

# Renewal Funds Focuses on Outcomes and Real Impact with **SAMETRICA**

## renewal Funds

### Customer

Renewal Funds

### Industry

Venture Capital & Private Equity

### Assets Under Management (AUM)

\$240MM

### Highlights in Numbers

- 18 portfolio companies
- 20 minutes of data collection per portfolio company
- 0 minutes spent in spreadsheets by Renewal Funds
- Reporting compliance with LPs
- 52 outcome indicators

### Location

Vancouver, Canada

### Website

[www.renewalfunds.com](http://www.renewalfunds.com)

### Introduction

Renewal Funds is a mission venture capital fund focused on accelerating the transition to a sustainable economy and a cleaner planet for future generations.

Measuring the impact of its portfolio companies and how they are contributing to improvements in food, water and climate is critical to their mission.

### The Challenge

Renewal Funds was using a combination of GIIIRS and self-reported quantitative and qualitative descriptions of company impact. With the winding down of GIIIRS as a standard for measurement, they needed a new way to accurately capture the positive environmental impact of their portfolio while incorporating industry best practices around impact measurement and management.

They were also looking for a way to reduce the amount of time and frustrating manual effort spent on collecting data from portfolio companies, aggregating it, and mapping it to results.

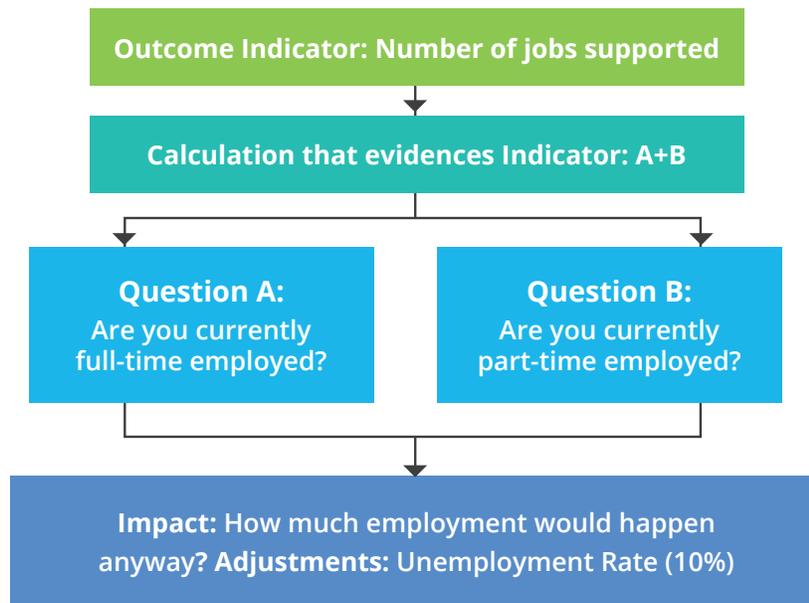
## The Solution

Renewal Funds worked with SAMETRICA to develop an impact measurement methodology and two frameworks, starting with defining inputs, outputs, outcomes and impact.



**Figure 1:** SAMETRICA walks customers through a theory of change approach that focuses on developing rigorous and credible outcomes aligned with Impact Measurement & Management (IMM) best practice.

SAMETRICA's Impact Architect team advises Renewal Funds on impact reporting best practice. As part of this process, SAMETRICA developed an impact framework that enables data verification, evidences compelling outcome indicators, and mitigates the risk of over-claiming the impact of the work of their portfolio companies. This is achieved with the data architecture in Figure 2. So the last step with the SAMETRICA Platform of calculating how much behavior change would have occurred anyways, was an important figure to include in the calculation. The figure below shows a more specific way of calculating the outcome and real impact.



**Figure 2:** Data architecture enabled by the SAMETRICA Platform, focused on verification and credibility of collected and reported data.

SAMETRICA mapped data from sources such as forms, surveys and factors to the United Nations Sustainable Development Goals and its own proprietary impact framework developed with expertise from the SAMETRICA Impact Architect team.

**The Impact Investing Portfolio report provides a portfolio-wide view of investments, including in-depth analysis in areas such as:**

- Reduction of greenhouse gas emissions
- Increased soil quality due to organic farming
- Impacts of efficient water source management
- Diversity, Equity and inclusion (DE&I) employment
- Quality and value of employment opportunities generated

**The UN SDG framework was created to align its metrics with the United Nations Sustainable Development Goals including:**

- Clean water and sanitation
- Good health and well-being
- Decent work and economic growth
- Gender equality
- Responsible consumption and production

## The Results and Success

After implementing SAMETRICA, Renewal Funds was able to collect and auto-analyze data and provide real-time impact reports to its investors and partners. By streamlining data collection and reporting, they are able to spend more time communicating the results and making the right investment decisions. Now, Renewal Funds can quantitatively measure and track their portfolio companies' contributions and progress toward indicators such as tonnes of carbon emissions reduced, volume of water saved, area of land with improved soil health and diversity in leadership teams.

### The metrics of success of the project include:



**20 minutes**

of data collection  
per portfolio company



**52**

Outcome indicators with  
verifiable collected data



**18**

Portfolio companies  
reporting into SAMETRICA



**1**

Aggregated  
portfolio view

**Renewal Funds is now sharing these frameworks with other SAMETRICA customers to help others fast-track their impact and ESG reporting.**

“We can now effectively communicate the impact performance of our portfolio to our partners. We are excited to share these frameworks with other funds and organizations to help them improve their impact measurement and reporting - so we can all ultimately work towards a more sustainable economy and future,”

**Paul Richardson, Managing Director, Renewal Funds**