Driving Innovation in Gender-lens Investing

The time is right to unlock the return on equality.

Catalysts

- Public-private partnerships are on the rise
- UN Sustainable Development Goals launched

Path of Innovation

- Spark dialogue
- Pilot & test demand for new solutions
- Monitor, evaluate & iterate
- Define impact metrics
- Forge new cross-sector partnerships

Outcomes

- Market impact: Launching new gender-focused investment vehicles
- Consumer impact: Increasing R&D capital invested in products meeting women’s needs
- Social impact: Increasing economic agency, greater freedom of time spent, improving health & safety and reducing gender bias

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