

Date of Session: February 19, 2019

Title of Session: A Business First Approach to Gender Lens Investing: Managing Metrics and Gender Smart Solutions

Session Description: *We will introduce you to the process of impact investing with a gender-lens, particularly how gender metrics can help businesses and investors to develop innovative solutions that both promote gender equality and improve financial returns. We will encourage participants to analyze their engagement with current investees or partner businesses.*

Speakers:

- Luis Marquez, Value for women

Session Objectives:

The objective of this session is to:

- Define what it means to invest with a gender-lens.
- Provide insights into the business case for gender-lens investing
- Provide guidance as to how your organization can identify, develop and manage gender-metrics

Lead Discussants' Remarks:

Luis begins by discussion 3 myths:

Myth 1: Sex = Gender

Myth 2: We have no bias / We are gender blind

Myth 3: Gender-lens investing is about finding or reaching more women entrepreneurs

Gender-lens investing is the deliberate incorporation of gender factors into investment analysis and decisions* in order to get better outcomes.

How can my business be more “gender inclusive”?

Conventional approaches to and understanding of gender inclusion in business:

- Women-owned business
- Employment or HR focus
- Social metrics > Business metrics

A business-first approach includes:

- A focus on building a business case for gender inclusion
- Bottom-up approach (business-specific)
- Holistic: across operations (not just HR)
- Metrics as performance proxies

Key Steps to consider in gender-lens investing

- Assess: where are men and women?
- Identify the opportunities
- Change and incentivize it
- Budget and build capacity for it
- Measure it

Impact Investing with a gender lens: The Investor's Path

1. Identification and selection
2. Due diligence
3. Negotiation/ Investment
4. Engagement and support
5. Impact and exit

Key Takeaways:

4 questions you should ask:

1. What are you doing to invest with a gender-lens or to promote gender equality?
2. What are you doing to be more gender inclusive within your organization?
3. Do you collect, analyze and use sex-disaggregated data on your clients/beneficiaries?
4. Are there any gender biases or assumptions that are impacting my/our decision-making?

Links/Resources mentioned or discussed during session:

Impact tools:

- [Navigating Impact with a Gender-lens- GIIN](#)
- [The Gender Inclusion Self-assessment Tool \(Agribusiness\) - Value for Women](#)
- [A Business-first Approach to Gender Inclusion - Value for Women](#)
- [Women's Empowerment in Agriculture Index \(WEAI\) – IFPRI](#)
- [A Lean Data How-To-Guide: Understanding Gender Impact – Acumen](#)
- [Gender-smart investing hub - ICRW](#)