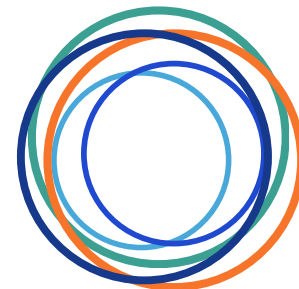


THE COMMON IMPACT DATA STANDARD

A data ontology for flexible, sharable impact measurement.

The Common Impact Data Standard to Impact Measurement, is a **data ontology** that **enables the sharing of impact data between impact measurement platforms** for less burdensome and more contextualized impact measurement.



COMMON APPROACH
TO IMPACT MEASUREMENT

WHAT PROBLEMS CAN A DATA ONTOLOGY HELP SOLVE FOR INVESTORS?

Reduce the tedium and repetition of collecting and sharing impact data, which burdens funders and investees/grantees alike.

Allow funders and investors to reconcile different impact measurement standards used by investees/grantees without imposing metrics on them.

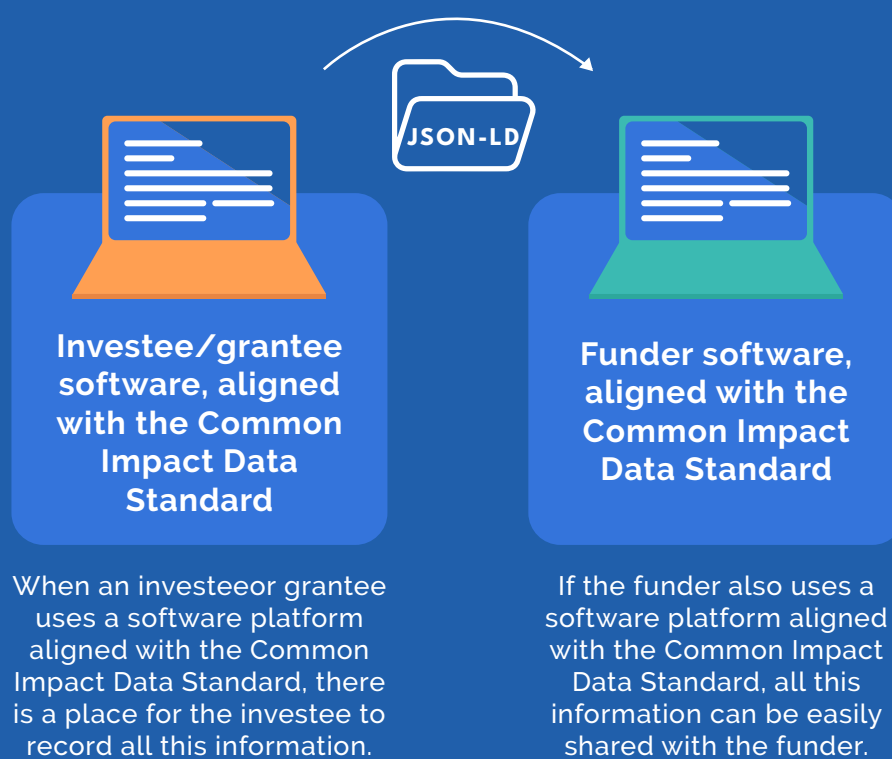
Specific to investors, provide a method for fund-of-funds to gain insights into underlying assets, enabling aggregate impact data across many funds.

ENABLES EASIER SHARING AND DEEPER UNDERSTANDING

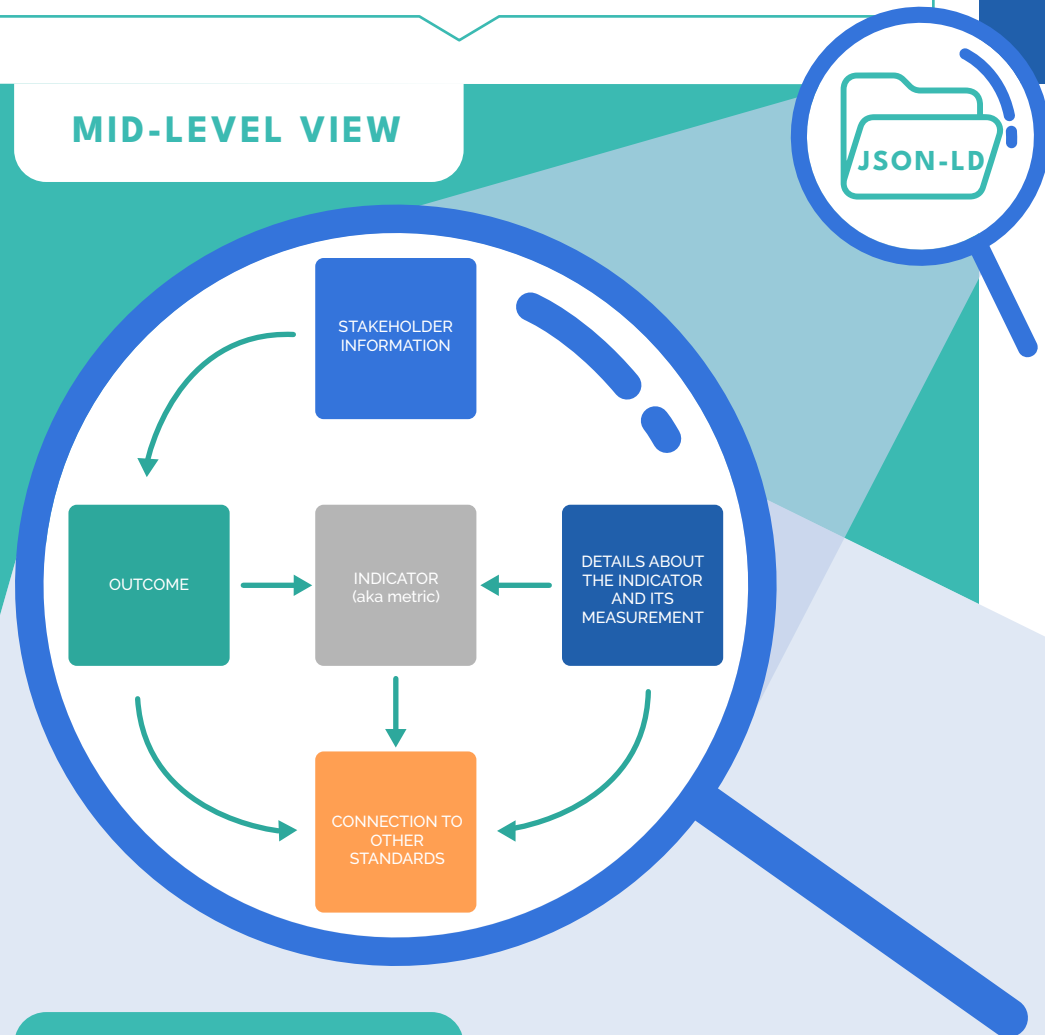
Data that is organized and represented using the Common Impact Data Standard can move easily between aligned software. This **saves investees time**—no more form-filling for each of their investors—and **reduces the amount of time investors spend data cleaning**. At a high level, this is accomplished with the exchange of a JSON-LD file between impact measurement platforms.

Because data is easier to share, it is possible to share more of it. The **mid-level view** below illustrates the types of data included in a JSON-LD file using the Common Impact Data Standard. It does not only include indicators (also called metrics). It also includes the relevant connections of indicators to outcomes, stakeholder characteristics (such as income, location, household, gender, etc), how the indicator is measured, its baseline, changes over time, and relationships to other standards. This additional contextual data helps funders deepen their understanding of the impact of their portfolios.

HIGH-LEVEL VIEW



MID-LEVEL VIEW

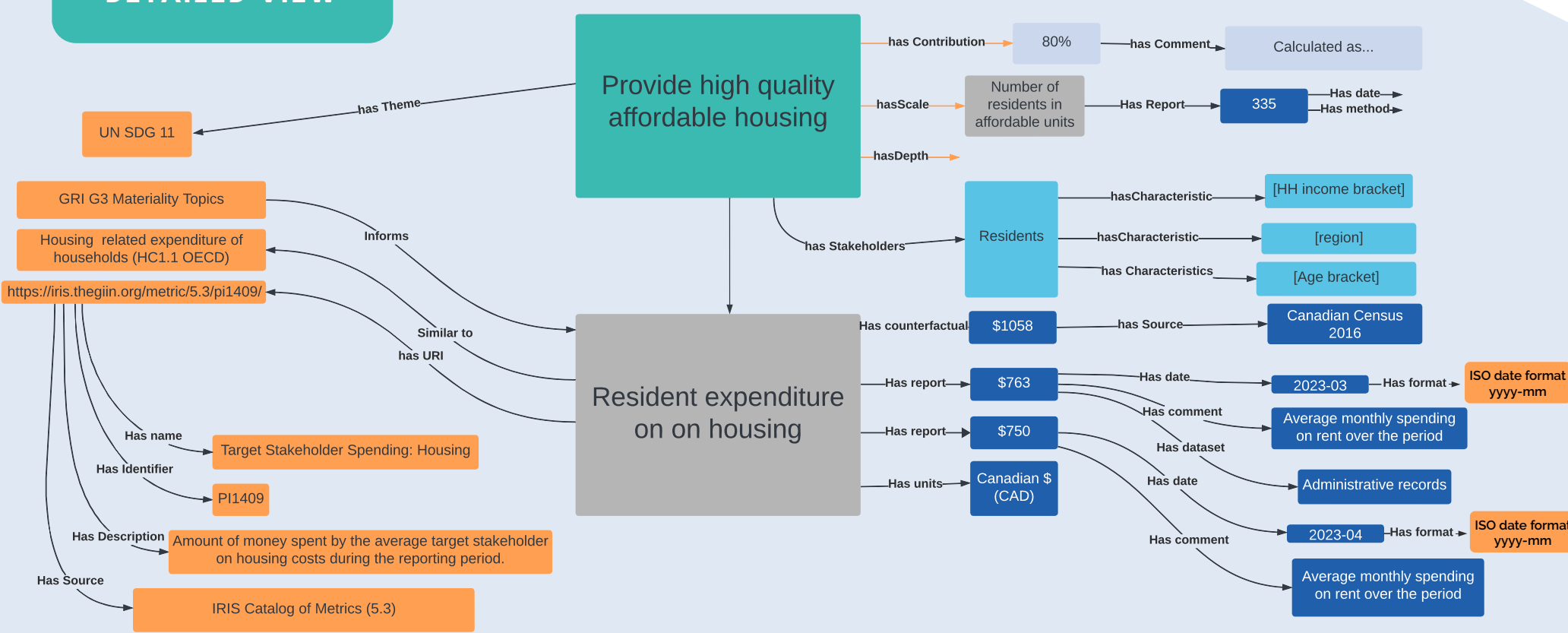


CONNECTIONS BETWEEN STANDARDS MADE VISIBLE

The Common Impact Data Standard represents impact data using the Impact Management Norms. It is able to show connections among many standards.

In the **detailed view** below, you can see an example of what one metric might look like when an investee working in affordable housing reports to an investor using the Common Impact Data Standard. You can see the indicator, its outcomes, and stakeholders, as well as connections to many relevant standards, including Impact Norms, IRIS+, SDGs, ISO and GRI. This helps investors (and investees!) to knit different standards together.

DETAILED VIEW



HIGHEST-LEVEL VIEW

EQUIPS FUNDS-OF-FUNDS WITH ASSET-LEVEL DATA

Zooming out to the **highest level view**, the Common Impact Data Standard equips funds-of-funds to access asset-level impact data. It gives funds the technology to share detailed data with their investors easily—with permission, of course. It allows the fund-of-funds to organize and aggregate the impact data according to its impact priorities, which are likely slightly different than how the funds organized and aggregated the data.

The Common Impact Data Standard is the leading impact data ontology. To use it, all that investors and the organizations they support need to do is to choose one of the growing number of aligned softwares.

Learn more about the Common Impact Data Standard at

WWW.COMMONAPPROACH.ORG/IMPACTONTOLOGY