



Toniic Tracer brings new insights and transparency to impact investors, eases reporting burden for impact issuers

New platform is a leap forward for impact investing, allowing investors, funds and enterprises to share and compare data

SAN FRANCISCO, March 30, 2020—Toniic, a nonprofit global network of active impact investors, has launched Toniic Tracer, a platform that enables investors and issuers (funds and enterprises) to share and compare information about impact investments, including goals, performance and outcomes.

Tracer also will power the T100 Project, Toniic’s longitudinal study of investment portfolios that are striving toward deeper positive net impact in every asset class. The most recent [report](#) compiled data from 76 private portfolios totaling \$2.8 billion in committed capital, and a subsequent [briefing](#) looked at how T100 portfolios address the United Nations Sustainable Development Goals (SDGs). Toniic expects the Tracer platform to enable analysis of many more portfolios and provide deeper insights on impact investing.

“Toniic Tracer represents a leap forward in financial and impact reporting,” said Adam Bendell, CEO of Toniic. “It leverages leading standards and technology, along with T100 data, to provide insights to issuers and investors, publicize example investments in every asset class and power academic research.”

Aligning outcomes and intentions for greater impact

The Tracer platform gives investors an integrated view of their portfolio from a financial and impact perspective and shows how the issuer, as well as other investors, sees the impact of each investment. Issuers use Tracer to classify their investments using the IMP Impact Class Matrix and IRIS+ metrics, and to inform investors of progress toward impact goals.

Tracer helps investors and issuers share and compare their impact:

- **Investors** record the financial profile, performance and impact intentions of their investments. Tracer integrates and reports on these aspects, providing unique insight on portfolio goals and performance, including contribution to the SDGs.
- **Issuers** classify their investments and record metrics according to existing frameworks and selected metrics. Tracer generates reports on impact achieved (which issuers can share directly through the platform) and helps issuers and investors align on the impact and financial metrics that matter.
- The **public** will have access to the [Toniic Directory](#) of more than 1,600 investments, which has examples of impact investments in every asset class, powered by Tracer.

Currently, the Toniic Tracer investor portal is available exclusively to Toniic members, who can use it at no additional charge. There is no charge for use by issuers. Toniic is exploring the possibility of offering access to nonmember investors and their advisors for a fee.



Collaboration and data sharing make impact reporting transparent

As the new core platform for T100, Tracer provides data on strategies that private investors participating in the T100 Project use to deepen their impact. Tracer uses a crowdsourced approach to encourage transparency and spark conversations about assessing impact. It also supports research: Toniic shares anonymized portfolio data with its Academic Research Consortium of trusted, global, esteemed academics, led by the Center for Sustainable Finance and Private Wealth at the University of Zurich, to provide actual private wealth and survey data from active impact investors for academic research. One of the goals of the research is the development of a 21st-century portfolio theory that incorporates social and environmental impact.

With the launch of Toniic Tracer, Toniic has formed a partnership with the IMP+ACT Alliance (a sister initiative to the Impact Management Project) and its new IMP+ACT Classification System (ICS). The ICS aims to provide asset owners with more information about the impact types occurring in their investment portfolios. It also supports asset managers with a digital system that enables them to describe the practices, measurement approaches and data sets used to understand their impact performance. Both tools use the Impact Management Project (IMP) impact classification framework. The collaboration ensures that the platforms are interlinked and nonduplicative, creating seamless user journeys and enabling cross-platform data sharing to benefit the impact investing field.

About Toniic and the T100

Toniic is the global action community for impact investors. Its members, from more than 20 countries, share a vision of a global financial system creating positive social and environmental impact. More than half of Toniic members are also members of the Toniic 100% Network. These investors have committed to deploying 100% of investments in an investment portfolio toward deeper positive net impact.

Media contacts

Thinkshift Communications

Anya Khamayzer | anya@thinkshiftcom.com, (m) 732-614-2318