

## IRIS+ Media Kit

---

### Background information:

#### Learn about IRIS+ and help us share it broadly among your networks

The Global Impact Investing Network (GIIN) is thrilled to introduce IRIS+ to the market! Designed with input from over 800 leading impact investing stakeholders from around the world, the GIIN developed IRIS+ in response to the rapid growth of the industry and increased calls for streamlined practical guidance on how to measure and manage impact. Understanding how to effectively measure and manage impact is critical to ensuring impact investors are achieving their desired impact results to address the world's most pressing social and environmental challenges.

*IRIS+ makes it easier for investors to translate their impact intentions into real impact results.* IRIS+ provides the impact investing industry with a comprehensive system for impact investors to measure, manage, and optimize their impact. IRIS+ reduces confusion, increases comparability, and makes it easier to communicate about impact results.

The challenges the world is facing are far too urgent for impact capital to underperform. With the help of IRIS+, investors will now have access to streamlined, practical, how-to guidance and Core Metrics Sets for measuring, managing, and optimizing their impact—all in one easy-to-navigate system.

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 join us in sharing IRIS+ with the market, to make it easier for investors to make smarter decisions about impact and drive greater impact results. The following Media Kit contains information to help disseminate this transformative impact management system broadly.

**Please read more about IRIS+ and join us in sharing it among your networks using #IRISplus and @theGIIN once it officially goes [live on May 16, 2019](#). Thank you in advance!**

#### Continue reading for:

- Social media guidance, including:
  - » Key hashtags and handles
  - » Sample content for Twitter, LinkedIn, and Newsletters
- Key messages and FAQs

## IRIS+ Social Media Guidance

---

### Key hashtags and handles:

Please include the following hashtags in your social media content about IRIS+:

- #IRISplus
- #Implnv
- #IMM
- #impact
- #investors
- Please tag the GIIN and/or our CEO Amit Bouri: @theGIIN @AmitKBouri

### Sample Tweets:

- Today, @theGIIN launched IRIS+, a new #IMM system for measuring, managing, & optimizing impact. For those interested in identifying evidence-based Core Metrics Sets & seeking guidance about how to drive greater #impinv results, explore #IRISplus: [iris.thegiin.org](https://iris.thegiin.org)
- Congratulations @theGIIN on the launch of IRIS+, a comprehensive #IMM system designed to make it easier for investors to translate their impact intentions into real #impact results. Check out #IRISplus here: [iris.thegiin.org](https://iris.thegiin.org)
- Congrats @theGIIN on the launch of IRIS+, a new system that helps investors measure, manage, & optimize #impact. As an investor dedicated to achieving social/environmental impact alongside financial return, we're excited to use #IRISplus to drive greater impact. [iris.thegiin.org](https://iris.thegiin.org)
- .@theGIIN's newly launched IRIS+ system helps #investors better understand how to measure their impact & provides guidance about how to manage their impact to drive greater results for people & the planet: [iris.thegiin.org](https://iris.thegiin.org) #impinv #IRISplus
- .@theGIIN just launched IRIS+, the generally accepted system for #impact #investors to measure, manage, & optimize impact. It provides streamlined, practical, how-to #impinv guidance, all in one easy-to-navigate system: [iris.thegiin.org](https://iris.thegiin.org) #IRISplus
- We're dedicated to creating a world that we all want to live in. One way we ensure our investments are optimized to achieve greater #impact is by using @theGIIN's new IRIS+ system, which makes it easier to measure & manage impact. [iris.thegiin.org](https://iris.thegiin.org) #impinv #IRISplus
- "The challenges the world is facing are too urgent for impact capital to underperform. IRIS+ provides a way for investors to translate impact intentions into real impact results." - @theGIIN CEO @AmitKBouri on #IRISplus. More here: [iris.thegiin.org](https://iris.thegiin.org)

- @theGIIN's new IRIS+ system helps #investors access the evidence-backed data needed to make smarter #impinv decisions & ultimately drive greater #impact results. Visit #IRISplus here: [iris.thegiin.org](https://iris.thegiin.org) #impinv
- Identifying evidence-backed metrics & accessing comparable data will help investors better understand their impact on people and the planet. We're thrilled to now be using @theGIIN's IRIS+ system to help us measure, manage, & optimize impact. View #IRISplus: [iris.thegiin.org](https://iris.thegiin.org)
- Based on 10 yrs of work & engagement w/ #impinv leaders from around the world, @theGIIN has just launched IRIS+, a new system that provides #impact #investors w/ everything they need to measure, manage, & optimize their impact. Check out #IRISplus here: [iris.thegiin.org](https://iris.thegiin.org)

### Sample content for LinkedIn or Newsletters:

- The Global Impact Investing Network (GIIN) has just launched IRIS+, the generally accepted system for impact investors to measure, manage, and optimize their impact. This comprehensive system makes it easier for investors to translate their impact intentions into real impact results. IRIS+ provides investors with access to Core Metrics Sets to increase data clarity and comparability across portfolios, is 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 system. Check out IRIS+ to explore how to drive greater impact results here: [www.iris.thegiin.org](https://www.iris.thegiin.org)
- As an #investor dedicated to achieving positive social/environmental impact alongside financial returns, we're eager to ensure our impact intentions translate into tangible #impact results. The GIIN's new IRIS+ system provides the metrics, data, & guidance needed to help us to make smarter investment decisions to drive greater impact performance. #ImpInv Explore #IRISplus here: [www.iris.thegiin.org](https://www.iris.thegiin.org)
- What is the GIIN's IRIS+ system? IRIS+ makes it easier for investors to translate their impact intentions into real impact results. It is the generally accepted system for impact investors to measure, manage, and optimize their impact. IRIS+ increases data clarity and comparability, and it provides streamlined, practical, how-to guidance that impact investors need – all in one easy-to-navigate system. Check it out here: [www.iris.thegiin.org](https://www.iris.thegiin.org)
- The GIIN has released IRIS+, a comprehensive suite of tools for impact measurement, management and optimization. Through the new system, investors can identify evidence-based metrics that will be most relevant to their strategies and desired goals. Rather than choosing from hundreds of performance metrics, IRIS+ will guide investors to sets of core metrics needed to measure & manage impact effectively. Explore these Core Metrics Sets and access practical IMM resources and guidance here: [www.iris.thegiin.org](https://www.iris.thegiin.org)
- According the GIINs CEO Amit Bouri, "The challenges the world is facing are too urgent for impact capital to underperform. IRIS+ provides a way for investors to translate impact intentions into real impact results. This is a huge leap forward for the industry, and it will drive even greater impact performance." Learn more about this recently launched #IRISplus system here: [www.iris.thegiin.org](https://www.iris.thegiin.org)

## Key Messages: Answering Frequently Asked Questions About IRIS+

---

### 1. What is IRIS+?

- IRIS+ makes it easier for investors to translate their impact intentions into real impact results. It is the generally accepted system for impact investors to measure, manage, and optimize their impact. IRIS+ increases data clarity and comparability, and it provides streamlined, practical, how-to guidance that impact investors need – all in one easy-to-navigate system. 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. What are the key features of IRIS+?

- 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 maximize 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. Through a streamlined, easy-to-navigate system, IRIS+ gives investors all of the information they need to measure, manage, and optimize their impact – and it is tailored to their unique priorities.
- **Key features of IRIS+ include the following:**
  - » **Core Metrics Sets** to increase data clarity and comparability. These are backed by evidence and based on best practices across the industry.
  - » **Thematic taxonomy** based on generally accepted Impact Categories and Impact Themes.
  - » **Updated IRIS Catalog of Metrics**, the generally accepted source of standard social and environmental performance metrics used by leading impact investors.
  - » **Curated resources and practical how-to guidance** to support day-to-day IMM implementation.
  - » **Alignment with the UN Sustainable Development Goals (SDGs)**, including both SDG Goals and targets.
  - » **Alignment with other major frameworks and conventions**, including the five dimensions of impact and more than 50 metrics frameworks, standards, and platforms.
  - » **Interoperability with third-party data platforms** and systems that use IRIS metrics.

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

- IRIS+ users can:
  - » Create a custom profile based on their investment priorities and impact goals (by choosing their impact theme and strategic goal)
  - » Access research, evidence, Core Metrics Sets, practical implementation guidance, and best-in-class

resources—all in one place

- » Manage multiple investment portfolios, thematic impact investments, and/or SDG measurement at once. This is helpful to investors managing multiple investment portfolios at the same time. IRIS+ enables investors to manage and compare impact across portfolios.

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

- Investors use IRIS+ across the investment management process, from screening deals, to conducting due diligence, and assessing performance. IRIS+ can be used in alignment with its [Thematic Taxonomy](#), and/or the [U.N. Sustainable Development Goals \(SDGs\)](#).
- Companies can use IRIS metrics for any IMM, disclosure or reporting needs. IRIS metrics align with the Global Reporting Initiative (GRI) Standards, alongside 50+ other frameworks, standards, methodology, and assessment tools.

#### 5. How is IRIS+ different from the GIIN's IRIS catalog of performance metrics? How do the GIIN's other IMM tools/resources relate to IRIS+?

- IRIS is the GIIN's catalog of generally-accepted performance metrics that the majority of impact investors use to measure social and environmental impact. While the IRIS catalog is still relevant for impact investors, users will find IRIS+ to be much more comprehensive, as IRIS+ is now a system that provides impact investors with a starting point to enter the impact measurement and management (IMM) space.
- Rather than having to choose from hundreds of metrics in the catalog, IRIS+ users will be directed to a set of core metrics, developed specifically for measuring performance in a particular impact theme. Consistently measuring against the same set of indicators will enable investors to manage towards greater impact and allows for comparability across portfolios.
- These Core Metrics Sets draw on the evidence gathered and metrics identified through the GIIN's *Navigating Impact* project. The *Navigating Impact* project will continue collecting evidence and input from industry stakeholders to contribute to the development of additional Core Metrics Sets, which will be incorporated into IRIS+. Another GIIN IMM resource that is a component of IRIS+ is the *Impact Toolkit*, which was designed to consolidate otherwise fragmented IMM resources and direct users to those that are most relevant to their needs. IRIS+ draws on the *Impact Toolkit* to provide users with resources that are tailored to their Strategic Goals.

#### 6. How does IRIS+ Relate to the GIIN's Roadmap for the Future of Impact Investing?

- Impact measurement and management (IMM) is a hallmark of impact investing. The vision of the Global Impact Investing Network (GIIN)—as articulated in its [Roadmap for the Future of Impact Investing](#)—is for social and environmental factors to be integrated into investment decisions as the 'new normal.' Impact investing can play a central role in realizing this vision by setting and raising the standards for investment practice and generating the tools and data that allow investors to evaluate impact and channel capital to the most effective solutions. The GIIN has recently released the [Core Characteristics of Impact Investing](#), which define the baseline expectations of what it means to practice impact investing, many of which are grounded in IMM. A coherent, consistent practice of high-quality IMM must be implemented as the norm for all organizations seeking to understand and improve their effects on people and planet. IRIS+ in particular, plays a direct role in achieving this vision, as it provides the tools, guidance, and resources

needed to pave the way for data comparability—the key to understanding how to manage impact to drive greater results for people and the planet.

## 7. 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 increased understanding about why investors need to measure, manage, and communicate about impact, investors are finding themselves overwhelmed by the proliferation of impact management frameworks, tools, and resources. IRIS+ helps to address this market gap by 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. Establishing credible and comparable impact data is fundamental to scaling 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.

## 8. 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, if investors are to know whether they are actually 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.

## 9. 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 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, sector by sector, and selects the core sets that are backed by evidence and indicate the true drivers of impact performance. In the same way that the accountancy profession has standardized accounting principles with GAAP, IRIS+ provides a generally accepted impact accounting system.

## 10. 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 included the voices of over 800 leading impact investing stakeholders, representing asset

owners, asset managers, service providers, and evaluators. Core Metrics Sets are developed on a rolling basis in accordance with the identification of evidence and best practices through the Navigating Impact project. Core Metrics Sets are created in accordance with the IRIS standards 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](http://www.thegiin.org)