

TWELVE LESSONS IN GENDER LENS INVESTING



© International Trade Centre 2021

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

Street address: ITC
54-56, rue de Montbrillant
1202 Geneva, Switzerland

Postal address: ITC
Palais des Nations
1211 Geneva 10, Switzerland

Telephone: +41-22 730 0111

Fax: +41-22 733 4439

E-mail: itcreg@intracen.org

Internet: <http://www.intracen.org>

TWELVE LESSONS IN
GENDER LENS INVESTING

ABOUT THE PAPER

Insufficient knowledge about options and application processes, difficulty understanding financial terms and lack of collateral hinder women seeking finance. In this report, financiers applying gender lens investing build on their experience addressing women's challenges and offer insights on best practices to mainstream gender in investment decisions and impact frameworks.

The 12 lessons learned shared by financiers translate into action points to guide investment funds, private equity firms, development finance organizations, microfinance institutions and banks to design, implement and strengthen gender lens investing strategies to help bridge the estimated \$300 billion capital gap for women entrepreneurs in developing countries.

Publisher: International Trade Centre (ITC)

Title: Twelve Lessons in Gender Lens Investing

Publication date and place: December 2021, Geneva

Page count: 32

Language: English

ITC Document Number: SIVC-21-89.E

Citation: International Trade Centre (2021). *Twelve Lessons in Gender Lens Investing*. ITC, Geneva.

For more information, contact: Anna, Zaleski Mori (mori@intracen.org)

ITC encourages the reprinting and translation of its publications to achieve wider dissemination. Short extracts of this paper may be freely reproduced, with due acknowledgement of the source. Permission should be requested for more extensive reproduction or translation. A copy of the reprinted or translated material should be sent to ITC.

Digital image(s) on the cover: © Shutterstock

© International Trade Centre (ITC) 2021

ITC is the joint agency of the World Trade Organization and the United Nations.

ITC, Palais des Nations, 1211, Geneva 10, Switzerland (www.intracen.org)

Foreword

Women play an essential role in the international and trade environment, and the broader economy. Investing in women is essential to support global recovery efforts post-COVID-19. It is also simply good business and directly linked to achieving the United Nations Sustainable Development Goals.

As entrepreneurs, workers and family breadwinners, women are on the frontlines doing their part to contribute to the global economy. We know that when women earn an income, they spend a higher proportion of it on their children's health, food and education than men do – a trend that, if encouraged, can help break intergenerational cycles of poverty.

When it comes to trade, International Trade Centre (ITC) research proves that women-led exporting businesses earn more, employ more people and pay higher wages than women-led non-exporting firms. Yet in reality, women own just 20% of exporting firms.

A major challenge women face in advancing their business endeavours and succeeding in regional and global markets is access to finance. The capital gap for women entrepreneurs is estimated at \$300 billion. This shortfall is perpetuated partly because women continue to encounter barriers to financial inclusion influenced by diverse factors such as cultural norms, lack of financial information, collateral, understanding of procedures and ability to meet requirements.

As both market enablers and participants, investors are in a unique position to change this and benefit from adding a gender lens to their investment portfolios. A wealth of evidence indicates that adopting a gender lens towards investment prospects can unlock opportunities for higher returns, growth and sustainable development.

Although 'gender lens investing' is a relatively new term, many financiers now apply gender lens investment strategies. In 2020, for example, the 2X Challenge celebrated its achievement of mobilizing \$4.5 billion in gender-smart investments in two years, exceeding by 50% its initial goal of mobilizing \$3 billion by the end of 2020. Mastercard invested \$20 million in CNote to help women- and minority-owned businesses recover from the pandemic. ITC, CARE and Bamboo Capital Partners launched the CARE-SheTrades Impact Fund to support small women-led companies in South-East Asia.

While gender lens investing is gaining ground, the efficiency of these strategies varies. Evidence shows that financiers have faced various challenges along the way.

This guide presents targeted evidence and first-hand lessons learned when applying gender lens investment strategies. Across the financing ecosystem, investment fund professionals, private equity firms, development finance institutions, microfinance institutions, government agencies, business and investment support organizations, and banks targeting small and medium-sized enterprises all have much to gain from the information and solutions shared in this report. The insights provided aim to help them address the remaining gaps and unmet needs of women-led firms while enhancing access to finance for women entrepreneurs.

I hope the lessons and recommendations shared in this guide will spark meaningful contributions towards successful gender lens investing strategies.



Pamela Coke-Hamilton
Executive Director
International Trade Centre

Acknowledgements

The International Trade Centre (ITC) expresses its gratitude to the 1,908 women-owned and women-led micro, small and medium-sized enterprises that participated in the ITC survey on women's financial and non-financial needs.

The report was prepared by Gaëlle Bonnieux, working as an independent consultant and investment expert hired by ITC under the supervision of Anna Zaleski Mori, Partnerships and Programme Officer (ITC). Thanks are due to Leticia Johnson (consultant) for aggregating the data, preparing the questionnaires and organizing interviews.

We also thank Anders Aeroe, Vanessa Erogbogbo, Judith Fessehaie, Aida Lizbeth Becerra Garza (all ITC) and Kia Da Silva Cunha (consultant) for their support, feedback and comments.

ITC wish to express its gratitude to the following distinguished contributors for sharing their insights: Hellen Makandi, Catherine Mburu and Susan Situma (Absa Bank Kenya), Katherine Milligan (Bamboo Capital), Verónica María Correa (Bambuterra), Julio Mupemba (Investisseurs et Partenaires), Elena Matthiolius (Finance in Motion), Alice Lajwa and Irene Kose (Opportunity Bank Uganda), Amena Islam (Pristine Coconut & Coir Ltd), Monya Bassingthwaighte (responsAbility Investments AG), Jennifer Buckley (SEAF), Gabriele Nowak (Sunworld Safaris Ltd), Efe Usin (Union Bank Nigeria Plc.) and Ana Krystel Heras (Viwala).

ITC would also like to thank Natalie Domeisen and Anne Griffin (both ITC), who oversaw production and quality control, Jennifer Freedman, who edited the report, Iva Stastny Brosig for layout, and Serge Adeagbo (ITC) for graphic and printing support.

ITC's SheTrades Initiative is supported by the Governments of the United Kingdom of Great Britain and Northern Ireland, Norway, the Netherlands, Sweden, Iceland, Denmark, Finland, Germany and Japan as well as the United Postal Service, the European Union, Mary Kay, the OPEC Fund for International Development and the Enhanced Integrated Framework.

OUR FUNDERS

The SheTrades Initiative is grateful for the partnership and funding from:



OUR CONTRIBUTORS

With thanks to our contributing partners:



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_22785

