

THE CASE FOR GENDER LENS INVESTING

Economic growth and business performance is positively impacted by the increased participation of women in the workspace.



\$320 BN



Women -run businesses are a driver of economic growth. Despite this, these businesses face an estimated 320 billion USD credit gap globally.¹

ECONOMIC IMPACT

- Women CEOs drive 3 times the returns compared to businesses run by men.²
- Companies with gender diverse boards generate a higher return on equity than those without.³



GENDER DIVIDEND

Investing in women accelerates impact and drives social change. Women reinvest 80% of their earnings in family health, education and nutrition, compared to 40% of men.⁴



TIPS FOR GENDER LENS INVESTING⁵



- **Include women in the design of products and services**
- **Quotas or targets are ways to even the playing-field for women, and also ensure workforce diversity**
- **Identify and tackle unconscious bias**
- **Apply a gender lens across the value chain**

1 http://www.ifc.org/wps/wcm/connect/Industry_EXT_Content/IFC_External_Corporate_Site/Industries/Financial+Markets/MSME+Finance/Banking+on+Women/

2 <http://fortune.com/2015/03/03/women-led-companies-perform-three-times-better-than-the-sp-500/>

3 http://www.calstrs.com/sites/main/files/file-attachments/csri_gender_diversity_and_corporate_performance.pdf

4 https://ssir.org/articles/entry/mainstreaming_gender_lens_investing

5 https://ssir.org/articles/entry/the_rise_of_gender_capitalism