Impact measurement is multi-dimensional and complex. Bringing together intentionality and impact materiality, is best served by in-depth analysis of the present, together with measurement of outcomes, as time and data allow.

**Alignment**
Quantify alignment with our three impact pillars and eight sub pillars
To create a robust and measurable impact universe

**Outcomes**
Measure outcomes and impact
Using the theory of change, quantifying wherever possible, using external data

**Fundamentals**
Assess fundamentals through an impact lens
Using the Impact Management Project’s five dimensions of impact to gain a deeper understanding of a business impact footprint

**Risk**
Understand impact risk
Qualify risks and track evolution and impairment of the impact thesis

The Impact Management Project, a project by Bridges Fund Management Ltd (company number 10401079) (“Bridges”).
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