

## Gender lens strategy for business and investment

Gender inequality impacts every facet of society and therefore it should be expected that this impact extends to financial markets, creating material risks but also opportunities.

The application of a gender lens is a practice expanding globally. Over a decade of research supports the case for applying gender analysis to achieve long term sustainable growth, making it good for businesses and for society.

This knowledge is translating into action in the investment world, whether this be directly in public markets or with specific gender lens indicators in ESG screens. We founded EquityJV to assist our clients in this practice by synthesising expert knowledge, data and research and collaborating with them to design their own gender lens to align their deployment of capital with their values.

### What we do

EquityJV founders apply their combined backgrounds and skills to work across all aspects of the system of finance and business. Our connections with researchers and finance professionals globally brings contemporary concepts and thinking to our work.

We will collaborate with existing advisers to ensure a unified and considered approach. We build ideas to execute your individual strategy as no universal solution exists. Our guiding principle is that each client has a unique perspective and therefore we create the gender lens that reflects their priorities. This strategy may begin with a “do no harm” approach and progress through to impact with specific measurable indicators.

We can assist the exploration of ways to incorporate gender in each E, S and G theme. Additional engagement support can include briefings to investor groups or advisers, boards and executive teams.

#### Private Investors and Wealth Managers

- Provide expertise and collaborate with aligned wealth managers
- Identify the gender impact in current portfolio holdings and potential solutions available in the market without affiliation and across all asset classes
- Create questions that signal your intention to use your investment assets to create change

#### Boards and Executive Teams

- Align your financial capital and investment decisions with your corporate strategy, purpose and values by including a gender lens in your investment policy
- Ensure your engagement with asset managers and advisers supports your investment strategy
- Use your strategy across the entire investment process and asset class

#### Asset and Investment Managers

- Provide expertise that builds the capability to manage gender risk and opportunity for clients and apply this across the entire investment process
- Assess gender in ESG products and create fit for purpose indicators in ESG screens