Media Kit

Background information: Learn about IRIS+

IRIS+ is a set of tools and guidance that helps impact investors to measure, manage and optimize their impact. Developed by the Global Impact Investing Network (GIIN), IRIS+ is a free, public good that helps investors make more informed decisions and deliver stronger outcomes for people and the planet. The resources in IRIS+ are designed with input from a wide range of leading impact investing stakeholders and help investors identify and interpret the information they need to generate impact. IRIS+ enables investors to translate their impact intentions into impact results.

If impact investors want to adequately address the critical problems facing our planet, then they need efficient tools to align and guide their efforts. IRIS+ provides access to standardized, evidence-based short lists of impact performance indicators and metrics, contextualized with thematic overviews, usage guidance, and calculation guidance, and designed around best investor practices for managing impact performance toward actionable, measurable outcomes. IRIS+ is also aligned to other frameworks such as the United Nations Sustainable Development Goals, and provides practical, how-to guidance and resources—all in one easy-to-navigate place.

The following Media Kit contains information to help disseminate this transformative impact management system broadly. As the impact investing industry continues to grow, the GIIN urges all investors to think about how to incorporate impact into their investment decisions. Please read more about IRIS+ and join us in sharing it among your networks using #IRISplus and @theGIIN.

Key hashtags and handles

#IRISplus #ImpInv #IMM #impact

https://www.linkedin.com/company/the-global-impact-investing-network/

@theGIIN

How to use our branding

Thank you for using IRIS+! Before using our logo or branding, please follow the following steps:

- Prior to seeking approval for use of the IRIS+ logo in impact or financial reports, please ensure that IRIS+ metrics are cited and used appropriately within the report in question.
- Email comms@thegiin.org or iris@thegiin.org with details on how the logo will appear in your publication or content. This helps the IRIS+ team assess whether the usage complies with our guidelines.
- After receiving your request, the GIIN team will review your submission to ensure it meets our usage guidelines.
- Our team may request further information or adjustments to the mockup before approving the use of the logo. Please ensure you submit your request with ample time prior to your publication or event.
- If your request is approved, you will receive a confirmation email with the official logo files and any additional instructions on how to use the logo in accordance with our guidelines. If your request is denied, you will receive an explanation, and in some cases, alternative options may be suggested.

If external usage of the IRIS+ logo has been approved by the GIIN:

- The IRIS+ logo should not be altered, distorted, or modified in any way. This includes changes to color, proportions, orientation and the use of any graphical effects such as shadows or gradients.
- The IRIS+ logo may not be used on promotional materials, merchandise, or other items unless specifically authorized by the GIIN through a formal agreement.
- When used on digital platforms, the IRIS+ logo should not be used as a clickable hyperlink, unless explicitly part of a web design where the GIIN's role is clearly identified.

Frequently Asked Questions

1. What is IRIS+?

IRIS+ is a set of tools and guidance that helps impact investors to measure, manage and optimize their impact. IRIS+ resources help investors identify and interpret the information they need to generate impact. IRIS+ increases data clarity and comparability, and it provides streamlined, practical, how-to guidance that impact investors need. Designed with input from hundreds of leading impact investing practitioners from around the world, the Global Impact Investing Network (GIIN) developed IRIS+ so investors and entrepreneurs will understand how to effectively measure their impact and how to improve that impact over time in order to have a greater impact on the world's most pressing issues.

2. Why is measuring impact important?

For background, impact measurement and management (IMM) is integral to making effective impact investments—it is a core characteristic of impact investing. An effective IMM practice includes identifying and considering the positive and negative effects one's investment approaches have on people and the planet, and then figuring out ways to mitigate the negative and optimize the positive in alignment with one's goals. Impact measurement and management is iterative by nature. Investors follow these four distinct actions to get started: set goals & expectations, define goals and strategies, select metrics & set targets, and measure, track & use data for reporting and informing investment decisions.

IRIS+ makes it easier for impact investors to translate their impact intentions into real impact results by providing resources to develop their IMM practice. IRIS+ gives investors all of the information they need to measure, manage, and optimize their impact – and it is tailored to their unique priorities.

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3. What are the features of IRIS+?

- **Thematic Taxonomy:** A classification system developed to help investors systematically drive positive outcomes for people and planet.
- **Core Metrics Sets:** IRIS+ Core Metric Sets are standardized short lists of metrics and curated indicators developed to help investors understand, pursue and measure specific outcomes.
- **Catalog of Metrics:** The IRIS+ Catalog of Metrics is a repository of qualitative and quantitative performance metrics used by leading impact investors to measure and manage the social and environmental impact of their investments.
- **Curated resources** and practical how-to guidance to support day-to-day IMM implementation.
- **Mapping with the UN Sustainable Development Goals (SDGs),** including both SDG Goals and targets.
- **Alignment** to other major frameworks and standards, including the five dimensions of impact, and alignment to varying degrees to more than 50 metrics frameworks, standards and platforms.

4. How does IRIS+ work? What can investors expect as an IRIS+ user?

- Create a custom profile based on their investment priorities and impact goals by choosing their impact theme and strategic goal, with the option to overlay an impact lens
- Access evidence, Core Metrics Sets, practical implementation guidance, and best-in-class resources—all in one place
- Streamline impact measurement across multiple impact investments that are aligned to an impact theme and/or an SDG goal. This is helpful to investors managing multiple investments at the same time. IRIS+ enables investors to manage and compare impact across investments.

Frequently Asked Questions

5. How are investors or companies using IRIS+ to measure and manage impact?

Investors use IRIS+ across different phases of the investment management process, from setting targets, to screening deals, conducting due diligence, and assessing performance.

Companies can use IRIS+ metrics to help them understand, track and manage their impact on socio-economic and biophysical variables, support their disclosure and reporting efforts, and to enable more meaningful and effective communication with impact investors.

6. Why is IRIS+ significant for the continued growth of the impact investing industry?

The impact investing industry is growing quickly and IRIS+ is a significant part of this global movement. As investors around the world channel more capital into addressing the world's most pressing challenges, such as climate change and poverty, it is critical for them to be as smart about driving impact performance as they are about financial results. While there is a growing understanding about why investors need to measure, manage, and communicate about impact. Additionally, investors are finding themselves overwhelmed by the proliferation of impact management frameworks, tools, and resources. IRIS+ helps to address this market gap by helping investors identify and interpret the information they need to generate impact, thereby reducing confusion, increasing comparability, and making it easier to communicate impact results.

With IRIS+, investors can easily find the evidence-based metrics that are materially relevant to their investment strategies. This is the foundation for credible and comparable impact data, a needed milestone to scale the impact investing market with integrity. The challenges the world is facing are too urgent for impact capital to underperform. We need to get as smart about achieving impact as we are about achieving financial performance.

Frequently Asked Questions

7. Why is it so important to establish comparable data sets?

Credible, comparable impact data is needed to inform impact investment decisions, as well as safeguard the integrity of impact investing. In the absence of credible and comparable data, investors will not be able to assess whether their capital is being deployed in the most effective ways to address the world's most pressing social and environmental challenges. It is essential for investors to know whether they are achieving the impact they are seeking.

Over time, as more credible and comparable data becomes available, asset owners and asset managers will be able to use their impact performance as a competitive advantage. Greater standardization of practice and transparency of performance is needed, if this is to become possible. IRIS+ was created to make this possible, as it enables investors to use a common language for IMM, which in turn increases data clarity and comparability, and ultimately makes it easier to communicate about impact results.

8. How does IRIS+ compare to other areas of financial performance analysis?

When thinking about drivers of financial performance, there is typically market consensus on the key indicators. For example, in retail, investors may look at same store sales growth. In technology, it's user growth. In real estate, it's value per square foot. When it comes to the drivers of impact performance, there needs to be this same level of market consensus. IRIS+ identifies those metrics that matter most, theme by theme and outcome by outcome, selecting the core sets that are backed by evidence and indicate the true drivers of impact performance.

Frequently Asked Questions

9. How did Core Metrics Sets become best practice? Who else is using IRIS+ Core Metrics Sets/IRIS+ metrics?

The development of Core Metrics Sets are grounded in the input from a wide array of the impact investing industry that includes input from a wide range of leading impact investing stakeholders, representing asset owners, asset managers, service providers, and evaluators. Core Metrics Sets are developed in accordance with the identification of relevant evidence, technical expert inputs, best practices across impact investors and public comment periods. Core Metrics Sets are created in accordance with the IRIS+ standards development process and the review of a public comment period. By contributing key insights about best practice and evidence, this group helped to establish the foundation for IRIS+ Core Metrics Sets.

About the GIIN

The Global Impact Investing Network (GIIN) is the global champion of impact investing, dedicated to increasing its scale and effectiveness 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 financial 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