Navigating Impact Project
Gender Lens Investment Theme

Live Demo and Discussion

February 14, 2019
Agenda

1. Context-Setting
2. Intro and Overview of Gender Lens Theme
3. Demo
4. Investor Perspective
5. Q&A and What’s Next
Today’s Speakers

Naoko Kimura  
GIIN

Sapna Shah  
GIIN

Lissa Glasgo  
GIIN

Christina Madden  
Criterion Institute

Jenny Järnfeldt  
Swedfund International

Michelle Voon  
Swedfund International
Context: The GIIN’s Vision for the Future of Impact Investing

Sapna Shah
Director, Strategy
GIIN
We aspire to create a world in which all investments consider social and environmental impact alongside risk and return.
Roadmap | Future of Impact Investing

• A collective action plan developed through consultations with 350 stakeholders and GIIN expertise

• Assesses progress made over the past decade and identifies priorities to address remaining gaps
Six categories of action to change the way investing is defined, designed, and delivered:

1. **Identity**
2. Behaviors & Expectations
3. Products
4. Tools & Services
5. Education & Training
6. Policy & Regulation
The Role of The Navigating Impact Project

Draws on the insights 200+ experts to:

• further the goal of IRIS: to offer a common language for communicating social and environmental impact

• bring together IMM norms and rigorous evidence

• help investors put them into action with clear metrics, guidance, and tools

• set the foundation for IRIS+, paving the way for data comparability and industry benchmarks
Overview and Approach:
The Navigating Impact Project
Gender Lens Theme

Christina Madden
Director of Engagement
Criterion Institute
About Criterion Institute

Criterion is a nonprofit think tank dedicated to expanding what’s seen as possible for using finance as a tool for social change.

As a leader in the field of gender lens investing, Criterion works with governments, financial institutions, gender experts and more, looking at how gender analysis can inform investment decisions and help to uncover hidden or undervalued risks and opportunities.
Framing Gender

• Gender ≠ Women

• Gender intersects with race, ethnicity, class, ability and other factors that influence power dynamics

• Gender is cross-cutting and shows up everywhere; it is not an “issue” or “sector”
Gender Lens is Cross-Cutting

- Affordable Housing
- Clean Energy Access
- Smallholder Agriculture
- Financial Inclusion
- Health
The Collaborators

80+ investors and gender experts weighed in on the development of the Gender Lens theme, including:
The Strategies

• **Sector agnostic**: 5 strategies look at the impact companies in any sector can have on gender through their operations, products and services.

- Reducing Gender Inequities in Pay
- Reducing Gender Inequities in Supply Chains
- Reducing Gender Inequities in Workplace Conditions
- Reducing Gender Inequities in Governance, Leadership, and Ownership
- Improving Products and Services to Respond to Gender Inequities
The Cross-Cutting Writeups

- **Sector specific**: 5+ strategies that apply a gender lens to existing Navigating Impact themes
The Metrics

- Impact within operations
- Impact in the world
The Metrics

• Process metrics
• Output metrics
• Outcome metrics
Demo: The Navigating Impact Project Gender Lens Theme

Lissa Glasgo
Senior Associate, IRIS and Impact Measurement & Management
GIIN
The Role of the GIIN

The Global Impact Investing Network is a nonprofit organization dedicated to increasing the scale and effectiveness of impact investing around the world.
For 10 years, the GIIN has managed IRIS, the system of standardized metrics used by a majority of impact investors.
Challenge: Connecting Objectives to Metrics
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Impact investors aim to create impact alongside financial return based on evidence about how different strategies, sectors, and business models deliver the most powerful outcomes.

INVESTING FOR IMPACT? QUIT GUESSING.

Explore our evidence-based investment themes:

- Affordable Housing
- Clean Energy Access
- Smallholder Agriculture
- Financial Inclusion
- Health
- Gender Lens
- Sustainable Forestry
- Sustainable Water Resources
- Education
- TBD
- TBD
- TBD
Each Strategy Includes Four Elements

1. An **overview** of the strategy
2. An **evidence map**
3. A starter kit of **core metrics**
4. A set of **curated resources**

...as well as tags to the SDGs, additional metrics for further nuance, a downloadable version of the page, and other features.
Demo of Live Site

www.navigatingimpact.thegijn.org
The Navigating Impact Project: Foundation for IRIS+

The Navigating Impact Project

- Common strategic goals
- Overviews aligned to five dimensions of impact
- Evidence maps
- Curated resources
- SDG links

IRIS+

- Clearer understanding of evidence-backed approaches (+investment examples)
- IMM guidance for new and established investors
- Increased ability to compare performance
Investor Perspective: The Navigating Impact Project in Action

Michelle Voon
Investment Analyst
Swedfund International

Jenny Järnfeldt
ESG Manager
Swedfund International
Questions?

*Please submit your questions via the “Chat” box on the left side of your ReadyTalk screen.*

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What’s Next

...FOR THE GIIN’S GENDER LENS INVESTING INITIATIVE

• March 8, International Women’s Day social media campaign: Let us know what your organization is doing!
• March 8, GLI Resource Repository to be launched

...FOR CRITERION’S WORK

• Sign the letter of intent for our $1 trillion campaign to leverage the power of finance to address gender-based violence
• Join our sponsored research platform on Gender Lens Investing and Market Risk (GLIMR)
What’s Next

...FOR THE GIIN’S IMPACT MEASUREMENT & MANAGEMENT (IMM) WORK

• Contribute to three new **Navigating Impact project** themes:
  - Sustainable Forestry (*World Resources Institute*)
  - Sustainable Water Management (*Conservation International*)
  - Education (*FHI Ventures/FHI 360*)

• Join 200+ org working group for **IRIS+**, a flexible, all-in-one system that:
  - Directs users to core metrics sets, how-to guidance, implementation resources
  - Draws on the Navigating Impact project + SDGs + insights of over 500 stakeholders
  - Helps investors put emerging industry norms into action
Thank you!

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Please complete the post-webinar survey!