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The GIIN Launches IRIS+: The New System for Managing Impact

IRIS+ provides the impact investment industry with a comprehensive suite of tools for impact measurement, management, and optimization

New York, May 16, 2019 – [The Global Impact Investing Network](#) (GIIN) launches IRIS+, a comprehensive system for impact investors to measure, manage and optimize their impact. IRIS+ reduces confusion, increases comparability, and makes it easier to communicate impact results.

With the industry’s rapid growth and increased calls for precise tools, investors are eager for streamlined practical guidance on how to measure and manage their impact. IRIS+ gives investors an easy-to-use system, including sets of core metrics around certain key themes such as clean energy access, financial inclusion, health, and affordable housing.

Utilizing IRIS+, investors can identify evidence-based metrics that will be most relevant to their strategies and desired goals. IRIS+ enables clear and comparable data, and takes the guesswork out of impact management.

“The challenges the world is facing are too urgent for impact capital to underperform,” said Amit Bouri, Chief Executive Office of the GIIN. “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.”

“Those familiar with the IRIS catalog of metrics will find IRIS+ more comprehensive and straightforward to use, with expanded coverage and functionality,” added Kelly McCarthy, Director of IRIS+ and Impact Measurement and Management. “For those who are new to the platform, IRIS+ provides a reliable starting point to enter the impact measurement and management space.”

For more information about IRIS+ please visit: <https://iris.thegiin.org/>.

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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 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.

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