



CRITERION INSTITUTE

SAFETY

Sectors Roadmaps



Addressing Gender-Based Violence through Direct Investments in the Safety Sector

Making direct investments into growth companies addressing gender-based violence in the safety sector to drive innovation



Basic safety is one of the leading life-threatening concerns for women and people identifying as non-binary. For example, in many countries, nearly 80% of women feel unsafe using public transportation; 12 women are killed every day in Latin America; and a woman is raped every 16 minutes in India. Such violence is ubiquitous, takes a huge toll on people's lives, and affects the economic health of countries.

Entrepreneurs all over the world have designed and innovated solutions to either prevent or respond to incidences of gender-based violence. These solutions range from wearable devices, mobility solutions, education and skill-development to information technology solutions. Shining a light on innovations developed by the various types of companies in the safety sector and highlighting growth companies can demonstrate to impact investors that this sector has opportunities for impact. Shifting more capital into the safety sector, and to companies addressing gender-based violence, will scale existing solutions and increase innovations that prevent and address gender-based violence.

Impact investors and impact investing fund managers look for sectors and companies that generate both impact and returns. There is a concentration of growth companies in the safety sector, which would benefit from greater access to capital. This sectoral focus provides a relatively easy entry into addressing the complex dynamics of financing the reduction of gender-based violence.

The world has become more aware of the threat of safety to women and those identifying as non-binary. The #MeToo movement and the year-long women's marches all over Latin America are recent examples of resistance and rising consciousness among the public. Entrepreneurs are seizing this opportunity to innovate for social good and some companies have even scaled multi-nationally. For example, Safetipin, an organization that aims to make public spaces safer for women through crowd-sourced safety data and safety audit tools, has expanded to 65 cities across 16 countries. However, these growth companies have not garnered significant attention or capital from impact investors. Amplifying the innovations and market trends of the various types of companies addressing safety will help shift capital to this sector.

1

Impact investors and impact investing fund managers screen for companies working on gender-based violence within the safety sector as part of their investment thesis.

2

Investors direct capital into companies working at the intersection of safety and gender-based violence.

3

More investors understand the opportunity to address gender-based violence by supporting companies in the safety sector. This approach becomes a common impact theme within impact investing.

Financing the safety sector will be considered an investible approach to addressing gender-based violence. As a result, it will attract more capital and resources for innovation. This in turn will lead to better prevention and response solutions to gender-based violence.

Ultimately, the goal is to eradicate gender-based violence and make these safety measures unnecessary. In the meantime, these innovations are necessary to protect all genders from violence.

Audiences:	Impact investors and impact investing fund managers
Types of violence:	Sexual assault and harassment
Types of capital:	Private equity and private debt
Sector:	Safety
Investment approach:	Direct investing

Resources

Criterion Institute will shortly publish a more detailed guide on investing in the safety sector in order to address gender-based violence.

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