

Gender Lens Investing Activity

USAID and Gender

USAID brings decades of experience integrating gender into programming, including metrics that have built the case for stronger development outcomes. USAID also has a track record of investing in women in the broadest sense, and a deep and diverse network among development partners, investors and social enterprises. USAID is uniquely positioned to lead the way in developing a joint roadmap to build the gender lens investing field through recognition of the numerous ecosystem partners, and ensuring the rigor of evidence connecting a gender lens investing approach to positive financial and social development returns.

Gender Lens Investing

Gender lens investing is an approach to encouraging improved gender-based outcomes by increasing access to finance and resources for institutions/industries that are/tend to be (1) women-owned and managed, (2) implementing organizational policies and practices that advance gender equality, and/or (3) provide products or services specifically tailored to the needs and impact on women and girls as a consumer segment. The field of gender lens investing believes in the power of investments to generate large-scale social and financial returns when gender analysis is integrated into financial analysis and decision-making.

USAID's Gender Lens Investing Activity

USAID aims to expand and institutionalize gender lens investing in Asia by documenting and facilitating dialogue on the state of the field, and developing recommendations to help the field continue to grow. This activity includes:

- *Data Synthesis.* Synthesizing existing research and conducting formative interviews with stakeholders and experts to better understand the business case for gender lens investing. Conducting field visits to interview stakeholders that are or may become involved in gender lens investing;
- *Stakeholder Mapping.* Mapping the current landscape of gender lens investing in Asia, including current and potential investors, incubators, social enterprises, donors, and other stakeholders involved in the field;
- *Field Building.* Convening dialogues (virtual and in-person) with international and regional sector experts, existing and potential gender lens investors, USAID and other donors, and other stakeholders to review findings and refine recommendations.

This activity will produce a state of the field document that summarizes findings, maps stakeholders, and offers preliminary recommendations for expanding and institutionalizing gender lens investing. By addressing the critical needs of data synthesis, stakeholder mapping, and field building, USAID can play a critical role in determining the status and potential of gender lens investing in Asia.

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