For immediate release

New Tools Help Quantify the Power of Investors' Impact

Two new quantitative tools from the GIIN's Impact Lab, the Impact Target Setter and Impact Quantifier, aim to help investors calculate and compare how much impact on people's quality of life and the environment they can generate from a given investment.

NEW YORK, June 17, 2025 — Today, the Global Impact Investing Network (GIIN) launched two new tools to help investors maximize the impact of their capital: the Impact Target Setter and the Impact Quantifier. These tools are designed to help asset allocators make more informed, comparable and context-driven decisions when selecting funds, setting impact targets and evaluating outcomes across diverse investments. Widespread adoption of these tools presents an opportunity to enhance both the efficiency of capital allocation and the effectiveness of impact and financial performance.

Asset allocators seeking positive social and environmental outcomes have long lacked accessible impact analytic tools to support impact-driven decision-making. This gap has made it difficult to compare investments across sectors, especially as investors increasingly make choices that span impact themes, sectors and business models. The new tools address this need by helping asset owners and managers set effective targets and translate their impact intentions into real-world results. For example, the Impact Quantifier will make it easier for an investor to see how far their investment will go towards funding clean water access in one part of the world versus funding education in another region and decide based on the projected impact of each.

"The Impact Target Setter and the Impact Quantifier both have the potential to change the way investors think about impact across their portfolios and invest accordingly," said **Dean Hand, chief research officer at the GIIN.** "These tools will allow investors to compare the potential impact of investments across geographies and categories in a standardized and data-backed way, ideally leading to more real-world outcomes like improved access to healthcare, quality jobs and clean water."

About the Impact Target Setter

The Impact Target Setter is designed to help asset allocators set clear and informed impact targets for fund investments. It supports more strategic capital deployment by incorporating variables such as geography, amount of capital deployed and impact theme — aligned with recognized frameworks like the UN’s Sustainable Development Goals and the GIIN’s IRIS+ system. The tool offers a structured starting point to guide discussions between asset allocators and fund managers, helping users define appropriate impact expectations based on need, scale and investment context. Rather than providing rigid or prescriptive targets, the tool offers approximate targets grounded in transparent data and assumptions, enabling better alignment across stakeholders.

The Impact Quantifier

Investors focused on environmental impact themes, such as climate change mitigation, primarily rely on greenhouse gas emissions as a consistent, measurable indicator to assess and compare climate impact. Social impact themes, which can range from housing and healthcare to education and financial inclusion, need a similarly valid and reliable measure to compare impact. Sector-specific impact metrics, such as number of patients accessing healthcare services or number of quality hospitals built, are critical when interpreting impact performance within impact themes. However, more broadly, asset allocators can look to quality of life to make comparisons across the portfolio in different sectors. Comparison across social impact themes based on quality of life has the potential to radically shift how asset allocators and managers channel capital.

Developed by the [GIIN Impact Lab](), these tools aim to help investors quantify and compare the impact potential of investments across different sectors.

Explore the Impact Quantifier and Impact Target Setter on [the GIIN’s website.]()

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About the Global Impact Investing Network (GIIN): The Global Impact Investing Network (GIIN) is the global industry body of impact investing, dedicated to increasing the scale and effectiveness of impact investing 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 returns from below market rate to above 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.

About the GIIN Impact Lab: The GIIN Impact Lab is a performance research and development lab working to push the frontier of impact intelligence. The GIIN Impact Lab operates with the financial support of EQT Foundation, Temasek and Visa Foundation.

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