



CRITERION INSTITUTE

PRIVATE INVESTORS

Audiences Roadmap



Financing the Reduction of Gender-Based Violence Through a Private Investors' Lens

Inviting private investors to imagine how to shift power dynamics within financial systems to finance the reduce the reduction of gender-based violence



While impact investing is attracting greater interest and capital flows from private investors, few private investors' strategies are being deployed to directly finance the reduction of gender-based violence. Private investors lack clarity and confidence in understanding and identifying investment opportunities that target gender-based violence, partly because they have so few resources to support their learning journey. Private investors don't have tools to guide them in knowing which due diligence questions to ask, which terms to embed into deals, and how to leverage their leadership positions and voting rights to ensure that they are maximizing their impact to address gender-based violence. Intermediaries that support private investors' education have yet to fill this knowledge gap.

There are few networks to guide investors on where to look for gender-based-violence-informed deals and there are limited cases studies documenting the impacts and outcomes of such types of investments. Additionally, private investor forums have yet to expand their coverage of gender-based violence issues beyond single issue topics, such as sexual harassment in the workplace. As a result, there is a wealth of power that can be leveraged to address gender-based violence that is currently being left on the table.

To make use of their power, private investors can lean into their ability to move capital in swift and flexible directions. Private investors can co-create solutions with their investees to redirect financial, human, and social capital into more productive means that help their investees improve their abilities to tackle gender-based violence. Additionally, they can experiment with new strategies and learn alongside their investees as to what types of capital best address different types of gender-based violence. Furthermore, they can publish their willingness to be an anchor investor so that their investees can leverage their brand to attract follow-on capital. In doing so, private investors can shift power dynamics within financial systems to finance the reduction of gender-based violence.

To maximize their power, private investors need to join forces to collectively direct more capital and pressure towards their investees to take meaningful action towards addressing gender-based violence. By working together, investors could tackle the complexities of gender-based violence, because they would be able to operationalize several strategies simultaneously. For example, some investors could support existing enterprises on reducing the number of gender-based violence incidents, whereas other investors could finance the creation of new gender-based violence products or services to target specific types of violence. Additionally, investors could co-invest in deals to increase the amount of capital flowing to an investment opportunity.

The global investment environment has been significantly altered and affected by a series of interconnected social, political, and environmental events related to gender-based violence. These external pressures have pointed to a mounting need for private investors to pay greater attention to the ways in which their investments are affected by gender-based violence issues and to create strategies to proactively manage these risks. This is a moment of mounting urgency which has led to greater awareness amongst investors.

1

Private investors publish their anti-gender-based-violence investment thesis and letter of intent to support deals to signal their commitment and attract other investors to the issue.

2

Private investors structure learning teams with their investees to explore and monitor what types of capital best address types of gender-based violence.

3

Private investors co-create knowledge products with other gender-based violence investors to document their lessons and impact outcome(s).

Private investors can identify and scale investees who are addressing gender-based violence by channeling appropriate types of capital to support their needs. Existing gender-based violence investments will be supported by larger capital flows and more sophisticated structures. Additionally, private investors continually innovate so that their investments deliver stronger gender-based violence outcomes.

Private investors exercise their powers through a coordinated undertaking and a continued commitment to supporting strategy and product innovation. This increase in capital, innovation, and attention will better position those trying to achieve the reduction of gender-based violence to achieve their goal.

Audience:	Private investors
Types of violence:	Workplace, domestic and online
Types of capital:	Private equities, private debt
Investment Approaches:	Due diligence processes and process metrics

Resources

[Criterion Institute's Process Metrics That Analyze Power Dynamics in Investing](#)

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

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