THE CASE FOR GENDER LENS INVESTING

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





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

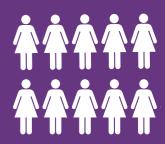
ECONOMIC IMPACT

- 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 INVESTING^⁵

- 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









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