



Invest and Innovate with a Gender Lens



it's not small

it's not soft

it's not pink



—

Gender Lens Investing is the practice of investing for financial return through the lens of female empowerment; considering the issues women and girls face around the world, the power of women's leadership, and the solutions to these challenges.

—

'deliberately incorporating a gender analysis into a financial analysis'





If the World Were a Village of 100 People...

51 Women

49 Men



**over the
last 4 years
the GII
market has
grown from
\$100
million to
\$2.4 billion**





—

Better outcomes for everyone

Women do more with less capital

—

Potential for outperformance





Moral Argument

- **Social justice:** Gender-based **violence**, the absence of **women's legal rights** and the persistent **wage gap** stubbornly remain.
- **Safety and Protection:** Investment can help combat harmful gender norms that systematically exclude girls and young women from opportunities.
- **Ripple Effect:** Women are the **cornerstone of development** as they spend more on family expenses that improve livelihoods, like nutrition, medicine, and education. Investments that improve the lives of women and girls have been shown to have an impact not only on the individual, but on their families, their communities, their local economies and, as a consequence, countries along with them.

Untapped market: future customers and decision-makers, influencers, employees, suppliers, employers, ambassadors and in most cases the main navigators during the early life experiences of children.





"THE GOOD NEWS IS I INVENTED FIRE TODAY.
THE BAD NEWS IS I BURNED DINNER."

- **Society is recalibrating** how it values resources and people, women and girls in particular.
- A **cultural shift** toward accepting women's leadership and participation in all facets of society
- **Demographic changes** creating an enormous wealth transfer to women and millennials
- Increasing interest in **impact investments** that yield both financial and social returns

It took **25 years for the first \$1 billion** to be invested in public market gender lens investments.

The second billion dollars took 12 months.



- Demonstrating gender equality throughout the **value chain**
- Founded or run by **women entrepreneurs**
- Offering **products and services** which have a positive impact/are beneficial to women and girls e.g. how would it change gender equality in the market. Has it thought about gender knowledge?
- Working to dismantle **structural gender inequality** (women in leadership, workplace and access to capital)
- Addressing urgent **human rights** or social justice issues (gender-based violence and improving women's health)
- Women as **investors** (increasing the knowledge, confidence and number of active women investors)

Sustainable Development Goals (SDGs) outline three critical education targets to gender equality in education:

- (4.1): By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes;
- (4.5): By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations; and – more specific to early childhood education
- (4.2): By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.

Gender-Responsive Early Learning Programmes



- develop **self-awareness and acquire basic values and attitudes**
- **stereotypes** become set and are likely to have a long-lasting impact on how learners perceive their own potential and that of others
- opportunity to develop in learners **a gender-sensitive view** of self and others, impacting on the life choices that they will make later in life
- Powerful role of teachers, caregivers and practitioners: they are among the most influential players to ensure equity, access and quality in ECD
- teachers and learners bring into the classroom **their individual cultural backgrounds** and this can translate into **negative experiences** at school and lost opportunities for further development

Gender-Responsive Pedagogy

Gender-responsive pedagogy (GRP) refers to teaching that pays particular attention to the specific learning needs of girls and boys. It requires teachers and school leaders to be gender responsive in all aspects of teaching.

GRP prompts teachers to reflect on their own beliefs about traditional gender roles. It helps teachers to provide equal opportunities for all learners to engage and learn, regardless of their sex, and it provides them with the opportunity to give adequate attention to gender issues in teaching and in all interactions both within and outside of the classroom. Furthermore,

GRP guides teachers and school leaders to support equality among the sexes, inspires teachers to observe all children and to address individual differences in needs and skills, and promotes inclusive environments and well-being.

Activity!

Try your own Gender Lens by analyzing this ECD case study.

ECD Case Study: **Kidogo**

Gender Lens Investors Toolkit Questions by:
SPRING Accelerator and
Forum for African Women Educationalist



Questions?



Resources and Tools

- Spring Accelerator: [Investor toolkit with a focus on women and girls](#)
- Article published by Women's World Banking: [The time is right for gender-lens investing, what is holding us back?](#)
- Paper prepared by Tribe on Gender Lens Investing: [Gender Lens Investing](#)
<http://www.springaccelerator.org/wp-content/uploads/2018/11/A4-SPRING-toolkit-oct2018-WEB.pdf>
- The Women Effect provides a consolidated overview of tools, resources and articles related to Gender Lens Investing: [The Women Effect](#)
- Investing 1010: [Glossary](#)
<https://static1.squarespace.com/static/57287c5cab48de9c1e5884b5/t/582a5e0d29687fac3b526a59/1479171598223/whywomenstats.pdf>
- <https://www.2xchallenge.org/>
- Global Impact Investing Network (GIIN) Navigating Impact Project Gender Lens Theme: [A resource created to help investors select GI impact strategies and adopt metrics that indicate performance toward those goals.](#)
- GIIN Online GLI Resource Repository: [A curated set of GLI reports and case studies to help make the business case for gender lens investing and showcase how to invest with a gender lens.](#)
- The Case for Her: [A Gender Lens Investment Fund](#)