance can be managed.

- **Context is critical for robustly and reliably interpreting impact results.** Impact performance varies based on impact objectives, target stakeholders, geography, product or service, and investment features of the investment. In order to compare results in a meaningful way, this context is woven into the approach.

#

About the Global Impact Investing Network

The Global Impact Investing Network (GIIN) is the global champion of impact investing, dedicated to increasing the scale and effectiveness of impact investing around the world. Impact investments are investments made with the intention to generate positive, measurable social and environmental impact alongside a financial return. Impact investments can be made in both emerging and developed markets and target a range of returns from below market to market rate, depending upon investors' objectives. 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.

Contacts:

April Lee

646-837-7187

alee@thegiin.org