

# GUIDING PRINCIPLES FOR PROMOTING INVESTMENT WITH GENDER LENSES





## GUIDING PRINCIPALS TO PROMOTE GENDER LENS INVESTMENTS AND INNOVATIVE FINANCING

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**Considering** that Gender Impact Investments (GIIs) are defined as Investments that simultaneously and intentionally seek to generate a financial return while having a positive impact on gender equality and with it on the lives of women and girls;

**Considering** that innovative financing with a gender lens aims to deploy additional funds for development through the mobilization of private equity investments to promote gender equality and women's empowerment, by increasing the efficiency of financial flows and including the availability of instruments to finance the actors of the financial ecosystem;

**Considering** that United Nations Entity for the Gender Equality and the Empowerment of Women (UN WOMEN) is committed to the economic empowerment of women, recognizing them as beneficiaries and partners in development, promoting greater commitment of private companies to gender equality and women's empowerment, and, with the strengthening of the ecosystem of innovative financing and gender lens investments;

**That UN Women** is promoting the Innovative Financing Initiative and Gender Lens Investment as a mechanism to attract private sector investment, strengthen the gender-

focused investment ecosystem and contribute to the generation of partnerships for the achievement of Sustainable Development Goal 5;

**Considering** that the Initiative aims to be a meeting platform and space for dialogue between actors in the innovative investment ecosystem (financial institutions, investors, promoters, and/or financial policy regulators) to work together on promoting innovative financing and mobilizing gender lens investments;

**That** the Initiative will incorporate more investors and financial institutions, increase the availability of innovative financial instruments and mechanisms and mobilize more resources from the private sector for investments oriented to the three gender lenses: Access to capital of women entrepreneurs and women-led enterprises, investment in companies that promote gender equality and the empowerment of women in the workplace and, companies that develop products and services that positively impact the well-being of women and girls;

**That** the Initiative will be formed through a membership process that can be joined by the actors of the financial ecosystem (financial institutions, investors, financial policy promoters and/ regulators), promoters of the

entrepreneurship and business development ecosystem, capacity makers, network generators, and resource mobilizers, who have an interest in actively promoting innovative financing and gender-focused investment in Latin America and the Caribbean;

***This declaration of Guiding Principles*** for the promotion of Innovative Financing and Gender Lens Investment aimed to be a progressive reference guide for developing a commitment to promote gender lens investments and gender equality within financial sector organizations;

***The Guiding Principles are aligned with the Principles of Women's Empowerment (WEP).*** WEPs guide companies

on how to promote gender equality and women's empowerment in the workplace, in the market, and community. Established by the United Nations Global Compact and UN Women, WEPs are informed by international labor and human rights standards and are based on the recognition that companies have an interest and responsibility in gender equality and women's empowerment.

***Who*** subscribes is committed to considering the application of these Guiding Principles for Innovative financing and Gender lens Investments, progressively, in, their governance structures and internal and external business practices to promote innovative financing and gender lens investments.





## GUIDING PRINCIPLES FOR THE PROMOTION OF GENDER EQUALITY WITHIN FINANCIAL ECOSYSTEM ORGANIZATIONS AND ORGANIZATIONS THAT PROMOTE INNOVATIVE FINANCING AND GENDER-FOCUSED INVESTMENT

- 1. Promote** policies and practices that contribute to promoting gender equality in all internal processes of the organization. This includes, but is not limited to: equal wages for work of equal value, inclusive practices in recruitment, promotion, and growth; policies to prevent and punish sexual and gender harassment and abuse, family and work-life care and reconciliation policies; and all those measures that promote gender equality in the workplace.
- 2. Promote** gender parity in the participation and generation of professional development opportunities at all levels. This includes but, is not limited to promoting and making visible the participation of women in the sector, their role as investors and/or analysts, and their participation in forums, panels, and other public events.
- 3. Promote** the training of managers, employees, users, collaborators, and partners on gender equality.
- 4. Promote** gender-sensitive procurement. This means that the selection of services, goods, and civil works considers their impact on gender equality and women's empowerment.
- 5. Consider** the internal and external communication strategies of the organization, an appropriate language, without gender biases that promote gender equality.
- 6. Comply** with applicable local laws on labor, environmental and social and gender equality.



## GUIDING PRINCIPLES TO PROMOTE GENDER LENS INVESTMENTS

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**1. Define** objectives with measurable actions and indicators on what the organization seeks to achieve in terms of gender equality and women's empowerment. This includes considerations that will be taken to define investments, the type of companies and sectors that will be supported, and the type of accompaniment or guide that will be given to companies.

These considerations may include gender equality policies, diversity at different levels of the organization, and social, environmental, and gender responsibility certifications available.

**2. Contribute** to the development of financial products and services with differentiated characteristics and policies for women entrepreneurs, for companies that aim to promote gender equality, and companies that produce goods and services to improve women's quality of life. Investors will focus on who they finance and how they apply a gender approach to their organizational leadership, operation, and value chain. The criteria for granting financing and access to services should consider the adherence of compa-

nies and entrepreneurs to these same guiding principles, particularly those set out in number 1 and 6.

**3. Establish** specialized work teams, familiarized with opportunities, challenges, products, and markets for innovative financing with a gender focus, to facilitate the management of gender lens investments.

**4. Support** new access opportunities so that individuals and organizations can benefit from all products and services, for example, women from marginalized sectors or who have historically had less access to financing and investment.

**5. Consider** in investment and financing decisions the risk of negative externalities in terms of gender equality, environmental, and social impact. Ask creditors for a mitigation plan to reduce the risk of these externalities.

**6. Share** the results and experiences of these actions to encourage other actors to learn and adopt good practices and knowledge generation in the sector.



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