

Business Case for Measurement

Drives Impact Performance

Demonstrates Achievement of Impact Goals

Addresses Investors' Demands

Attracts Investment

Increases Credibility and Reputation

Reduce the risk of 'impact washing'

Complies with Emerging Regulation

Industry Standards

Impact Measurement & Management Solutions

Impact measurement drives performance

Investors are demanding a more nuanced and detailed understanding of the social and environmental impacts of their investments, which is driving a more disciplined approach to measuring the impact of investments. Effective Impact Measurement and Management (IMM) integration supports the fund's ability to achieve its impact objectives through evidence-based monitoring and management of its portfolio companies' impact performance.

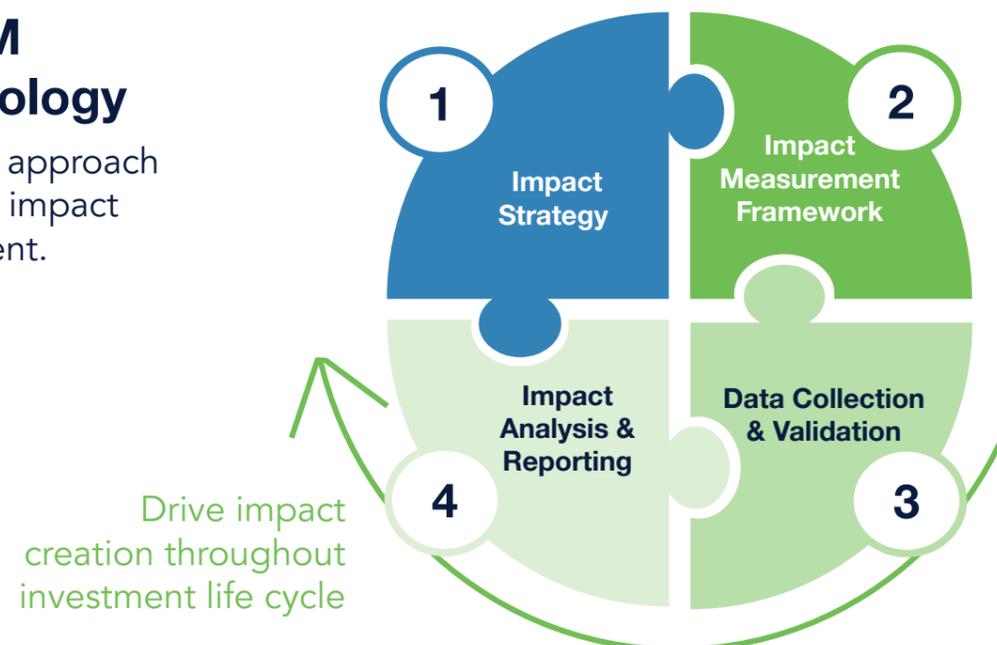
For a fund manager, it can help to attract impact finance, ensure impact integrity by proving the credibility of claims of social or environmental returns or contribution to the UN Sustainable Development Goals (SDGs), and reduce the risk of exposure to 'impact washing'. IMM solutions can be used in various ways, including taking an Impact Baseline, Annual Monitoring, Evaluation or to provide an Impact Snapshot at any point in a fund's lifetime.

Innovest's IMM solutions

Innovest are impact advisors to funds, foundations and enterprises who want to drive more active measurement and creation of impact. Working across all sectors, we implement a proven IMM methodology that combines social and environmental expertise, investment-focused application, our cloud based impact measurement system and custom dashboarding.

Our IMM methodology

A four step approach to effective impact measurement.



Four Step Approach to Impact

1 Impact Strategy

An impact narrative and Theory of Change that outline the problem statement and identify how the targeted investments will provide a solution through an impact pathway

2 Impact Measurement Framework

A framework that maps the outputs, outcomes and impacts of the fund activities and determines the Key Performance Indicators (KPIs) and metrics required to evidence the impact you are seeking

3 Data Collection & Validation

The collection of impact metrics from investees and end beneficiaries, ensuring the collection methods are appropriate for the geography, connectivity level, and provide cost effective and efficient solutions. Options include web based, SMS based or voice calls. Integration and validation of data in a cloud based platform

4 Impact Analysis & Reporting

The identification and analysis of the key impact results and trends over time demonstrated through custom dashboards and impact reports for multiple stakeholders