

HOT TOPICS

# Supporting women through gender lens investing

With speaker Alexandra Brown

MAY 2023



ALTIOREM

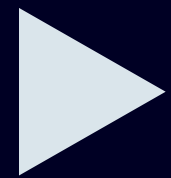


SUPPORTING WOMEN THROUGH  
**GENDER LENS INVESTING**

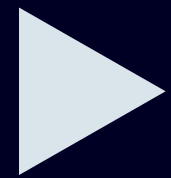


**ALTIOREM**

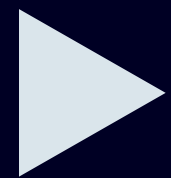
Change finance for good



WHY GENDER LENS INVESTING IS A GOOD THING



WHAT INVESTING WITH A GENDER LENS LOOKS LIKE



HOW YOU CAN FIND OUT MORE AND TAKE ACTION



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# When women fuel finance, finance fuels women.

DOMINI - INVESTING FOR GOOD



# WHY GENDER LENS INVESTING IS A GOOD THING



# Why does it make good sense?



# Making the case

ETHICAL

INVESTMENT

BUSINESS

ECONOMIC





# Ethical

- It's simply the right thing to do
- Equity and social justice
- Fair and moral
- Supporting gender equality aligns with my values



# Business

- Women in leadership improves company profitability and productivity
- Diverse teams are critical for innovation, better decision-making, team performance, and improved reputation
- It makes sense to incorporate the perspectives of 50% of the population



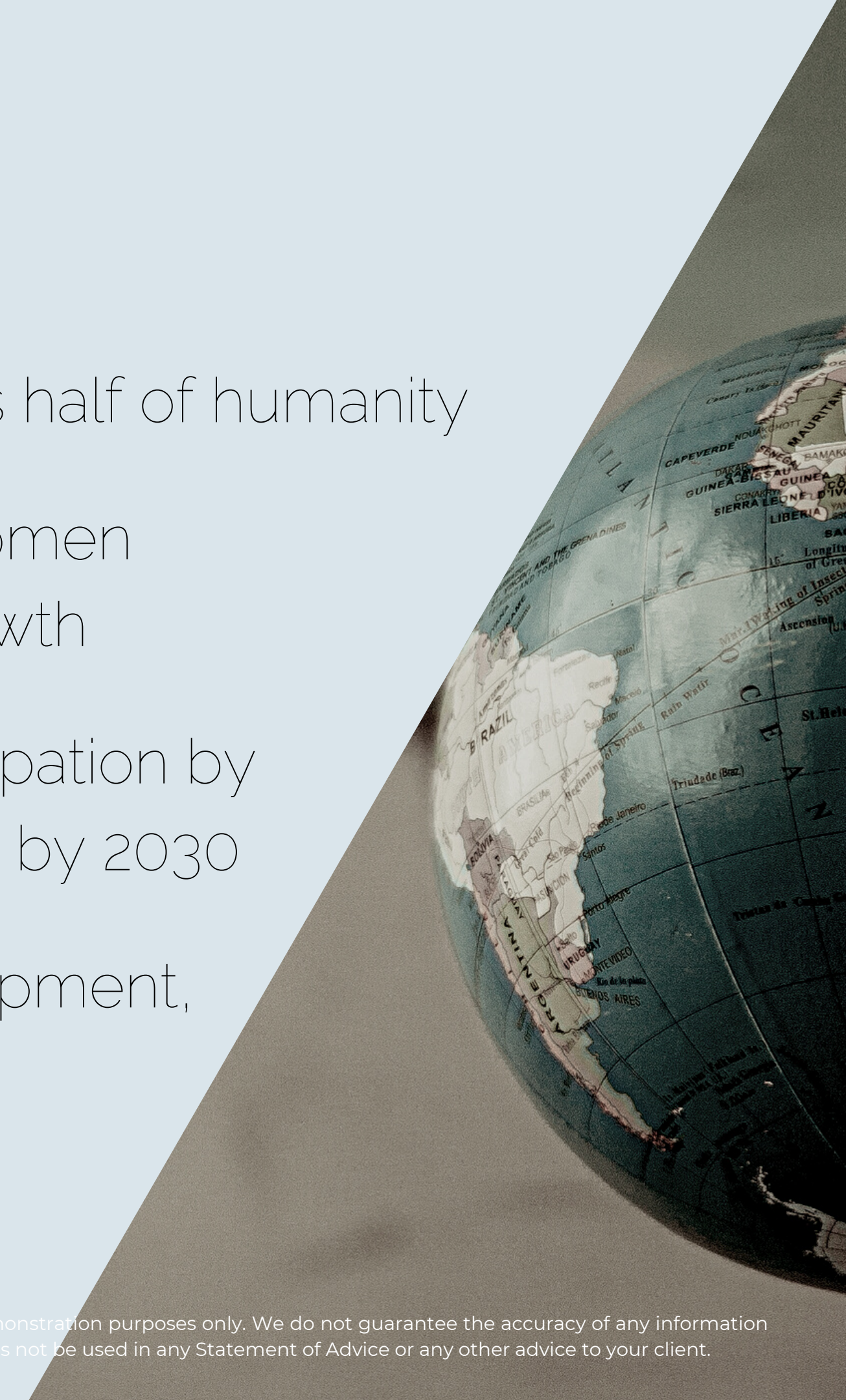
# Investment

- Companies with gender-diverse leadership demonstrate lower risk and higher sales growth, EPS growth and return on assets
- At 2022, the global public market for gender lens equity investing was \$US4.7 billion and demand is growing
- There is alpha in gender equality and diversity
- Just be wary of the pink washing!



# Economic

- Gender inequality systematically disadvantages half of humanity
- Lack of access to education and jobs keeps women disempowered and slows down economic growth
- Reducing the gender gap in labour force participation by 50% would lead to an additional 6% gain in GDP by 2030
- Investment in women boosts economic development, competitiveness, job creation and GDP



# Sustainable Development Goal 5: Gender Equality



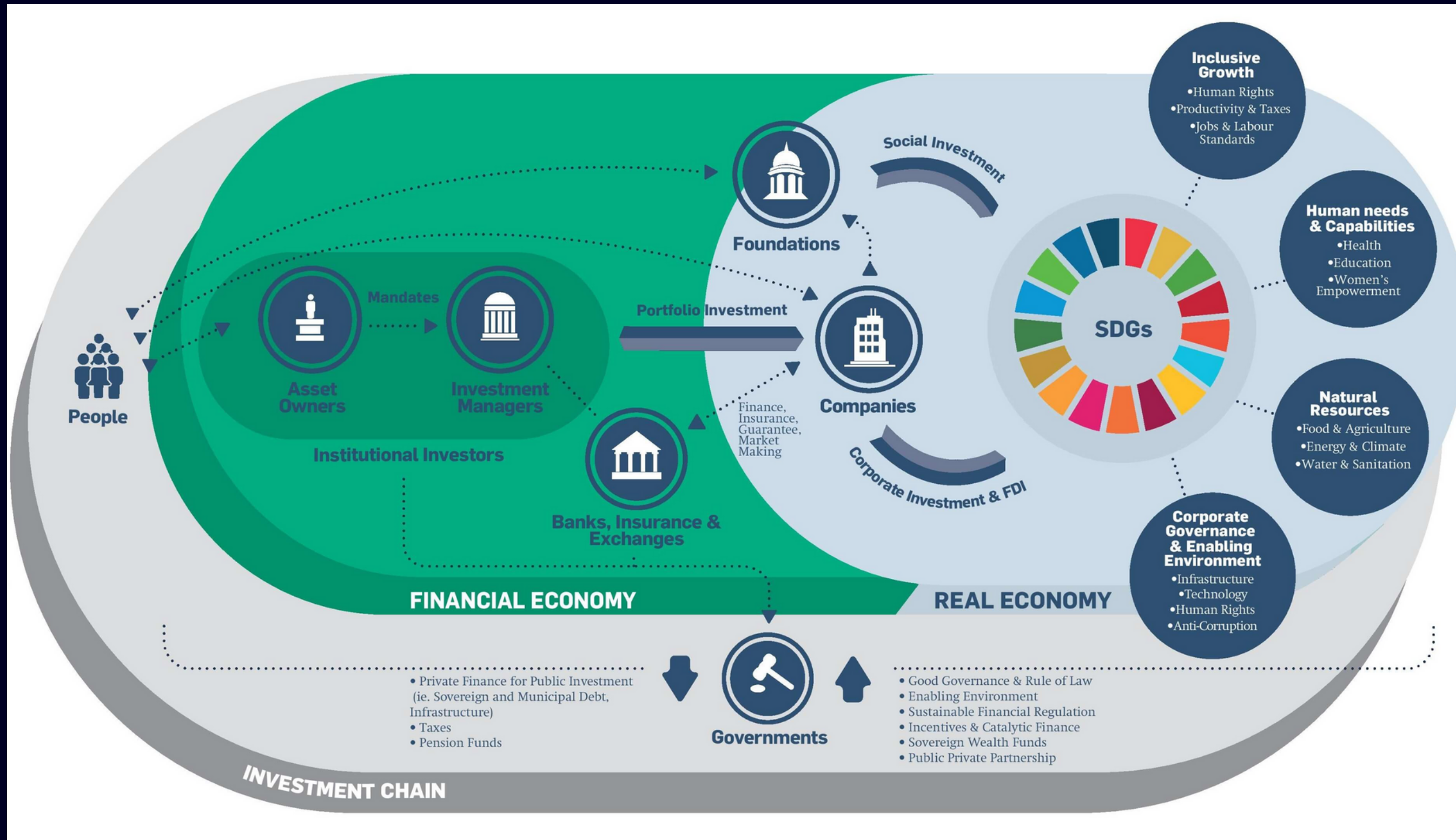
Source: United Nations

# Sustainable Development Goal 5: Gender Equality

- Aims to 'achieve gender equality and empower all women and girls
- Eliminate discrimination, violence, harmful practices, and exploitation
- Ensure equal opportunities, equal rights, and access to resources, technology, financial services



# You can make a difference



Source: UNGC (2017) Guide to unlocking prosperity: Finance, investment and sustainable development

# WHAT INVESTING WITH A GENDER LENS LOOK LIKE





# What types of investment strategies?



# Investment strategies that impact gender equality

- Invest specifically into funds that apply a gender lens, such as funds that invest in companies with female founders and CEOs: Gender Lens 1.0
- Invest into funds that prioritise businesses that support gender equity through organisational policies and practices: Gender Lens 2.0
- Invest in funds that prioritise "access themes" that align with SDG 5: Gender Equality



# Gender Lens 1.0: Invest in businesses that support women in leadership

- Women Founders
- Women CEOs
- Women on the Board
- Women in Management



"Many individuals, family offices, endowments and foundations now argue for gender lens 2.0: the evolution of strategies that peer deeper into the culture of a company and its business policies and how these policies are enacted to produce social outcomes."

GLENMEDE



# Gender Lens 2.0: Invest in businesses that support gender equity

- Policies and practices that are free from and prevent gender-based discrimination across the workplace, marketplace, and community
- Support women's employment and strive for gender balance at all levels across the business and supply chain
- Develop products and services and implement marketing practices that empower women
- Promote gender equality through investment, community initiatives, and advocacy



# Invest in "access themes" to achieve gender equality

## ACCESS TO

- Fair treatment/equal opportunity
- Healthcare services
- Financial services
- Telecommunication systems
- Education
- Clean water, sanitation and hygiene
- Adequate housing and living conditions

Source: Cornerstone Capital Group (2019) Advancing the Gender Lens Framework



# Some real-life examples of gender lens screens



# RobecoSAM Global Gender Equality Equities

- Invests globally in companies that advance gender diversity and gender equality
- Includes companies with higher gender scores based on an internally developed gender score methodology
- Various criteria such as board diversity, equal pay, talent management and employee well-being





# WISH (Women in Safe Homes) Fund

- Believed to be the world's first gender lens property fund
- Innovative partnership by Big Society Capital with property investor Patron Capital and fund manager Resonance
- Supports women who are at risk of homelessness due to abuse or other challenging circumstances
- Aim of acquiring housing for hundreds of women and children across the UK



# AXA World Funds ACT Framlington Social Progress

- Rebranded AXA WF Framlington Women Empowerment fund in order to expand its investable universe
- Formerly invested in companies that fostered gender diversity, now addressing a wider range of social needs
- SDGs with a social focus: access to affordable housing, financial and digital inclusion, healthcare solutions and safety, education, entrepreneurship and wellbeing



HOW YOU CAN FIND OUT MORE AND TAKE ACTION



# How you can find out more

- United Nations Industrial Development Organization (UNIDO) – “Impact Gender Lens Investing” Training Programme
- Ethos – discover funds and companies that align with gender equality and women's rights
- Altiozem – trending research and a wealth of information to help investors support and empower women



# UNIDO free training: Gender Lens Investing

The screenshot shows the UNIDO Learning platform interface. At the top, there is a navigation bar with the UNIDO logo, the text "UNIDO Learning", and the language "English (en)". On the right side of the navigation bar, there are icons for search, notifications, and a user profile for "Alexandra Brown".

On the left side, there is a sidebar menu with the following items:

- gender lens (highlighted)
- Participants
- Grades
- Module 1- Introduction to Gender Lens Investing
- Module 2- Exploring the Market for GLI
- Module 3- The Ecosystem of Gender Lens Investing
- Module 4- The Importance of Data
- Module 5- Impact Measurement and Management
- Module 6- Gender Lens Investing and Climate Change

The main content area contains the following text:

The GLI learning series consists of 6 self-paced eLearning modules. We recommend completing each one in order, beginning with **Module 1**. We hope you enjoy the series, and feel free to use the Feedback tool below and share your comments with us.

Below the text, there are two icons: "Announcements" and "eLearning Feedback".

At the bottom, there are six module cards, each with a scales icon and a title:

- Module 1- Introduction to Gender Lens Investing
- Module 2- Exploring the Market for GLI
- Module 3- The Ecosystem of Gender Lens Investing
- Module 4- The Importance of Data
- Module 5- Impact Measurement and Management
- Module 6- Gender Lens Investing and Climate Change

Source: UNIDO (2021) <https://www.unido.org/gender-lens-investing>

# Ethos ESG causes: Gender equality

The screenshot shows the Ethos ESG website interface. At the top left is the 'ethos ESG' logo. A search bar contains the text 'Search for a company, fund or cause...'. On the right, there are links for 'Get help', a notification bell with '19', a user profile icon, and a settings gear. A left-hand navigation menu includes 'Home', 'Reports', 'Research', 'Companies', 'Funds', 'Causes', 'Controversies', 'Favorites', 'Clients', and 'Impact Assessment'. A 'Subscribe to Ethos' button is at the bottom of the menu. The main content area features a list of causes: 'Climate action', 'Gender equality' (highlighted with a black border), 'Health and well-being', 'Inclusive economies', 'Innovation', 'Life on earth', 'Peace and justice', 'Quality education', 'Sustainable resource use', and 'Water and sanitation'. Below this list, the 'Gender equality' page is displayed, featuring a large purple female symbol icon. The heading 'Gender equality' is followed by the tagline 'Achieve gender equality and empower all women and girls'. Three sub-causes are shown with icons: 'Equal pay and opportunity' (purple equals sign), 'LGBTQ equality' (purple rainbow), and 'No violence against women' (purple female symbols). Each sub-cause has a brief description of its goal.

Source: Ethos ESG (2023) <https://www.ethosesg.com>

# Ethos ESG: Gender equality

## Gender equality

Achieve gender equality and empower all women and girls

f t in ✉

### The problem

Women and girls face violence (for example, at least 200 million have been subjected to female genital mutilation) and an unfair playing field (for example, women are paid on average 35-40% less than men for the same position, and only ~35% of global managers are women) around the world. Insufficient progress on structural issues at the root of gender inequality -- such as legal discrimination, decision-making on sexual and reproductive issues, and low levels of political participation -- continue to undermine the ability to achieve gender equity. Significantly more action is needed, including from corporations. Companies can lead on creating gender equality across many areas, including through the benefits they offer employees (such as parental leave and women mentorship), hiring practices and non-discrimination policies, public commitments to achieve gender pay and career equity, human rights policies (including for women's rights) and supplier human rights requirements, and involvement in local communities around the globe

[Less](#)

### What this cause is about

- equal pay
- equal opportunity
- violence against women
- sex trafficking
- FGM
- women's rights
- LGBTQ equality

UN Sustainable Development Goal 5

### Company ratings

Find a company...

Rating	Count
A	715
B	2822
C	3928
D	1483
F	142

Company Rating

Source: Ethos ESG (2023) <https://www.ethosesg.com>

# Ethos ESG: Sources of data for gender equality



Source: Ethos ESG (2023) <https://www.ethosesg.com>



# Ethos ESG: Sources of data for gender equality

**How ratings work** 254K

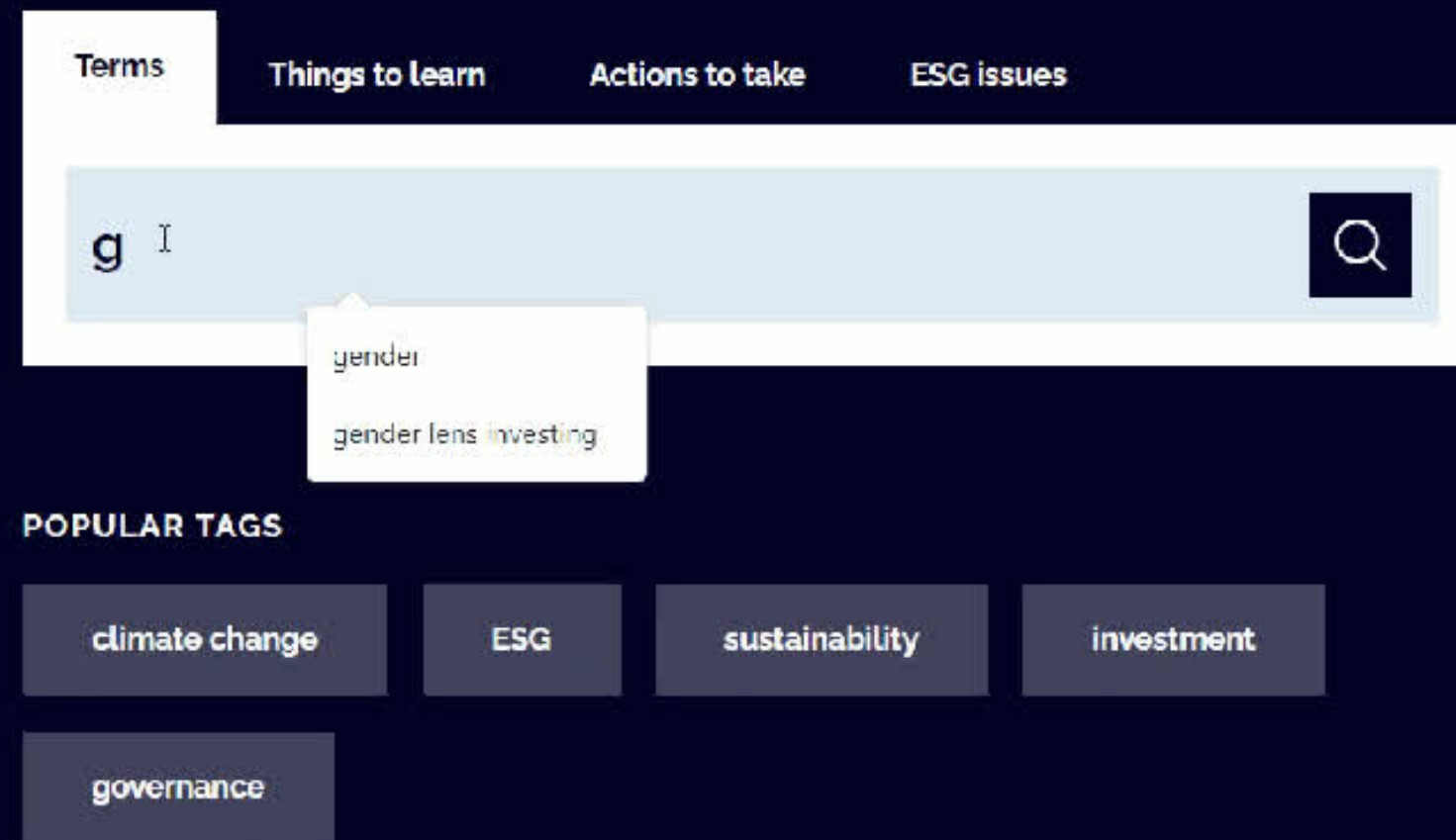
Ethos is using 254,837 unique data points since 2018 to rate companies, stocks and funds on gender equality, including from these metrics:

Metric	Source
LGBTQ equality ratings	Human Rights Campaign
Gender equality in the workplace	Equileap
Women on the board of directors	Multiple
Leaders in supporting parents and caretakers	Seramount
Total female board members	Company filings
Public controversies with oppressive governments	Ethos
Public controversies in customer or employee discrimination	Ethos
Unadjusted gender pay gap	Company filings
Quality of company diversity policies	Just Capital
LGBTQ human capital practices and outcomes	DiversityInc

Previous 1 2 3 4 5 6 7 Next

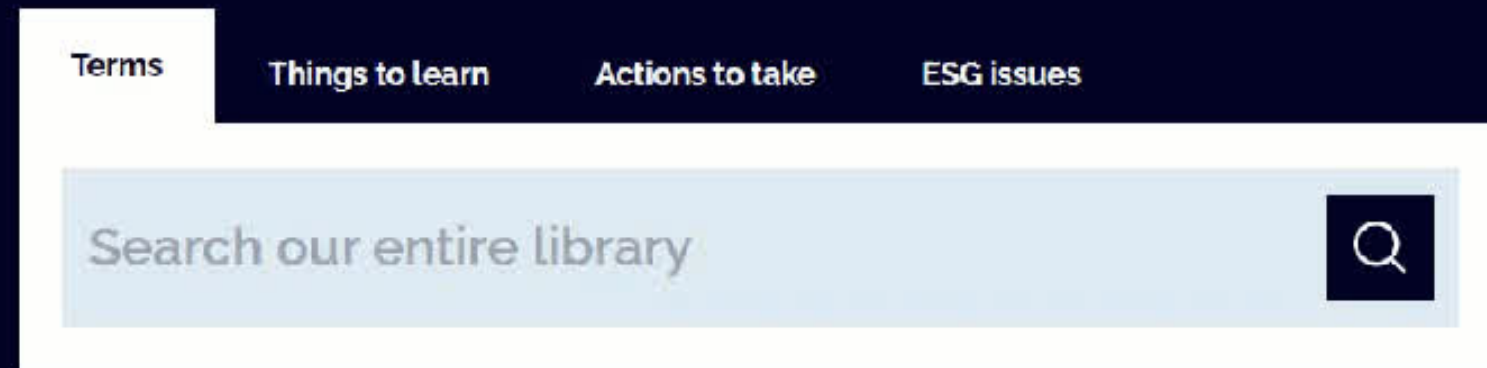
Source: Ethos ESG (2023) <https://www.ethos ESG.com>

# Altiorem: Search using key terms

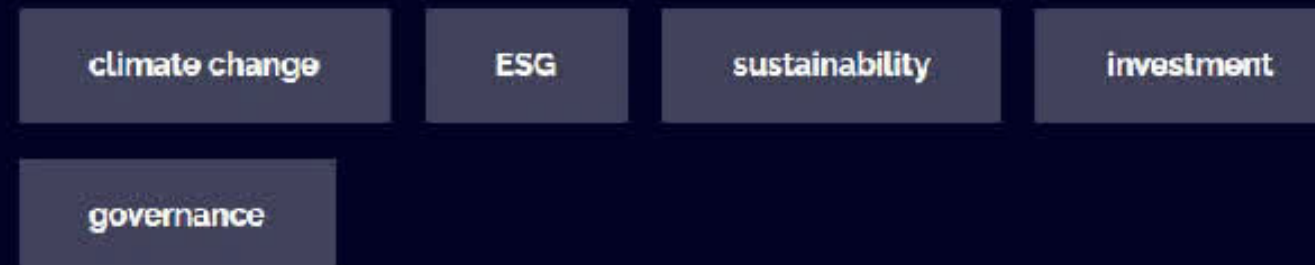


Source: Altiorem (2023) <https://www.altiorem.org>

# Altiorem: Search with ESG Issues

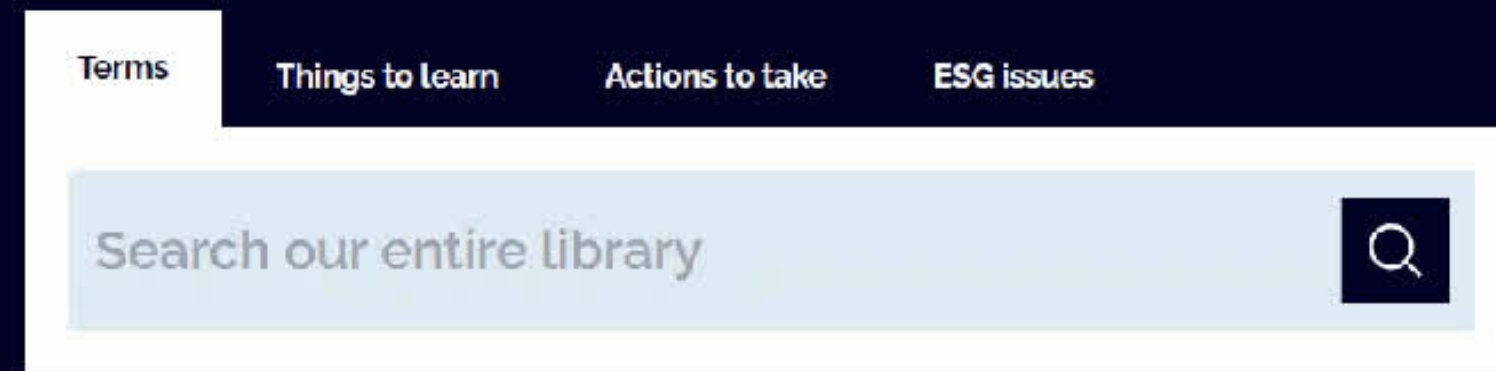


## POPULAR TAGS

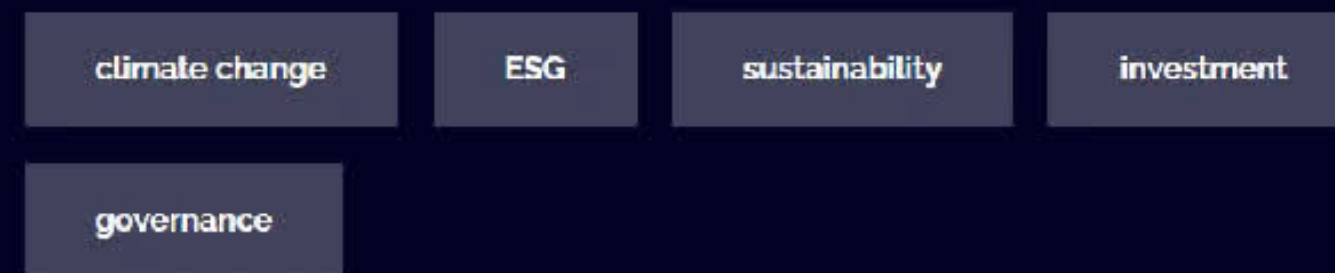


Source: Altiorem (2023) <https://www.altiorem.org>

# Altiorem: Search with Sustainable Development Goals



## POPULAR TAGS



Source: Altiorem (2023) <https://www.altiorem.org>

# Today we have covered:

- ▶ WHY GENDER LENS INVESTING IS A GOOD THING
- ▶ WHAT INVESTING WITH A GENDER LENS LOOKS LIKE
- ▶ HOW YOU CAN FIND OUT MORE AND TAKE ACTION



# Do you have any questions?

[www.altiorem.org](http://www.altiorem.org)



# Upcoming WIBF events

- 06 JUN WIBF individual awards nominations – help session [online]
- 07 JUN Authentic gravitas: who stands out and why [online]
- 14 JUN Making the most of your WIBF membership [Birmingham]
- 21 JUN The ABC approach to compassionate leadership [online]

Full details can be found on the WIBF website [www.wibf.org.uk/events](http://www.wibf.org.uk/events)

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Full details can be found on the WIBF website [www.wibf.org.uk/mentoring](http://www.wibf.org.uk/mentoring)



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