



CRITERION INSTITUTE

PRIVATE INVESTORS

# Audiences Roadmap



## Common Standards on Gender-Based Violence for Private Companies

Creating standards and a framework that private market investors can use to reward and influence practices that mitigate violence and enable survivors to thrive



Violence both inside and outside the workplace impacts people's ability to do their job. Sexual misconduct in the workplace has significant negative impacts on employees' presenteeism and productivity. Those experiencing violence outside the workplace also grapple with issues that result in higher rates of absenteeism and lower productivity. Thus, violence impacts company performance, both in operational costs and potential reputational risks, if the violence is exposed.

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Companies that are able to prevent violence and mitigate its impacts on employees will perform better. There is an opportunity to identify a set of model policies and practices, informed by gender-based violence experts, which private investors, in particular impact investors, can use to assess potential investees and to influence existing portfolio companies to adopt.

This framework could appeal to multiple types of private investors. For impact-oriented investors, such a framework could enable them to only invest in companies with good practices related to gender-based violence. Other investors see poor employee practices as affecting a company's performance and name this as a material risk. These standards would enable them to augment their assessment of opportunity and risk. For both sets of investors, the framework could integrate into existing due diligence processes. It could also enable investors, particularly equity investors, to influence companies in which they invest to adopt better practices, whether for impact or operational performance reasons.

1

Gender-based violence experts and translators familiar with finance create a set of standards for company policies, practices, and culture, as well as recommendations for ways in which private investors can advocate for such standards.

2

Private investors incorporate assessments of policies and practices related to violence as part of due diligence and structuring, and use their influence to change company practices to meet these standards.

3

More private companies at all stages of development and growth are built and/or evolving to prevent violence and supporting survivors of existing violence.

Investors are increasingly incorporating analyses of employee well-being into their assessments, as evidence grows that diversity, inclusive workplaces, and other practices improve employee and company performance. This framework would be a natural complement to existing diversity and inclusion considerations.

If investors are asking questions about violence and providing models for good company practices, companies have stronger incentives to create workplaces that are free of violence and support survivors in attaining and retaining safe employment. This would open countless opportunities for employment and financial security for survivors, and create safer workplaces overall.

<b>Audience:</b>	Private investors, investment committees, and impact investors
<b>Types of violence:</b>	Workplace violence and domestic violence
<b>Types of capital:</b>	Private debt and private equity
<b>Investment Approaches:</b>	Due diligence process, direct investing, and investor engagement

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### Resources

[Criterion Institute's Mitigating the Risks of Gender-Based Violence: A Due Diligence Guide for Investing](#)

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