



# **Global Impact Investing Network (GIIN)**

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NOVEMBER 2013



**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

