



**For Immediate Release**

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**New Partnership Formed to Streamline Impact Measurement, Reporting & Analysis  
for Investors & Business Leaders**

*The Global Impact Investing Network (GIIN) and Proof, a business intelligence technology company,  
partner to integrate the GIIN's IRIS+ core metrics sets into Proof's ESG and impact tools.*

**NEW YORK, Oct. 17, 2023** – The [Global Impact Investing Network](#) (GIIN) and [Proof](#) announced today a new partnership that will streamline impact measurement, reporting and analysis for investors and businesses around the world.

By integrating the GIIN's [IRIS+ standard core metrics sets](#) into Proof's platform, starting with the Financial Inclusion impact theme, organizations can leverage digital solutions to better understand the positive impact of their portfolio or businesses. The Proof platform offers comprehensive features, including efficient digital data collection, performance showcasing and goal setting, and global private-market impact benchmarks. The partnership will also assist investors and business leaders using Proof to provide their data more readily to the leading-edge impact intelligence tools being developed out of the GIIN's ImpactLab, as both the GIIN and Proof commit together to evolve a robust ecosystem of decision-useful analytic tools to drive impact performance.

Against the backdrop of [a growing impact investing industry](#), increasing numbers of software companies are integrating IRIS+ into their platforms, equipping the finance industry more broadly with robust tools to strengthen their decision-making with comparable and credible impact-relevant data. This work also addresses and aims to solve for some of the leading concerns voiced by impact investors in the [2023 GIINsight: Emerging Trends in Impact Investing report](#), specifically the fragmentation across impact measurement frameworks, difficulty comparing impact results to peers, and lack of clarity on which impact measurement frameworks to use when.

"We're thrilled to announce our partnership with the GIIN as we work together to further accelerate the transition to digital data intelligence in the Financial Inclusion impact theme," said **Shannon Boselli, Director of Business Development of Proof**. "The IRIS+ Core Metrics Set is the industry standard tool to assess the impact performance of purpose-driven organizations. A cornerstone goal of Proof is to enable businesses to optimize for purpose and profit simultaneously."

"This partnership further advances the GIIN's work to bring the impact-relevant data that investors and business leaders need to the platforms they use every day," said **Sapna Shah, Chief Program and Operating Officer of the GIIN**. "Integrating our core metrics sets into leading data platforms, like Proof, underscores our collective mission to transform the way the world invests capital. We're excited to see increasing interest from commercial, for-profit partners in the opportunity available to build innovative software solutions for the expanding movement of investors interested in purpose."

"By combining forces with GIIN, together we can empower leaders in the industry to utilize data to identify populations facing barriers to financial inclusivity, monitor and address previously unidentified risks and opportunities within their portfolio, and ultimately to achieve impact and financial outperformance," added **Boselli**. "We're beyond excited to see how investors in the space will be able to achieve genuine transformation across their funds and portfolios."



Proof will be presenting this partnership at the [SOCAP](#) conference the week of Oct. 23rd, 2023 in San Francisco, California.

To learn more about the partnership or sign up for the Proof platform please visit <https://proof.io/engage/giin>.

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**Notes for the editor:**

**About the Global Impact Investing Network (GIIN):** The Global Impact Investing Network (GIIN) is the global champion 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 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](http://www.thegiin.org).

**About IRIS+:** The GIIN's IRIS+ is a set of tools and guidance, including metrics, for impact investors to translate their intentions for positive impact into measurable results. The GIIN offers IRIS+ to serve the practice of impact measurement & management, a [Core Characteristic of Impact Investing](#), and promotes the use of standardized IRIS+ impact metrics to increase transparency, credibility, and accountability in impact investing.

**About Proof:** Proof is a US-based impact intelligence company with a rapidly accelerating global presence. The company is focused on providing access to the world's largest consolidated set of reliable, material and high-quality ESG & impact data for private markets. Quickly establishing itself as one of the leading providers of sustainability analytics across the globe, Proof's driving vision is to serve as the largest force multiplier for creating positive, meaningful change through Business.

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