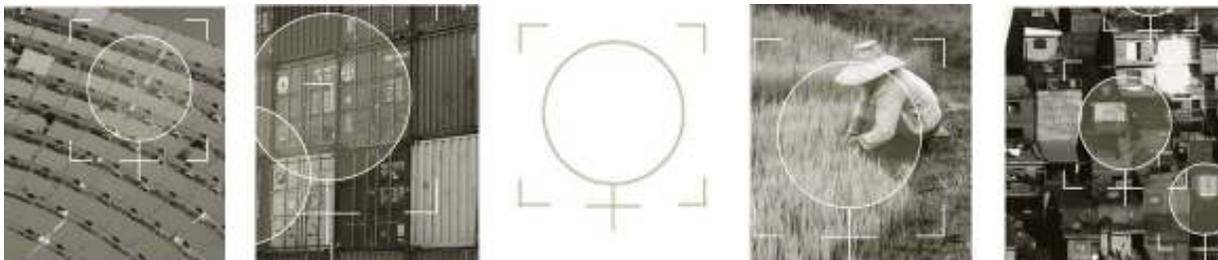


# CRITERION INSTITUTE



## Gender Lens Investing

“Gender lens investing is smarter investing”

What would be possible if investment decisions incorporated a gender lens? What new opportunities would be imagined if gender were positively factored into how we move capital? And, if those with power and capital saw gender as an integral part of analyzing financial value, how would this shift the way women were valued, overall?

Investing with a gender lens is about fundamental systems change. We envision a world in which analyzing gender when making an investment is as

normative as, for example, looking at political stability or considering competition in an industry. It changes how financial markets value women and girls. It changes how women see their own power as investors. It changes whether angel investors fund women-led and women-managed

### Why Investing?

Money moved through philanthropy is less than ½ a percent of the amount invested through for-profit financial markets.

Mobilizing our portfolios with a gender lens alongside philanthropy means moving trillions versus billions for women and girls.

women and girls and, subsequently, constrains the potential of our economies and our communities. Join us in creating a world where our financial markets do more for the world’s women and girls.

## Women Effect Investments

“Investing in women is the most effective way to reduce inequality and facilitate economic growth” (Goldman Sachs)

Women Effect Investments is an initiative at **Criterion Institute**, which has been working at the intersection of markets and systems change for over a decade. We have been at the center of

### What is a Gender Lens?

A gender lens is a viewfinder for opportunities. In this case, investment opportunities for social and financial return that are missed if we do not look at questions of gender.

businesses, whether capital in mutual funds influences corporations that value (or devalue) women and whether capital investments in products and services that benefit women become priorities.

By shifting the rules of financial markets we can reduce the insidious and entrenched gender inequity that diminishes the potential of the world’s

building the fast-growing movement around gender lens investing for the past three years. We do this through three interconnected **strategies**:

(1) **Increase Demand**: Grow the number of wealth holders who seek to invest with a gender lens.

Unfortunately though, if you want to move capital today, there are not adequate financial vehicles (products that offer investors a gender lens).

(2) **Cultivate Supply**: Therefore, our second strategy is to encourage and equip funds to incorporate a gender lens. Working both supply and demand has created very effective dynamics, accelerating progress.

(3) **Build the Field**: Finally, we know, to be successful, we need, not an initiative but a field. And that this work is going to take a decade, at least. Therefore, our third strategy is sustained work to build the infrastructure of a broader movement and a field of organizations and leaders who see gender lens investing as core to their work.

### What is the Women Effect?

When women are economic agents, social change accelerates and returns multiply. Both social and financial empowerment of women have positive implications for communities and economies. Emerging studies also show high correlations between gender diversity and the financial performance of businesses.

We are a **philanthropically-funded** organization that invites and inspires individuals and organizations to participate in this work and become activists, shifting the rules of the game. Doves of these kinds of activists are what is necessary to shift the rules and make investing with a gender lens the norm. We convene the growing gender lens investing community, amplify the insightful, strategic voices and conversations fueling this movement and lead field building projects that catalyze innovation and collective action. Over the past three years, we have connected with over 3,000 individuals and aligned with over 75 organizations. We can now name over a dozen managers incorporating a gender lens into their portfolios and counted over \$100M in investment capital that adopted a gender lens in 2012 alone.

### Join the Dialogue!

- [Tweet #genderlensinv](#)
- [“Gender Lens Investing Forum” on LinkedIn](#)
- [Monthly Newcomer Webinars on Gender Lens Investing – \[www.criterioninstitute.org/newcomer\]\(http://www.criterioninstitute.org/newcomer\)](#)
- [Convergence XII: Investing with a Gender Lens October 2-4, 2013 – \[www.criterioninstitute.org/convergence\]\(http://www.criterioninstitute.org/convergence\)](#)

[www.criterioninstitute.org/womeneffectinvestments](http://www.criterioninstitute.org/womeneffectinvestments)

### We invite you to join us in this work.

We welcome individuals to volunteer their time, organizations to lend their weight, philanthropists to contribute funding and leaders to bring their passion to this initiative.

Please email us at [womeneffectinvestments@criterioninstitute.org](mailto:womeneffectinvestments@criterioninstitute.org) with any questions or to get involved.