

2025

# Impact Services

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 and sustainability outcomes.

The Good Economy (TGE) is a leading, independent impact advisory firm, having worked with **150+ clients** and advised on over **£17 billion 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.

TGE has extensive knowledge and our team of experienced staff plays an active role in building the impact 'ecosystem'. Known for our convening power, we believe that partnerships are critical to building a Good Economy and every organisation has a role to play.

**150+**  
Clients

**£17bn**  
AUM

## Making Impact Count

### Our Services



Strategic  
Advisory



Impact  
Management



Verification &  
Assurance



Research &  
Data Analytics



PBII  
Network

#### 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

#### 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.

*Working with The Good Economy is like working with a critical friend. They challenge us on our thinking, and although we don't always agree, we accept that their independence is vital to maintain the rigour of analysis and hold us to account.*

**Newcore (Aug 2023)**

*The Good Economy's analysis was thorough and insightful, and helped us frame how we can think about managing for impact in a credible way across the business.*

**EQT (Sept 2023)**

### Our Clients

We're proud to work with some of the best organisations in the UK and around the world.



**AEW**



**COLUMBIA  
THREADNEEDLE**  
INVESTMENTS



**CIRCULARITY  
CAPITAL**



Funding  
Affordable Homes



**THE CROWN  
ESTATE**



**octopus** investments  
A brighter way



**UBS**

UBS Optimus Foundation



West Midlands Pension Fund



**Urban Land  
Institute**

**Explore our work...**

THE GOOD ECONOMY

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