



Global Impact Investing Network (GIIN)

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Impact investments are investments made into companies, organizations, and funds with the intention to generate measurable social and environmental impact alongside a financial return.

They 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.

How Big Is Impact Investing?

Total investing
worldwide

**\$212
Trillion***

If impact investing grows to 1% of total invested assets, the result would be \$2 trillion of capital channeled towards social and environmental impact.

Impact
Investing in
5–10 years?
\$2 trillion

US
Philanthropy
\$600 billion

*Source: McKinsey Global Institute, *Mapping Global Capital Markets (2011)*.



Industry Barriers

Lack of awareness of impact investing

**Lack of leadership, organization,
sharing of best practices**

High search costs

**Lack of standardized impact
measurement tools**

**No formal space to learn, engage,
grow the community**

High search costs and lack of standardized impact measurement tools

Infrastructure Development





Lack of leadership and formal space to learn, engage, grow the community

Platforms for Knowledge Sharing





Lack of awareness of impact investing

The GIIN publishes practitioner-focused research and disseminates news, events, and more.

In October 2013, the GIIN held its first-ever global investor Forum in London in partnership with the City of London Corporation.

Education: Research & Outreach

