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Trill Impact and Value for Good release new publication with practical guidance on how to align value creation with impact

A new co-developed publication by Trill Impact and Value for Good explores how investors can generate both financial returns and measurable impact by applying impact-driven value creation systematically along the investment lifecycle.

With impact assets under management exceeding \$1.5 trillion globally¹, the ability to demonstrate tangible impact alongside financial returns can be a key differentiator for investors, especially in times of economic uncertainty. While this link has been widely discussed, practical guidance has remained limited. The paper *Practical perspectives on impact-driven value creation* addresses this gap, by showing how to translate ambition into action.

The publication, published on May 27th, 2026, outlines how investors can drive both financial returns and impact outcomes by integrating impact-driven value creation in a structured way along the investment lifecycle. It introduces a practical framework with nine levers and a list of potential initiatives to support those, illustrated through real-world case studies from Trill Impact's portfolio.

The publication states that positive outcomes can be achieved when multiple levers are combined, implemented in a phased and iterative manner, and embedded within the organization. Where possible, the case studies quantify both impact and financial outcomes, including estimated revenue, EBIT/EBITDA and estimated enterprise value uplift from specific initiatives. Where precise quantification is not feasible, the publication suggests demonstrable connections between initiatives and expected outcomes.

Overall, the findings suggest that investors who integrate impact into their value creation strategies in a structured and systematic way are better positioned to generate both financial and impact outcomes. By systematically leveraging learnings from implementation across portfolio companies, investors can also differentiate themselves in an increasingly competitive market and turn impact-driven value creation into a competitive advantage.

Commenting on the initiative, Hetal Damani, Impact Partner at Trill Impact Advisory, says:

"We believe the continued growth of impact investing depends on building a stronger evidence base for how impact and financial performance reinforce each other. This work is intended as a step in that direction - aiming to contribute practical guidance and real-world evidence to the industry ecosystem on driving impact-driven value creation, moving from ambition to more consistently demonstrated financial and impact outcomes."

Thomas Brand, Director Private Sector Impact at Value for Good, continues:

"As impact investing matures in a more challenging market environment, the ability to demonstrate tangible financial and impact results from impact-driven value creation is a key differentiator. This publication explores how initiatives can translate into measurable financial outcomes, including enterprise value uplift, and provides a structured and practical approach enabling investors to move from ambition to execution."

¹ [Sizing the Impact Investing Market 2024 - The GIIN](#)

The publication comes at a time of economic uncertainty, where impact investors are increasingly required to demonstrate how impact contributes to value creation. By combining a structured approach along the investment lifecycle with real-world case studies, the publication aims to provide practical guidance for investors seeking to more effectively link impact with financial performance and strengthen their value creation strategies.

The full report is available here: [Practical perspectives on impact-driven value creation – Trill Impact](#)

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TRILL IMPACT

Trill Impact is a European private markets firm with EUR 1.4 billion in assets under management, investing in companies that provide solutions for a Sustainable Planet, a Resilient Society and for Healthy People.

Trill Impact seeks to invest in businesses with the potential to deliver environmental and social impact, while generating competitive financial returns. The focus lies on measurable impact potential, related to prioritized issues for the planet and society, where the business can contribute to one or several of the SGDs. For more information, please visit www.trillimpact.com



Value for Good GmbH (VfG) is a social impact consultancy that envisions a world in which effective action is taken to solve societal challenges. In over 300 projects across sectors, VfG has equipped leaders from investors, companies, NGOs, foundations, international development actors and public institutions with the knowledge and tools to make strategic decisions and implement solutions that create lasting change. VfG is fully owned by the charitable Value for Good Foundation.

VfG works with both impact and traditional investors, as well as their portfolio companies, to support the design of impact strategies, the integration of impact into the investment process and the realisation of impact-driven value creation throughout the investment lifecycle. For further information, visit valueforgood.com.

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