

FACTSHEET 2024

# Introduction to The Good Economy

A leading, independent impact advisory firm helping finance and business play their part in solving major societal issues.

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.

Grounded in theoretical rigour, our team have worked at the frontiers of impact investing, impact measurement and management and sustainable development. The industry-shaping services we offer are designed to help clients meet the growing demand for greater confidence and credibility in strategies that create positive impact or pursue sustainability outcomes.



*Our purpose is to create a Good Economy ecosystem that encourages the discovery of new commercial and institutional pathways to sustainable development. We all need to become more mindful of our impact given the times we live in and the challenging future we all face.*

- Sarah Forster and Mark Hepworth, co-Founders

## Making Impact Count

### Explore Our Services

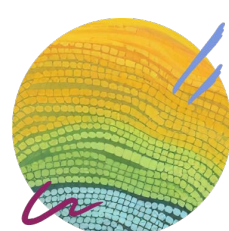
The Good Economy (TGE) works with clients to **measure, manage and report on real-world outcomes**. Our focus is forward-looking: helping clients to identify opportunities to create positive outcomes and integrate this focus into strategic and operational decision-making.

The Good Economy specialises in working with **private market investors** and on social issues. Our team has in depth expertise and experience in key themes such as **quality jobs, financial inclusion and health**.

### IMPACT SERVICES

We offer a range of integrated impact services, tailored to your needs, helping you to understand, enhance and communicate the impact of investments with integrity and confidence.

We work with clients to help them identify and integrate real-world impact considerations into their strategic and operational decision-making. And we work across all asset classes and sectors, with a particular specialisation in private markets including **Affordable Housing, Commercial Real Estate, Private Equity and Debt** and **Emerging Markets**.



#### Services include:

- Strategy Consultancy
- ESG Impact Measurement and Management Systems
- Sustainability and Impact Reporting
- ESG and Impact Due Diligence
- Impact Verification and Assurance
- Research and Analysis
- Training on ESG and Impact

[Learn More](#)

### VERIFICATION AND ASSURANCE

Impact verification and assurance is the hallmark of authentic impact investing. Independent scrutiny of impact processes and performance claims is crucial to drive both learning and accountability.

We provide a range of verification and assurance services to help organisations:

- Ensure they're on the right track to deliver meaningful results
- Signal credibility to shareholders and wider stakeholders
- Reflect on and refine their impact management systems
- Align with industry norms and standards

#### Services include:

- Impact Verification
- Assurance
- Gap Analysis
- SDR Assessment

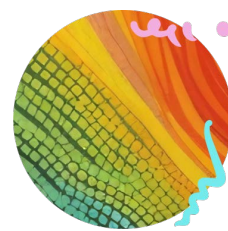
[Learn More](#)



### PLACE-BASED IMPACT INVESTING

TGE's Place-Based Impact Investing (PBII) work is about catalysing and shaping the market for place-based impact investing that delivers real benefits to local people and places in collaboration with others.

Recognised as the thought leader in PBII we are uniquely placed to facilitate a constructive dialogue between stakeholders across sectors focused on connecting capital with place – across the UK and around the world.



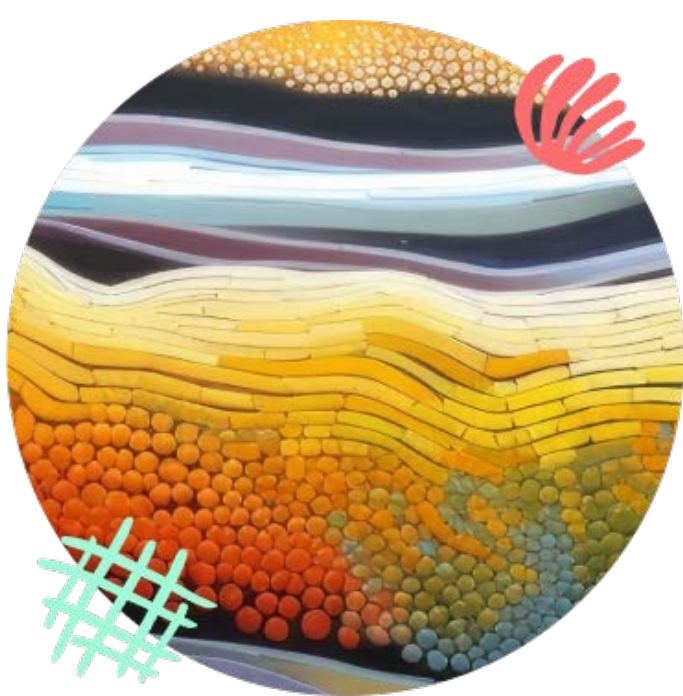
#### Services include:

- PBII Advisory
- PBII Network
- PBII Research

[Learn More](#)



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.



## Collaborations for Change

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 are members of a number of local and global impact investing aligned organisations and serve as the Secretariat for Sustainability for Housing.

We partner across sectors and disciplines in various research and collaboration projects.

### Current projects include:

- Place-Based Impact Investing Project
- Sustainability Reporting Standard for Social Housing
- Equity Investor Impact Reporting Project

[Learn More](#)

Dedicated to creating a fairer and more sustainable society, we use our social capital to convene disparate stakeholder groups to drive collaborative innovations for systemic change.

## Our Clients

The Good Economy has worked with 150+ clients, representing over £5.6 trillion 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.

150+  
Clients

£5.6tn  
AUM



CAPITAL & REGIONAL



COLUMBIA  
THREADNEEDLE  
INVESTMENTS



FOUNDERS  
FACTORY  
AFRICA



getliving



Johnson & Johnson  
Impact Ventures



LIVERPOOL  
CITY REGION  
COMBINED AUTHORITY



Newcore  
Capital

octopusinvestments  
A brighter way



Scottish Government  
Riaghaltas na h-Alba  
gov.scot



TriplePoint



UBS  
UBS Optimus Foundation

### 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.

We are members of a number of UK and global impact investing aligned organisations and are proud signatories of these best practice sustainability-related standards and initiatives.



THE GOOD ECONOMY

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