

2025

PBII Reporting Service

Place-based impact investments (PBII) are made with the intention to yield appropriate risk-adjusted financial returns as well as positive local impact, with a focus on addressing the needs of specific places to enhance local economic resilience, prosperity and sustainable development.

The Good Economy (TGE) is a leading, independent impact advisory firm, having assisted over 150+ clients and advised on AUM of over £17bn, to define, measure, monitor and report on impact investments that make a positive contribution to sustainable development.

150+ Clients

Our 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.**

£17bn AUM

TGE is recognised as the **thought leader** in PBII and is uniquely placed to facilitate a constructive dialogue between stakeholders across sectors focused on connecting capital with place – around the world.

Making Impact Count

Place-Based Impact Investing

The Good Economy's PBII services are aimed at local government authorities, place stakeholders and private sector investors who are interested in exploring **innovative financing solutions to local problems** and designing place-based investment funds. Developed in the UK, the PBII model is applicable to places globally.

- PBII Advisory
- PBII Network
- PBII Research
- PBII Reporting

"We have been very pleased to work with The Good Economy to gain a much deeper understanding of how our investments interact with places and the positive impact they make in those communities."

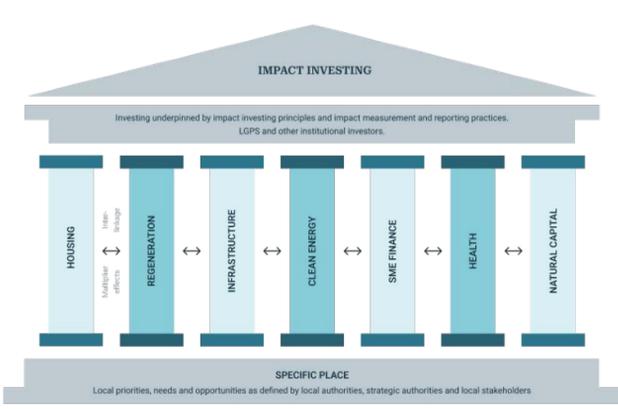
- George Graham, Director at South Yorkshire Pensions Authority

PBII Conceptual Model

Place-based approaches to financing and delivering public services – including local and regional economic development – are well-established across OECD countries. They involve understanding the **issues, interconnections and relationships in a place** and coordinating action and investment to improve the quality of life for that community.

At The Good Economy we have applied a place-based approach to impact investing and called this 'Place-Based Impact Investing' (PBII).

Architecture of Place-Based Impact Investing



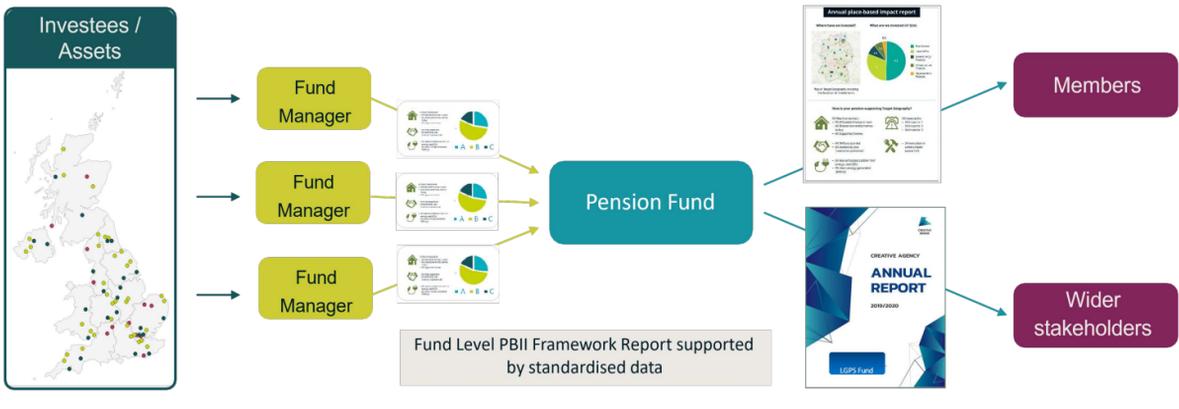
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The Five PBII Traits



PBII Reporting Framework

The PBII Reporting Framework enables asset managers and owners to **report on the contribution they are making at a local, regional and national level in a standardised manner.** The approach was developed by The Good Economy with the support of the PBII working group of LGPS, fund managers and the Impact Investing Institute. The framework has been designed to report on UK investments but is readily adaptable to report in globally.

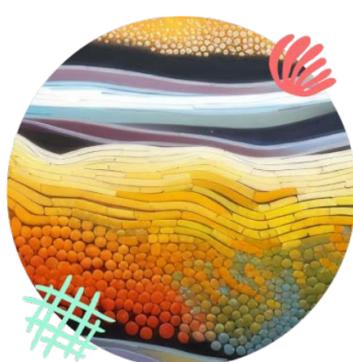


PBII Working Group



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.



The PBII reporting service enables Pension Schemes to report on:



- The location of their investments to evidence where investments have been made
- The amount invested categorised by sector and sub-sector e.g. housing, SMEs, infrastructure, renewables
- Key Impact Metrics e.g. output-based
- Classification of fund strategies based on the Impact Management Project (IMP) types of impact
- The extent to which investments are being made in funds which aim to deliver place-based impact.

We do the heavy lifting so you don't have to

Our PBII Framework Reporting Service performs the **data collection, aggregation and reporting** on behalf of pension funds.

We collect and aggregate the asset level PBII data of multiple fund managers and produce an output suitable for underlying investors (e.g. pension members) about how their investments are making a difference to their local area or region.

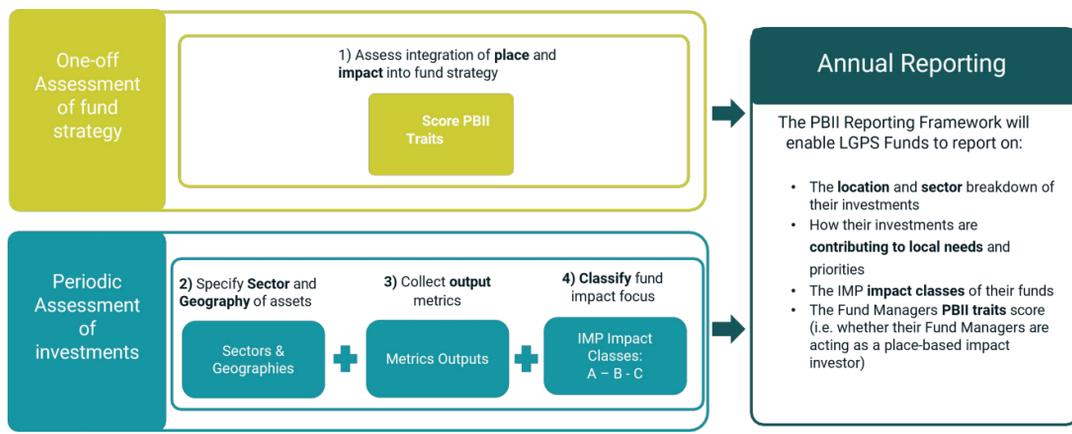
If desired, we can **independently audit**:

- The data produced by your fund managers
- Their impact measurement and management approaches to check the veracity of their claims and ensure that the impact being reported is in accordance with best practice.



Standardised Approach Fund and Asset Level Reporting

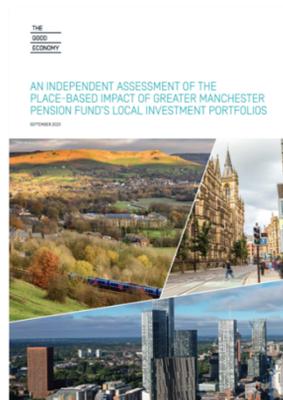
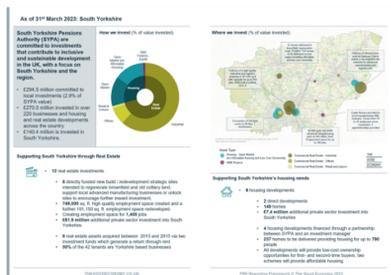
The PBII Reporting Framework uses a mix of fund-level and asset-level reporting. These two layers enable Fund Managers to describe their place-based intentionality, as well as the sector, geography and impact exposure of each fund, based on a classification of underlying assets / investees which uses a mapping against the Impact Management Project's established 'ABC' classification system (Avoid Harm, Benefit Stakeholders, Contribute to Solutions).



Reporting Options

TGE produces a range of PBII reports - from simple dashboards to award-winning publications.

Get in touch to discuss your requirements.



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.



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