

# THE PROMISE OF INVESTMENT ORIENTED INSTRUMENTS: LOOKING THROUGH THE LENS OF IMPACT INVESTING

Edward T. Jackson

Presented to the Meeting on New Frontiers for Evaluation in an Era of  
Market-Oriented Development,  
Wilton Park, July 20, 2015



## Private Investors: Strategic Considerations



Source: E.T. Jackson and Associates Ltd., 2015

# Impact Investing: Ecosystem



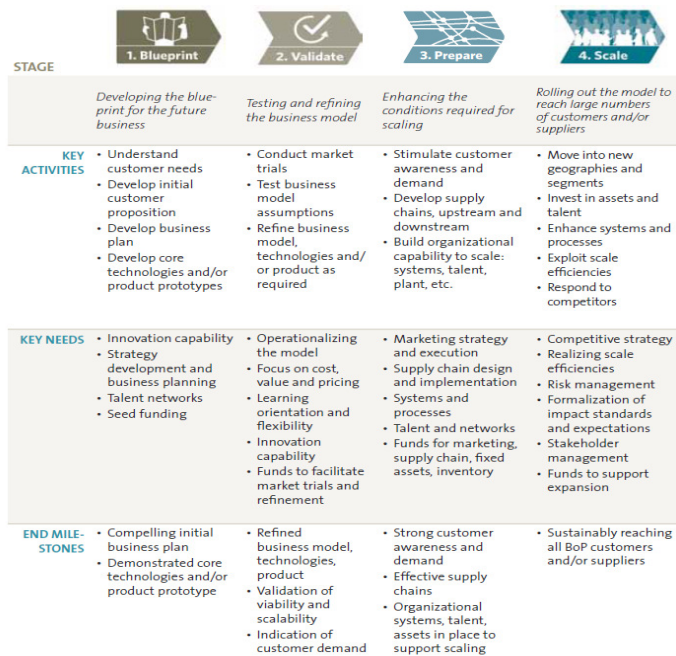
Source: Karim Harji and Edward Jackson (2012) "Accelerating Impact: Achievements, Challenges and What's Next in Building the Impact Investing Industry."

# Mapping the Impact Investing Industry



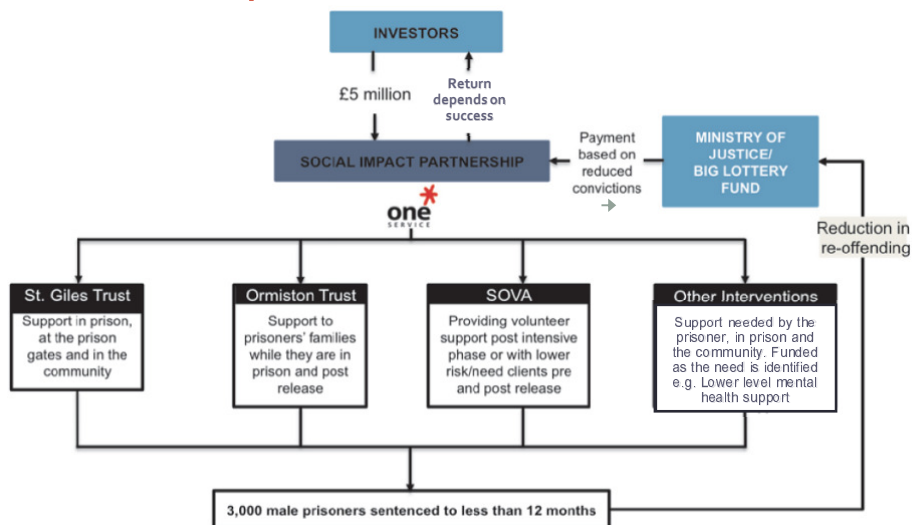
Source: Karim Harji and Edward Jackson (2012) "Accelerating Impact: Achievements, Challenges and What's Next in Building the Impact Investing Industry."

## Four Stages of the Pioneer Firm's Journey



Source: Koh, H., A. Karamchandani and R. Katz, Monitor, 2012

## Social Impact Bonds



Source: Godeke and Renser, 2012

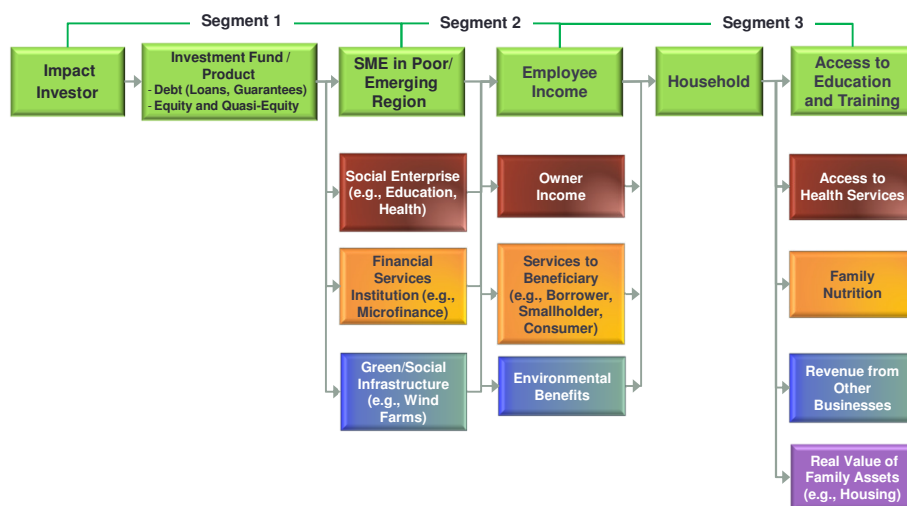
## Evaluating Impact Investing

**The Main Question:** How can the social or environmental impact of impact investments be evaluated in a credible, cost-effective and standardized way?

### Approaches:

- Industry-wide indicators (IRIS; GIIRS)
- Theory of change analysis/theory-based evaluation
- Participatory and gender-sensitive data collection methods
- Randomized clinical trials/experimental or quasi-experimental evaluation

## Impact Investment Results Chain



Source: E.T. Jackson and Associates Ltd., 2015

## Six Doorways for Evaluators



Source: Jackson and Harji, 2013