

2024

# Impact Services

From consultancy to collaborative field-building, The Good Economy is a recognised thought leader and the ‘go to’ firm for organisations looking to deliver and report on their impact and sustainability outcomes.

The Good Economy (TGE) is a leading, independent impact advisory firm, having assisted **over 150 clients**, representing over **£24 billion AUM**, to define, measure, monitor and report on impact investments that make a positive contribution to sustainable development.

We have clients at every stage of the investment process and act as a **trusted partner and critical friend** to help them understand, measure and report real-world outcomes, manage impact risk and integrate impact considerations into decision-making and performance reporting – with confidence.

TGE has extensive knowledge and our team of experienced staff plays an active role in **building the impact ‘ecosystem’**. Known for our convening power, we believe that partnerships are critical to building a Good Economy and every organisation has a role to play.

We exist to promote the emergence of a Good Economy, one that works for everyone, both in the United Kingdom around the world.

## Making Impact Count

### Our Services

150+  
Clients

£24bn  
AUM



#### STRATEGY CONSULTANCY

TGE provides clients with impact investing expertise, operating as a ‘trusted partner’ to strategically guide the exploration of investing private capital, whilst building impact investing capacity within the client organisation.

[Learn More](#)

#### ESG IMPACT MEASUREMENT AND MANAGEMENT SYSTEMS

We help clients to plan, manage, measure and report on their contribution to positive social and environmental outcomes. We develop impact measurement and management (IMM) systems that integrate a focus on real-world outcomes into clients' processes and decision-making.

[Learn More](#)

#### SUSTAINABILITY AND IMPACT REPORTING

TGE’s reports are designed to provide a thorough analysis of your impact. We go beyond surface-level assessments to uncover the meaningful changes that your organisation is creating over time. By examining both intended and unintended consequences, we provide a comprehensive view of your contribution to real-world outcomes.

[Learn More](#)

#### ESG AND IMPACT DUE DILIGENCE

We conduct independent due diligence to assess transactions’ impact opportunities and ESG risks. Our reports provide evidence-based insight into the likelihood of clients achieving their impact objectives, while also highlighting ways of enhancing positive outcomes and avoiding negative impacts.

[Learn More](#)



**Andy Smith**  
Head of Housing Impact Services

The Good Economy helps finance and business to play their part in solving major social problems. Dedicated to creating a fairer and more sustainable society, we use our social capital to convene disparate stakeholder groups to drive collaborative innovations for positive change.

#### IMPACT VERIFICATION AND ASSURANCE

We work with clients to help them identify and integrate real-world impact considerations into their strategic and operational decision-making. Our verification and assurance services help investors to understand, enhance and communicate their impact investments with integrity and confidence. Services include:

- Impact Verification
- Assurance
- Gap Analysis
- SDR Assessment

[Learn More](#)

## Services contd.

Our work is based on rigorous research, empirical observation and practical real world experience. We build long-term relationships with our clients that provide value on a consistent and on-going basis.



### RESEARCH AND ANALYSIS

TGE undertakes commissioned market research and feasibility studies, including place-based and sector studies. This includes understanding the underlying market systems dynamics and behavioural drivers of positive and negative development trends. Our team combines experience of quantitative and qualitative research methods to deliver industry-leading research and reports.

[Learn More](#)

### TRAINING ON ESG AND IMPACT

The Good Economy offers bespoke training to build the confidence and capability of leadership and investment teams responsible for integrated impact decision making. Our Training services are available for organisations of all types and can even be delivered one-on-one.

[Learn More](#)

### PLACE-BASED IMPACT INVESTMENT REPORTING

We have developed the Place-Based Impact Investing (PBII) Reporting Framework, in partnership with a group of Local Government Pension Funds and asset managers, to provide a common, consistent, transparent methodology for pension funds to report on the impact of their investments.

For **asset owners** (pension funds and endowments), we provide an impact assessment and reporting service analysing the type and geography of investments and their contribution to local, regional and national sustainable development goals in order for them to communicate this important information to their members and trustees, alongside annual financial reporting.

For **asset managers** (fund managers), we provide investment portfolio analysis resulting in a factsheet of the sub-national impact their fund is making in order for them to communicate this to investors and other stakeholders. We also provide an assessment of the strategy's place-based impact investing traits and level of impact focus.

[Learn More](#)

#### Strategic Certainty

Impact happens when it's been strategically planned and executed. We help you to create robust, credible, and relevant impact strategies, with evaluation built in from the start.

#### Innovative Approach

Our work is about pioneering new methods, not dead data. We inform your strategies with the latest thinking, ready for the future.

#### Rigorous Reporting

With the right models, reporting criteria, and evaluations in place, we help you maximise your impact.

## Our Clients

We're proud to work with some of the best organisations in the UK and around the world.



AEW



Bristol & Bath Regional Capital



[Explore our work...](#)

Working with The Good Economy is like working with a critical friend. They challenge us on our thinking, and although we don't always agree, we accept that their independence is vital to maintain the rigour of analysis and hold us to account.

**Newcore** (Aug 2023)

The Good Economy's analysis was thorough and insightful, and helped us frame how we can think about managing for impact in a credible way across the business.

**EQT** (Sept 2023)

THE GOOD ECONOMY

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