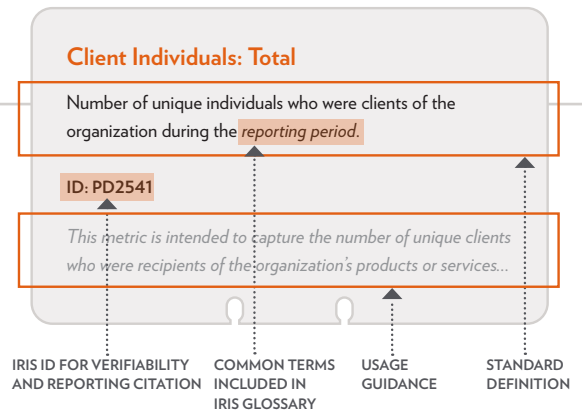


**IRIS is the catalog of generally-accepted performance metrics that leading impact investors use to measure social, environmental, and financial success, evaluate deals, and grow the sector's credibility.**

Each IRIS metric includes a standardized definition. Where relevant, usage guidance is offered to provide investors with clear instruction on how to implement a particular metric and examples to illustrate the metric in practice. With IRIS metrics, investors can compare performance data across their portfolio, or within specific sectors or investment objectives.

Using IRIS does not result in a certification or performance rating. Instead, IRIS metrics provide the foundation for any impact measurement system.

**THIS IS AN IRIS METRIC**



### Why is impact measurement important?

As more investors dedicate a portion of their portfolios to impact investments, they are demanding credible data about the social and environmental performance of these investments. Many mission-driven businesses already use data to communicate this performance, but only with consistent metrics is it possible to compare and aggregate performance across a number of investments. In addition to enabling effective data analysis, impact measurement also promotes accountability and transparency in the impact investing field.

The IRIS catalog compiles standardized metrics that are generally accepted in various social and environmental sectors. Over 5,000 organizations are already using IRIS to evaluate, communicate and manage their social and environmental performance.

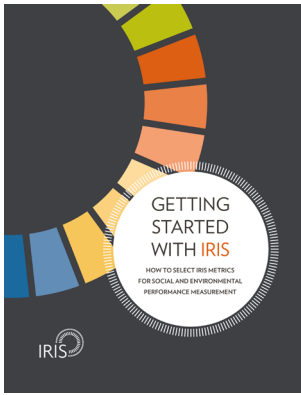
### What does IRIS measure?

IRIS metrics measure the social and environmental performance of an organization. The catalog is designed for use across sectors and geographies, and includes metrics that apply to various types of performance, including financial, operational, product, sector, and social & environmental objectives.

The metrics are compiled from over 40 sector-specific standards and reporting frameworks, allowing organizations to use IRIS as the anchor for diverse reporting requirements. Through formal expert working groups, IRIS metrics are proposed for sectors or objectives that aren't already represented.

IRIS provides the foundation for impact measurement. The user is expected to decide which metrics are relevant to measure his or her unique performance objectives. IRIS metrics have been incorporated into various assessment tools, such as the B Impact Assessment and PRISM.

## Get started using IRIS



IRIS is a free public good to support transparency, credibility, and accountability in impact measurement practices across the impact investing industry. Those interested in using IRIS can access the full IRIS catalog at [iris.thegiin.org](https://iris.thegiin.org).

In addition to the metric catalog, site visitors will find data briefs on specific sectors, metric profiles of registered IRIS user organizations, and a guide for how to start using IRIS. Visitors can also access a growing number of thematic metric sets endorsed by industry leaders.

Further promoting transparency, a voluntary online IRIS user registry facilitates peer-to-peer learning, enabling those interested to browse through the metrics used by other organizations. Those IRIS users who publicly disclose their metrics on the registry are formally acknowledged as leaders in impact measurement through designation as registered IRIS users.



### Who is using IRIS?

#### THE INVESTOR

An investor wants to put five percent of her portfolio into companies developing clean energy products. She finds two funds reporting similar rates of financial return. Because both funds report their environmental performance using IRIS definitions, she can fairly compare the number of households that have gained access to clean energy as a result of the investee companies' activities. Though more households are reached through investment in the first fund, the second fund's portfolio companies primarily serve rural areas with no prior access to electricity. Because rural access is a priority for this investor, she moves five percent of her assets into the second fund.

#### THE FUND MANAGER

A sustainable trade fund manager receives inconsistent performance data from his portfolio companies, which are local farming cooperatives in developing countries. One cooperative in Argentina reports that his investment of USD 500,000 has created 115 new jobs. Another cooperative in Ecuador reports that an investment of the same amount has supported 80 new jobs. The fund manager knows from prior visits that new jobs in Ecuador are mostly year-round jobs, and that many of the new jobs in Argentina are seasonal. But, because each cooperative uses its own definition for counting new jobs created, the fund manager cannot use the reported data to fairly compare the two investments, nor can he combine data from the two businesses to describe the fund's overall impact to his investors. By adopting IRIS as the reporting standard across his portfolio, the fund manager will get comparable data from his various portfolio companies, and will be able to compare them to aggregated data from the field. This helps him manage the performance of his investments, inform investors about his activities, and guide future investments.

#### THE SOCIAL ENTREPRENEUR

An entrepreneur in Ghana is raising capital to expand a healthcare business providing physical examinations and low-cost nutritional supplements to rural poor. Prospective investors are asking for information about the expected financial return and social impact of an investment in the company. The entrepreneur decides to use IRIS definitions to track how many people met with a doctor or nurse, and how many received the nutritional supplement. This makes investment in his company more attractive to funders because investors are able to easily evaluate the performance of this investment compared to other investments they have made in healthcare businesses in the region.

#### IMPACT INVESTMENTS

*are investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return. Impact investments can be made in both emerging and developed markets, and target a range of returns from below market to market rate, depending upon the circumstances.*

IRIS is an initiative of the Global Impact Investing Network (GIIN), an organization dedicated to increasing the effectiveness and scale of impact investing. As part of its mission, the GIIN promotes industry-wide practices that enable broader and more efficient impact investing, including impact measurement. Learn more at [www.thegiin.org](http://www.thegiin.org).

Learn more and explore the metric catalog at [iris.thegiin.org](https://iris.thegiin.org).

If you have questions or comments, email [irisinfo@thegiin.org](mailto:irisinfo@thegiin.org).

