2023 GIINsight
Impact Investor Demographics
ACKNOWLEDGMENTS

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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 into companies, organizations and funds 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. For more information, see www.thegiin.org.

HOW TO CITE

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INTRODUCTION

The impact investing industry has evolved significantly and continues to mature in a world that is slowly emerging from the COVID-19 pandemic and fraught with economic and racial inequities, social tensions and the climate crisis. As stakeholders globally grapple with ever-growing social and environmental challenges, impact investors are rising to meet them – by increasing assets allocated to impact investing and expanding impact strategies in public markets; by growing capital funding from pension funds and insurance companies and demonstrating strong financial performance that meets or exceeds expectations; and by exploring how to effectively integrate impact into the investment process.

The Global Impact Investing Network (GIIN)’s 2023 GIINsight series offers a comprehensive overview of the industry, with an emphasis on actionable insights for investors. Through this series, readers can learn who impact investors are, what they do with their assets, and how they measure and manage their impact. The 2023 GIINsight series also offers perceptions on areas of progress and challenges in the industry. Insights in this series are based on data and perspectives captured from 308 impact investors globally.

This first brief in the series, 2023 GIINsight: Impact Investor Demographics, focuses on the sample characteristics of impact investors and demonstrates the diversity of investors in the industry. The brief also provides an overview of the methodological approach used throughout the series and the participants included in the research.

2023 GIINsight Series Index

The following index lists the briefs available in this series that explore critical angles of the impact investing industry:

VOL 1 | 2023 GIINsight: Impact Investor Demographics

VOL 2 | 2023 GIINsight: Impact Investing Allocations, Activity & Performance

VOL 3 | 2023 GIINsight: Impact Measurement & Management Practice

VOL 4 | 2023 GIINsight: Emerging Trends in Impact Investing
INSIGHTS ON THE SAMPLE

The impact investing industry is diverse, spanning geographies, sectors and investor types. The GIIN’s 2023 GIINsight series features data insights from 308 impact investing organizations. This brief, which is the first in the series, provides insight on who impact investors are, setting the stage for key findings presented in the forthcoming 2023 GIINsight briefs. The subsequent reports explore impact investing activity, impact measurement and management (IMM) practice and emerging trends in the industry.

Most investors in the sample are investment managers, with a majority of investors headquartered in developed markets

A majority of the organizations represented in this sample are investment managers (71%) followed by foundations (11%; Figure 1). Development finance institutions and family offices each comprise 5% of the sample. Additional organizations represented include banks (2%), insurance companies (2%), endowments (2%), pension funds (1%) and others (1%). The organizations labeled ‘Other’ include sovereign wealth funds, diversified financial institutions and corporations.

FIGURE 1: Organization Type

Note: ‘Other’ organizations include corporations, sovereign wealth funds and diversified financial institutions.

Source: Global Impact Investing Network (GIIN), 2023 GIINsight: Impact Investor Demographics
Investors in the sample span 49 countries across 10 geographic regions (Figure 2). Nearly three-quarters of investors (74%) are headquartered in developed markets with the remaining 26% of the sample headquartered in emerging markets. Just over two-thirds of investors are headquartered in the U.S. & Canada and Western, Northern & Southern Europe, at 34% each. About 7% of investors are based in sub-Saharan Africa, followed by East Asia (6%), Latin America & the Caribbean (5%) and Southeast Asia (5%).

The 2023 GIINsight series includes a five-year longitudinal analysis on a subset of 88 investors that provided data to both the 2018 Annual Impact Investor Survey and the 2023 GIINsights to demonstrate trends over time. The investor characteristics in this subset of repeat respondents look largely the same across organization type, financial returns philosophies and geographic headquarters.

**FIGURE 2.** Organizational headquarters location

n = 308

![Organizational headquarters location map](source: Global Impact Investing Network (GIIN). 2023 GIINsight: Impact Investor Demographics)
Asset allocations and impact measurement & management practice vary by investor type

Most findings included in the 2023 GIINsight series are presented in aggregate to provide a comprehensive overview of overall trends and patterns among investors. However, some insights are also presented across investor sub-groups based on asset allocation, geographic focus, target financial returns and investor size, to reflect the nuanced variations in investment activity and practice (Table 1). To explore key findings on how impact investing activity and IMM practice vary by investor group, please see the additional 2023 GIINsight briefs found here.

**Table 1. Investor groups represented in the sample**

<table>
<thead>
<tr>
<th>Investor group</th>
<th>Description</th>
<th>n</th>
<th>% of full sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developed market-focused investors</td>
<td>Respondents that allocate ≥ 75% of their impact AUM to developed markets</td>
<td>143</td>
<td>51%</td>
</tr>
<tr>
<td>Emerging market-focused investors</td>
<td>Respondents that allocate ≥ 75% of their impact AUM to emerging markets</td>
<td>137</td>
<td>49%</td>
</tr>
<tr>
<td>Private equity-focused investors</td>
<td>Respondents that allocate ≥ 75% of their impact AUM to private equity</td>
<td>98</td>
<td>51%</td>
</tr>
<tr>
<td>Private debt-focused investors</td>
<td>Respondents that allocate ≥ 75% of their impact AUM to private debt</td>
<td>49</td>
<td>25%</td>
</tr>
<tr>
<td>Private market-focused investors</td>
<td>Respondents that allocate ≥ 75% of their impact AUM to private equity and/or private debt</td>
<td>184</td>
<td>78%</td>
</tr>
<tr>
<td>Public market-focused investors</td>
<td>Respondents that allocate ≥ 75% of their impact AUM to public equity and/or public debt</td>
<td>28</td>
<td>12%</td>
</tr>
<tr>
<td>Market-rate investors</td>
<td>Respondents that principally target risk-adjusted, market-rate returns</td>
<td>226</td>
<td>74%</td>
</tr>
<tr>
<td>Below-market-rate investors</td>
<td>Respondents that principally target below-market-rate returns, some closer to market-rate and some closer to capital preservation</td>
<td>81</td>
<td>26%</td>
</tr>
<tr>
<td>Small investors</td>
<td>Respondents with total impact investment AUM ≤ USD 100 million</td>
<td>148</td>
<td>49%</td>
</tr>
<tr>
<td>Medium investors</td>
<td>Respondents with total impact investment AUM &gt; USD 100 million and ≤ USD 500 million</td>
<td>76</td>
<td>25%</td>
</tr>
<tr>
<td>Large investors</td>
<td>Respondents with total impact investment AUM &gt; USD 500 million</td>
<td>81</td>
<td>27%</td>
</tr>
<tr>
<td>Impact-only investors</td>
<td>Respondents that allocate 100% of their AUM to impact investing</td>
<td>191</td>
<td>63%</td>
</tr>
<tr>
<td>Impact and impact-agnostic investors</td>
<td>Respondents that allocate at least some of their AUM to conventional investments</td>
<td>113</td>
<td>37%</td>
</tr>
</tbody>
</table>

Note: Not all categories add up to the full sample size; for asset class and market type, some investors focus on multiple instead of just one.

Impact investors also make impact-agnostic investments

While some investors solely make impact investments, others make both impact investments and impact-agnostic investments (i.e., they do not intend to generate a measurable, positive social and/or environmental impact for a portion of their portfolio). In this sample, 63% of investors allocated 100% of their AUM to impact and the remaining 37% make both types of investments.

Among survey respondents, a diverse range of organizations consider themselves to be impact-only investors (Figure 3). Perhaps unsurprisingly, only 15% of institutional investors are impact-only, reflecting the mandate of these asset allocators. Just under three-quarters of private market-focused investors (71%) are impact-only while 29% of public market-focused investors are impact-only investors.

**FIGURE 3: Impact-only investors by organization type**

<table>
<thead>
<tr>
<th>Organization Type</th>
<th>n = 16</th>
<th>n = 218</th>
<th>n = 33</th>
<th>n = 12</th>
<th>n = 5</th>
<th>n = 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development finance institutions</td>
<td>88%</td>
<td>71%</td>
<td>42%</td>
<td>33%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Investment managers</td>
<td>13%</td>
<td>29%</td>
<td>58%</td>
<td>67%</td>
<td>80%</td>
<td>85%</td>
</tr>
<tr>
<td>Foundations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family offices</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Endowments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Institutional investors</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: ‘Institutional investors’ include pension funds, insurance companies, sovereign wealth funds, corporates and diversified financial institutions.

Source: Global Impact Investing Network (GIIN), 2023 GIINsight: Impact Investor Demographics
A majority of impact investors target risk-adjusted market-rate returns

Impact investing allows investors to target a range of returns, from risk-adjusted, market-rate to below-market rate. In this survey, just under three-quarters of impact investors (74%) are market-rate investors with the remainder of the sample targeting below-market-rate returns (Figure 4). Larger investors more commonly seek risk-adjusted, market-rate returns. In fact, 90% of large investors seek market-rate financial returns compared to 83% of medium investors and 60% of small investors.

**FIGURE 4: Target financial returns**

n = 307

Source: Global Impact Investing Network (GIIN), 2023 GIINsight: Impact Investor Demographics

Explore all volumes of the 2023 GIINsight series to gain insights on these key findings and more.
METHODOLOGY

The GIIN’s 2023 GIINsight series represents data from 308 impact investors captured directly through a survey instrument with questions on impact investing activity, IMM practice and perceptions of the industry. The GIIN used the following definition for impact investments: Investments made with the intention to generate positive, measurable social and/or environmental impact alongside a financial return, where investors using their capital, timing, terms and engagement to influence impact results. All data included in analysis was self-reported by investors. To ensure that the dataset reflects the experiences of impact investors, investors were only included in this report if they had either (1) managed at least USD 10 million in impact investing assets and/or (2) made at least five impact investments.

Data collection

The GIIN distributed the online data collection tool to over 2,000 impact investors to participate in this research and additionally publicized the survey via social media and outreach partners to encourage broader uptake. In total, 308 investors are included in analysis for this brief. The full list of participants is included in Appendix 1. The GIIN sought to encourage all known impact investors to share their data to obtain a diverse sample set. However, the sample itself is a non-probability one. The GIIN conducted a systematic data cleaning process using a data cleaning tool to identify errors and inconsistencies. Additionally, when relevant, the GIIN team followed up directly with respondents to clarify the data. Inaccurate or incomplete data was excluded from analyses. In cases where organizations completed the survey but did not meet the inclusion criteria, responses were removed from analysis.

Data analysis

The data collected represented a diverse set of impact investors, some of whom manage comparatively larger impact portfolios than others. Given that outliers can often skew aggregate findings, the GIIN team removed outliers that fall further than 1.5 times standard deviation away from the mean for relevant quantitative sub-sections and also applied a subjective approach, as needed, to ensure that findings are reflective of the full dataset. Cases where the analysis excludes outliers are indicated throughout each brief. Most findings presented in this brief analyzed the aggregate data. The GIIN also analyzed data across investors sub-groups to demonstrate how results vary by investor characteristics and derive meaningful implications across market segments (see Table 1 for more information on each sub-group).

1 The sample is a convenience non-probability sample, not haphazard or accidental.
Trends over time

The GIIN conducted longitudinal analysis to explore how findings have changed over a five-year period by comparing a set of 88 repeat respondents from the 2018 Annual Impact Investor Survey (reflecting 2017 data) and the 2023 GIINsight briefs (reflecting 2022 data). These trends are included throughout each brief where data was comparable to provide insight into how activity and practice has changed over time.

Caveats & limitations

The sample AUM includes assets invested both directly and indirectly; some of the total sample may therefore be double counted. The sample is a convenience non-probability sample, not haphazard or accidental; respondents that chose to complete the survey may not accurately represent the full impact investing industry. All analysis is based on self-reported data submitted directly by investors. Additionally, while this series covers global impact investing, the survey itself was conducted in English, which may limit participation and skew the sample.
APPENDIX 1: PARTICIPANTS AND PARTNERS

SURVEY PARTICIPANTS

We would like to express our gratitude to the following organizations for their invaluable contributions, which have made this research possible. Some organizations who shared data opted to remain anonymous; as such, their names have been omitted from this list.

1982 Ventures
4P CAPITAL
ABC Impact
Abler Nordic AS
ABN AMRO
Accion
Active Impact Investments
Advance Global Capital
Aegon AM
AFIG Funds
Africa Eats
Africa Enterprise Challenge Fund (AECF)
African Alliance
Afrika Kapital
Agrinam Acquisition Corp.
Alcazar Energy
Allianz Global Investors GmbH
Alphamundi
AltCap
Alter Equity
Altitude Ventures
Amam Ventures
American Century Investments
Ameris Capital
Amici di Huaycan ODV
Amplifica Capital
Amplify Capital
Ankur Capital
Apollo Global Management
Arborview Capital
Arcano Partners
Anisaq Partners
Ashburton Investments
Ashid Asset Management LLC
ASN Impact Investors
Astonor
Asteria Obviam
Avanath Capital Management
AvantFaire Investment Management
Azimut Libera Impresa SGR
B5 Properties
Bailie Gifford
Bamboo Capital Partners
Beacon Fund
BELLE Michigan Impact Fund, L.P.
BentallGreenOak
BESTSELLER Foundation
Bethnal Green Ventures
Big Society Capital
Bintang Capital Partners Berhad
Blue Haven Initiative
Blue like an Orange Capital US LLC
BlueOrchard Finance Ltd
Bohemia Wellness
BonVenture
Boston Impact Initiative
Bowlington Capital
Brandon Capital
Bridges Fund Management
British International Investment
BTG Pactual
Burnt Island Ventures
Business Oxygen (BO2)
Calvert Impact
Camco
Candid Group
Center d’Appui à la Promotion de l’Entrepreneuriat Rural et urbain (CAPER)
Capital 4 Development Partners
Capital+SAFI
Capricorn Investment Group
Caspian Debt
Cettrus
Ceniarth
Champion Impact Capital
ChangeFusion
Charles H. Hood Foundation
Church Pension Group
City Light Capital
City of Zurich Pension Fund
Clear Skies Investment Management Inc.
Climate Fund Managers
Closed Loop Partners LLC
Common Fund for Commodities
Conscious Investment Management
Convergence Partners
CoPeace PBC
Cordaid Investment Management
Cordiant Capital
Creation Investments Capital Management, LLC
Creative Ventures
Criterion Africa Partners
Damson Capital
DBL Partners
Deetken Impact
Developing World Markets
Development Partners International LLP
Développement International Desjardins
DigitalMedia Jo
DOB Equity
Doris Duke Foundation
Earth Capital
EBG Investment Solutions
We are grateful to following organizations for encouraging impact investors in their networks to participate in the survey:

Acrux Partners
Catholic Impact Investing Collaborative (CIIC)
Dutch Association of Investors for Sustainable Development (VBDO)
Impact Investing Institute UK
Impact Investor
Japan SIIF
Jlens
Pensions for Purpose
Pioneers Post
Responsible Investment Association (RIA)
SABR Business Design

OUTREACH PARTNERS

We are grateful to following organizations for encouraging impact investors in their networks to participate in the survey:

Acrux Partners
Open Road Alliance
Orrick, Herrington & Sutcliffe LLP
Patamar Capital
Phatisa
Phenix Capital Group
Pickholz Capital
Portocolom AV
Portugal Social Innovation
Positive Ventures
PRIM
Private Sector Foundation Uganda
Proparco
Prudential
Qi-Impact
Quona Capital
RAISE Impact
REDF Impact Investing Fund
Renewal Funds
Resona Asset Management
responsAbility Investments AG
Rise Ventures
Robeco
Rockefeller Brothers Fund
Root Capital
RS Group
Rural Fund by Rabobank
Saison International
Sanlam Investments
Sany Foundation
Sarona Asset Management
Sasakawa Peace Foundation
Schroders
SDG Impact Japan
Second Horizon Capital
Shell Foundation
SHIFT Invest
Shinsei Corporate Investment Limited
SIFEM AG
Simpact Ventures
SJF Ventures
Skoll Foundation
SLM Partners
Social Investment Scotland
Sogécapital Gestion
SOLLUND A.S.
Soros Economic Development Fund
Southern Pastures
St Patricks Missionary Society
Stichting Leger des Heils
STOA Infra &Energy
Sumitomo Life Insurance Company
Summit Africa
Supply Change Capital
Swedfund International AB
Swiss Capacity Building Facility (SCBF)
Systemiq Capital Limited
TELLUS Pollinator Fund
Temasek
Terra Incognita Capital
The Atmospheric Fund
The Builders Fund
The Catherine Donnelly Foundation
The J.W. McConnell Family Foundation
The Lemelson Foundation
The Lyme Timber Company
Tikehau Capital
Tokyo Institute of Technology
TowerBrook Capital Partners
Treehouse Investments, LLC
Trill Impact
Trinity Church Wall Street
Triodos Investment Management
Triple Jump
Triple P Advisory Pte Ltd
True Wealth ventures
TYR Asset Management
TZP Group
U.S. International Development Finance Corporation (DFC)
UBS
UBS Optimus Foundation
Una Terra Venture Capital
Unovis Asset Management
Upaya Social Ventures
Urban Impact Ventures
Uthabiti Africa
Variant Investments, LLC
Vital Capital
Vox Capital
WaterEquity
Webster Equity Partners
Weinberg Capital Partners (WCP)
Wellington Management
Wespath Benefits and Investments
Whatcom Community Foundation
WHEB Asset Management
Women’s World Banking Asset Management
Zongo Development Fund
Zurich Insurance Group
APPENDIX 2: DEFINITIONS

GENERAL

Impact investments: Investments made with the intention to generate positive, measurable social and environmental impact alongside a financial return, where investors use their capital, timing, terms and engagement to influence impact results.

ASSET CLASSES

Deposits & cash equivalents: Cash management strategies that incorporate intent toward positive impact.

Private debt: Bonds or loans placed with a select group of investors rather than being syndicated broadly.

Publicly traded debt: Publicly traded bonds or loans.

Equity-like debt: An instrument between debt and equity, such as mezzanine capital or deeply subordinated debt. Often a debt instrument with potential profit participation, such as convertible debt, warrant, royalty, or debt with equity kicker.

Private equity: A private investment into a company or fund in the form of an equity stake (not publicly traded stock).

Public equity: Publicly traded stocks or shares, also described as listed equities.

Real assets: An investment of physical or tangible assets as opposed to financial capital, such as real estate or commodities.

STAGES OF BUSINESS

Seed/Start-up: Business idea exists, but little has been established operationally; pre-revenues.

Venture: Operations are established, and company may or may not be generating revenues, but does not yet have positive EBITDA.

Growth: Company has positive EBITDA and is growing.

Mature: Company has stabilized at scale and is operating profitably.
Legal Disclaimer

The Global Impact Investing Network (“GIIN”) is a nonprofit 501c(3) organization dedicated to increasing the scale and effectiveness of impact investing through research, education and other activities. Readers should be aware that the GIIN has and will continue to have relationships with many organizations identified in this report, through some of which the GIIN has received and will continue to receive financial and other support.

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