

International Women's Day | Gender Lens Impact Investing Factsheet 2018

WHAT IS GENDER LENS INVESTING?

The [Global Impact Investing Network \(GIIN\)](#) defines [gender lens investing](#) as investment strategies applied to an allocation or to the entirety of an investment portfolio, which 1) seek to *intentionally and measurably* address gender disparities and/or 2) examine gender dynamics to better inform investment decisions.

We've seen an increasing number of investors interested in opportunities that address issues of global gender inequality. Impact investing can be leveraged to both meet the interests of investors and help achieve equality for women and girls. International Women's Day is a good reminder that investment capital can—and should—be a part of the solution.

Amit Bouri, GIIN CEO

ACHIEVING GENDER EQUALITY

- **USD 2.5 trillion** is needed annually to achieve the SDGs by 2030. Progress on gender equality, SDG 5, will require integrating gender equality across other SDGs – like SDG 1, No Poverty, SDG 3, Good Health and Well-Being, and SDG 4, Quality Education:
 - SDG 1: 122 women (age 25-32) live in extreme poverty for every 100 men of the same age.
 - SDG 3: Globally, 303,000 women died from pregnancy-related causes in 2015.
 - SDG 4: 15 million girls of primary-school age will never get the chance to learn to read or write in primary school compared to 10 million boys.ⁱ
- If women participate in the economy identically to men, as much as **USD 28 trillion, or 26 percent**, could be added to annual global GDP in 2025.ⁱⁱ
- Women are expected to **control 75%** of discretionary spending globally by 2028.ⁱⁱⁱ

DATA ON THE STATE OF GENDER LENS INVESTING

- According to *The State of Impact Measurement and Management Practice*, **one-fifth (24 out of 124)** of respondents allocate capital to address gender equality.^{iv}
- According to the *2015 Annual Impact Investor Survey*, about **one-third of respondents explicitly target gender equality as an impact theme** (n = 158). Among those who do, the most common approach to achieving this goal is by seeking portfolio companies that target women/girls as beneficiaries, followed by seeking companies with good internal gender policies, and companies led or owned by women.^v
- Total assets in gender lens investing strategies invested in **public market securities has risen 41% to \$910 million** in the 12 months ending June 30, 2017.^{vi}
- Funds listed in Project Sage, a global scan of **private equity funds with a gender lens**, have raised and are deploying almost **USD 1.3 billion in capital** with a gender lens. Project Sage only includes funds that explicitly assert a gender lens approach. **Many more funds in the market are deploying capital towards women**, but are not talking about it.^{vii}

ABOUT THE GIIN

The GIIN is dedicated to increasing the scale and effectiveness of impact investing around the world. **Impact investments are investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return.** The GIIN builds critical infrastructure and supports activities, education, and research that help accelerate the development of a coherent impact investing industry. For more information, see www.thegiin.org.

ABOUT THE GIIN'S GENDER LENS INVESTING INITIATIVE

GIIN Gender Lens Investing Initiative is a two-year initiative to explore the opportunities and challenges in catalyzing and scaling gender lens investing within the impact investing sector. By working with member organizations, the GIIN's Gender Lens Investing Initiative aims to continue to build a compelling case for gender lens investing, and ultimately, to increase investor adoption of effective gender lens strategies in deploying investment capital.

References

ⁱ *Summary Turning Promises into Action: Gender Equality in the 2030 Agenda for Sustainable Development*. UN Women, 2018. <http://www.unwomen.org/en/digital-library/publications/2018/2/gender-equality-in-the-2030-agenda-for-sustainable-development-2018>.

ⁱⁱ Jonathan Woetzel, et al. *The Power of Parity: How Advancing Women's Equality Can Add \$12 Trillion to Global Growth*. McKinsey Global Institute, 2015, *The Power of Parity: How Advancing Women's Equality Can Add \$12 Trillion to Global Growth*, <https://www.mckinsey.com/global-themes/employment-and-growth/how-advancing-womens-equality-can-add-12-trillion-to-global-growth>.

ⁱⁱⁱ *Women: The Next Emerging Market*. Ernst&Young, 2013, [http://www.ey.com/Publication/vwLUAssets/EY_Women_-_The_next_emerging_market/\\$FILE/EY_Women_the_next_emerging_market.pdf](http://www.ey.com/Publication/vwLUAssets/EY_Women_-_The_next_emerging_market/$FILE/EY_Women_the_next_emerging_market.pdf).

^{iv} Abhilash Mudaliar, Aliana Pineiro, Rachel Bass, and Hannah Dithrich, *The State of Impact Measurement and Management Practice, First Edition*. New York: The Global Impact Investing Network, 2017. <https://thegiin.org/knowledge/publication/imm-survey>.

^v Yasemin Saltuk, Ali El Idrissi, Amit Bouri, Abhilash Mudaliar, and Hannah Schiff. *2015 Annual Impact Investor Survey*. New York: J.P. Morgan and The Global Impact Investing Network, 2015. <https://thegiin.org/research/publication/eyes-on-the-horizon>.

^{vi} *Gender Lens Investing: Investment Options in the Public Markets*. Veris Wealth Partners, 2017. http://www.veriswp.com/wp-content/uploads/2017/11/GLI_Investment_Options_In_Public_Markets_2017.pdf.

^{vii} Suzanne Biegel, Sandra M. Hunt, and Sherryl Kuhlman. *Tracking Gender Lens Investing with a Gender Lens*. Pennsylvania: The Wharton Social Impact Initiative, October 2017. https://socialimpact.wharton.upenn.edu/wp-content/uploads/2017/10/ProjectSageReport_10.25.17.pdf.