

# New IRIS+ Functionality | The IRIS+ List

## Feedback Session with IRIS+ Working Group

September 16 2020

# Agenda

- 1 Context setting
- 2 Overview of the IRIS+ List
- 3 Discussion on key questions
- 4 Wrap up and next steps

# Context Setting | Promoting Transparency & Rigor of Practice

“

We aspire to create a world in which social and environmental factors are routinely integrated into investment decisions, as the ‘normal’ way of doing things.



”

# The GIIN | Focus

- Mobilizing more capital for impact investing globally
- Safeguarding the integrity of impact investing
- Fuel the global impact investing movement to change mindsets about the role of capital in society

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1. Standards and best practices (IRIS+)
2. Impact performance (IPS & IRIS+)
3. Transparency (IRIS+ List)

# 1. Adoption of IMM Standards and Best Practices

IRIS+ has been widely adopted across the world since launch in May 2019

+100k visits -- across all continents



+21,000 subscribers



+11,626 unique users



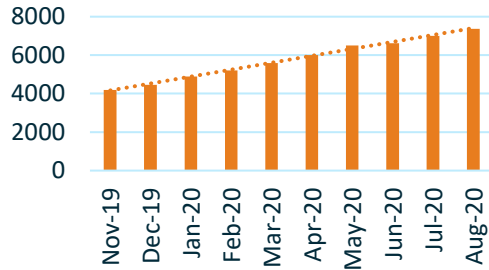
+7,300 organizations



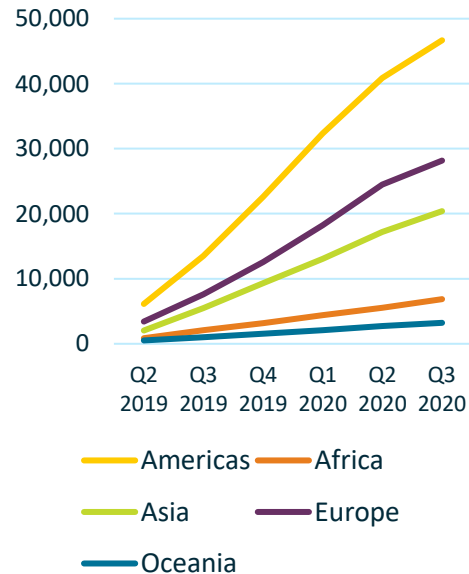
# 1. Adoption of IMM Standards and Best Practices

IRIS+ uptake continues to grow month-over-month and represents key stakeholders

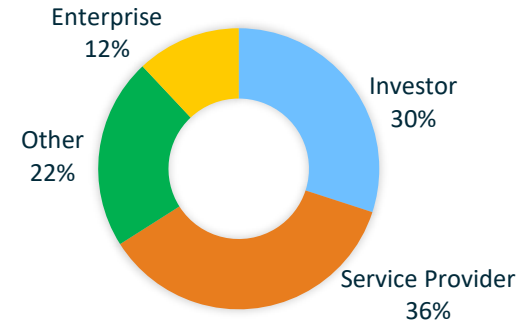
**Growth in accounts (org)**  
18% quarterly growth



**Geographical reach**



**Stakeholder Type**



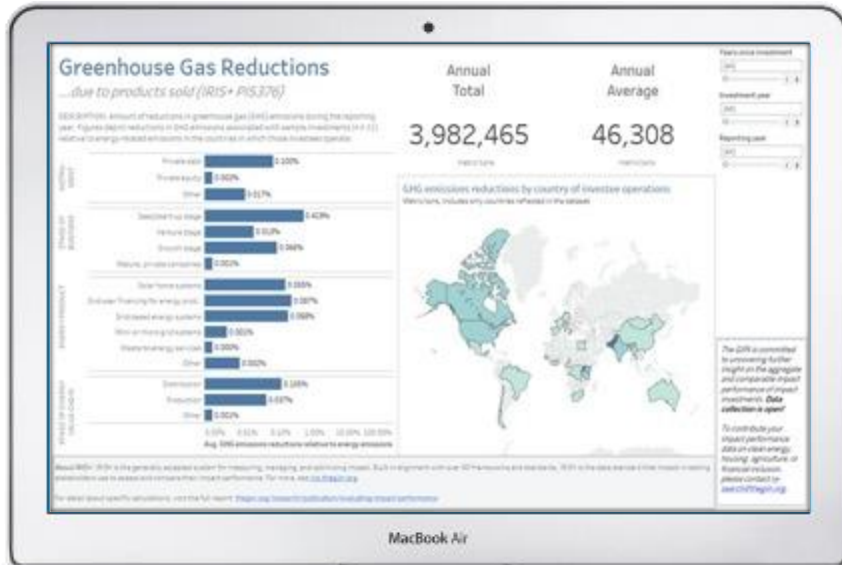
**INVESTOR BREAKDOWN**

- **70%** of top AM, Pension Funds & Inst. Investors by AUM (38 of 54)
- **78%** of HIPS0 DFIs (21 of 27)

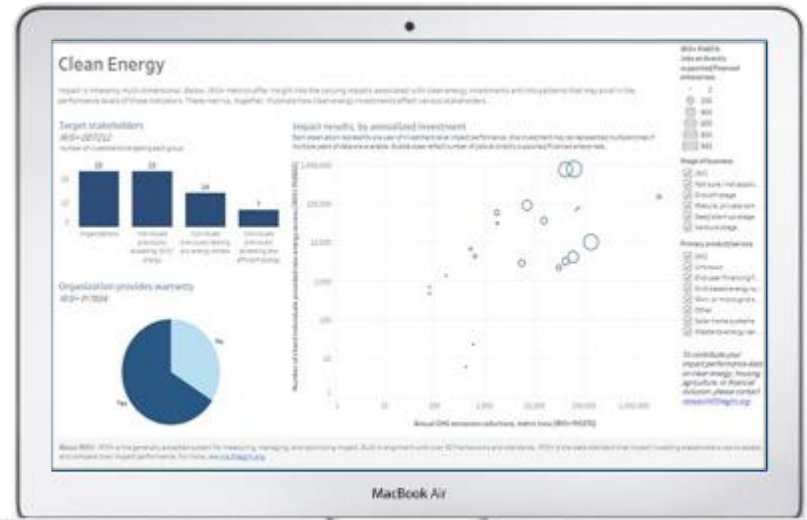


# 2. Understanding of Impact Performance

The Impact Performance Studies and IRIS+ enable investors to integrate impact data into decision-making

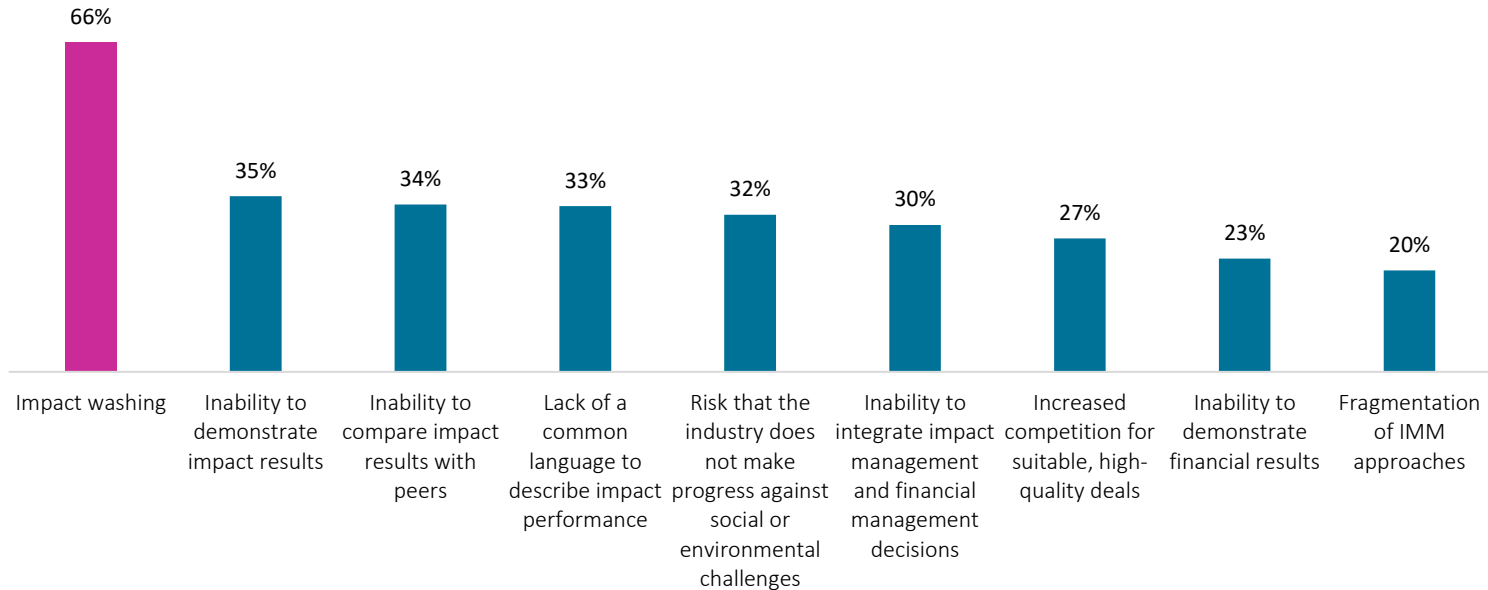


Sample Types of Analytics



# 3. Need for Greater Transparency

Impact washing is seen as the main challenge for the impact investing market



### 3. Need for Greater Transparency

To truly increase effectiveness of impact investing and safeguard the integrity of the practice

*The market needs **more accessible data about profiles and practices of investors committed to create positive change through their capital allocation.***



*While research shows that higher transparency leads to stronger performance, and while the demand for higher transparency is clear, **there is still no incentive to share data.***



# Overview of The IRIS+ List

# IRIS+ List | Ongoing Conversations to Inform Development



# IRIS+ List | What We've Heard

*"IRIS+ should provide an impact fund stamp of approval"*

*"Being able to **see what metrics and frameworks other investors align to** would be of great value to us."*

*"The market needs more ways to provide authentication of practice and comparability of impact performance."*

*"A functionality like this should be available **not just to investors but also to enterprises.**"*

*"The biggest most important value add for us would be **to also be able to access data/results.**"*



# IRIS+ List | Overview

## What is The IRIS+ List? And Who is on It?

### What is The IRIS+ List?

- A comprehensive online directory of investors and investees that promotes transparency and rigor of practice

### What is the objective of the IRIS+ List?

- To raise the **profile** of investors who are committed to create, measure, and manage **positive impact**

### Who is in it?

- Investor organizations (fund managers, DFIs, etc) – any organization managing impact assets
- Enterprises (investees) with a social and/or environmental mission

# IRIS+ List | Mock Up For Discussion



**IRIS+**  
PROFILE

The screenshot shows a web browser displaying the IRIS+ profile for Impactive Capital Fund YC6. The page layout includes a header with navigation links (ABOUT, FUNDS, INVESTORS, PORTFOLIO COMPANIES, SIGN IN, GET LISTED) and a breadcrumb trail (FUNDS -> IMPACTIVE CAPITAL -> FUND YC6). The main content area is divided into three columns:

- Left Column:** Features the 'IRIS+ PROFILE' title, a 'FUND YC6 OPEN' status, and an 'ADD TO PORTFOLIO' button. Below this is the 'ABOUT THE FUND & FIRM' section, which includes a paragraph about Impactive Capital's activist investment management and a list of key facts:
  - NAME: Impactive Capital LTD
  - HQ LOCATION: Lorem
  - INC YEAR: 2020
  - FUND / PRODUCT NAME: Lorem
  - FUND / TRACK RECORD: 3 years
  - INVESTMENT TEAM: Lorem
 A 'GEOGRAPHICAL EXPOSURE' section shows a world map with highlighted regions.
- Middle Column:** Titled 'IMPACT GOALS & STRATEGIES', it contains placeholder text and a 'THEMATIC & SDG EXPOSURE' donut chart with multiple colored segments.
- Right Column:** Titled 'FINANCIAL GOALS & STRATEGIES', it also contains placeholder text.

At the bottom, there is a 'CORE METRICS SETS' section with a 'WHAT is the goal?' heading and a list of three items: Objective of Intervention, Outcome Indicator: Sales Revenue, and Importance of outcome to stakeholder.



# Discussion on key questions

# IRIS+ List | Key Questions for Discussion

- 1 Levels within the IRIS+ List
- 2 Listed organizations
- 3 Profiles
- 4 Filters
- 5 Verification

# Discussion #1 | Levels within the IRIS+ List

At a start, the List would have 2 levels



Do these levels sound right as a first step to promote transparency?

# Discussion #2 | Listed Organizations

Should the IRIS+ List focus on IRIS+ users only? Or over time expand to capture the entire universe of investors?

## Option A: Only IRIS+ users

- The IRIS+ list only includes organizations which have created an IRIS+ account



*The IRIS+ List will start here when launched.*

*Should it over time expand to option B?*

## Option B: All organizations

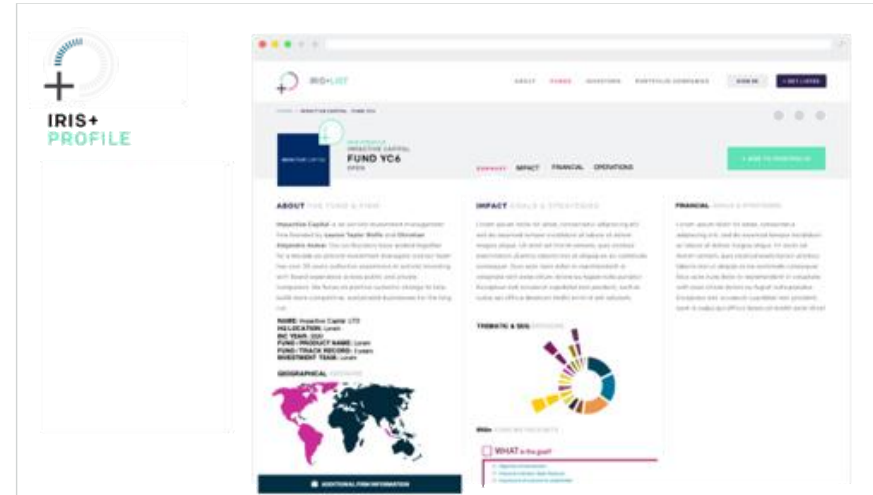
- The IRIS+ list includes the whole universe of investors (impact + non-impact minded)



# Discussion #3 | IRIS+ List Profiles

IRIS+ profiles will help promote transparency in the market

- *What information is a must have for organizational profiles?*
- *What do you wish people knew about your organization?*
- *What would you like to see from other investors? (in terms of commitment to*



# Discussion #4 | Filters

When searching for funds on the IRIS+ List, which are the most important filters?

Geography of focus



Impact Themes/  
SDGs of focus



Asset Class



Other?



# Discussion #5 | Verification

What is the threshold for verifying information?

- *Does information need to be verified? Or is it ok to have it as self-reported?*
- *If verification is a must, which type of information should be verified? (e.g., profile vs. performance)*
- *What type of verification should be required?*



# Other Thoughts or Ideas?

Any other thoughts or ideas on this functionality should or should not have?

