

EXAMPLES



Example 9: Applying a Gender Lens to Your Investments



WHAT IS THIS EXAMPLE?

This example provides different lenses through which you can evaluate investment decisions to ensure that gender is being considered.

HOW IS GENDER INCLUDED IN THIS EXAMPLE?

The different lenses explicitly consider gender.

WHY IT MATTERS

As intermediaries, we can use our power to advance gender equality through our investment decisions, all whilst making a financial return. We can also influence investors within our ecosystem to consider gender within their investment thesis.

EXAMPLE(S)

The Criterion Institute apply [three distinct lenses](#) when analysing investment decisions. Each lens identifies ways in an investment can positively impact women and girls. (please refer to the link for the source and a more detailed explanation)

Gender equity in the workplace

Does the venture have policies and training in place to increase gender equity in the workplace?
 What is the level of gender equity in the workplace?

Access to capital for women

Does the enterprise work to reduce the access to capital gender gap?
 Can an investment be made to actively reduce the ‘access to capital’ gender gap?

Products and services that benefit women (reduce burden and/or empower women)

Does the enterprise design and sell products that benefit women? (e.g. reproductive, maternal health products, water wheels)

A variety of criteria may be included in your due diligence of enterprises when applying a gender lens to your investment decisions. Often these will align to your gender objective. Some examples are in the table below. Note: some or all may apply depending on the stage and/or maturity of the enterprise in which the investment is being made.

Gender Objective	Example of criteria that may be included in the due diligence criteria	Assessment
To ensure enterprises have a gender inclusive workplace	<p>The enterprise has a gender mandate for their team, leadership and board that ensures gender diversity and inclusion</p> <p>The enterprise have gender equality policies and they are continuously implemented that ensure gender diversity and inclusion</p> <p>The enterprise has a gender diverse and gender inclusive workforce</p>	<p>Rating:</p> <p>5) Has demonstrated, implemented and measured this</p> <p>4) Has implemented this</p> <p>3) Has designed but not implemented</p> <p>2) Has considered this</p> <p>1) Has not considered this.</p>

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EXAMPLE(S)

Gender Objective	Example of criteria that may be included in the due diligence criteria	Assessment
<p>To ensure that products and services benefit all genders</p>	<p>The enterprise have considered and designed their product and service with the different genders in the design team and for the genders of the consumers The product or service is of a benefit for women (and all genders)</p>	<p>Rating:</p> <p>5) has demonstrated, implemented and measured this</p> <p>4) has implemented this</p> <p>3) Has designed but not implemented</p> <p>2) Has considered this</p> <p>Has not considered this</p>
<p>That the enterprise creates employment for all genders</p>	<p>The enterprise is deliberate about creating access to employment for all genders</p> <p>The enterprise creates equal employment opportunity and provides equal benefits to employees of all genders</p>	<p>Rating:</p> <p>5) has demonstrated, implemented and measured this</p> <p>4) has implemented this</p> <p>3) Has designed but not implemented</p> <p>2) Has considered this</p> <p>1) Has not considered this</p>