



Canada Forum for Impact Investment and Development

Gender Lens Investing: Best Practices from Canadian Practitioners

February 1, 2024



SCHOOL OF BUSINESS



Agenda



- Welcome
 - Opening remarks by Michelle Grimes, Executive Dean of Conestoga College School of Business
- Panel discussion
 - Tanya Staples, Conestoga College
 - Kristina Kuznetsova, Saron Asset Management
 - Nicole Heaney, MEDA
- Networking

Who is in the room?



Gender Lens Investing – Why it Makes Financial Planning Sense

February 1, 2024



SCHOOL OF BUSINESS

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PRESENTED BY :

Professor Tanya M. Staples

PRESENTED TO :

CAFIID Gender Lens Investing Event



Gender Lens Statistics within the Profession

1. Percentage of women CFP professionals in Canada is 32%
(unchanged in 15 years)
 - I. When financial advisors included – the percentage serving Canadians drops to 15%
2. Slightly more than $\frac{1}{2}$ (50.4%) of the Canadian population are women

Gender Lens Statistics within the Profession

1. Women control approximately \$2.2 trillion, an amount expected to increase to \$4 trillion by 2028¹.
2. Research suggests that women prefer to invest with women²
3. Women more comfortable with risk, when female advisor³
4. The underserviced needs of women = \$25 billion LESS ANUALLY⁴

What is Gender Lens Investing?

- The narrowing of the inequity gap that a disproportionate number of women face around the world. The inequitable access to financial services, business investment, support and financial capital negatively impacts productivity, technological advancement and social inclusion.
- Empowers the engagement and advancement of women in the labour force, in particular entrepreneurship and senior level business representation.



CNERG Research Findings (Systematic Quantitative Literature Review - SQLR)

1. Absence of targeted leadership development programs for women
2. Conscious and unconscious gender bias & discrimination
3. Organizational supports do not reflect women's needs or experiences

CNERG Research Findings (Systematic Quantitative Literature Review - SQLR)

4. Out-of-date Compensation Models & Policies contribute to Gender Pay-gap
5. Lack of Information, misunderstanding and myths about the profession

IMPLICATIONS OF CNERG FINDINGS

FIVE barriers to Women CFP Professionals:

1. Are both perceived and real
2. Impact both entry to & advancement within the profession
3. Are both conscious and subconscious based on the barrier category
4. Structural and organizational changes needed to mitigate the impact, or eliminate the barrier altogether

CNERG+ Research Project Methodology

1. Survey women CFP professionals, gathering much needed gender lens data relating to the identified barriers to women's active participation in the financial planning profession in Canada.
2. Interview women CFP professionals providing context & additional information to survey findings



CNERG+ Research Project Outcomes

The findings will...

- Contribute to greater recognition & understanding of the gender lens in financial planning in Canada.

CNERG+ Research Project Outcomes

The findings will...

- Allow researchers to identify key recommendations:
 - Key policies & procedure revisions needed for hiring, resource allocation and promotion
 - Women engaged in program design & delivery (due diligence)
 - Policy landscape improvements for women in FP:
 - Removal of limiting barriers, policies and practices,

ULTIMATE OUTCOME = increased involvement of women in the FP profession & higher rates of retention

Practical Application of Findings

1. Industry stakeholders will have valuable data from which to better support women CFP[®] professionals within their organizations
2. Post-secondary Institutions will have the tools needed to improve recruitment of women in Financial Services Programs to fill the gap of women missing from the profession.



Thank you!



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The background is a photograph of a large, dark-colored sign for the Conestoga School of Business. The sign features a large, stylized 'C' logo in gold and white at the top. Below the logo, the word 'CONESTOGA' is written in large, white, sans-serif capital letters. A horizontal white line separates 'CONESTOGA' from 'SCHOOL OF BUSINESS', which is also written in large, white, sans-serif capital letters below the line. The sign is mounted on a wall with a geometric pattern of gold lines. To the left, there are vertical blinds, and to the right, a white ceiling with a recessed light fixture is visible.

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SGGM3

**Australian Development Investments (ADI)
and Sarona Asset Management: Advancing
the Gender Impact of Investments**

Sarona Global Growth Markets PE Fund 3



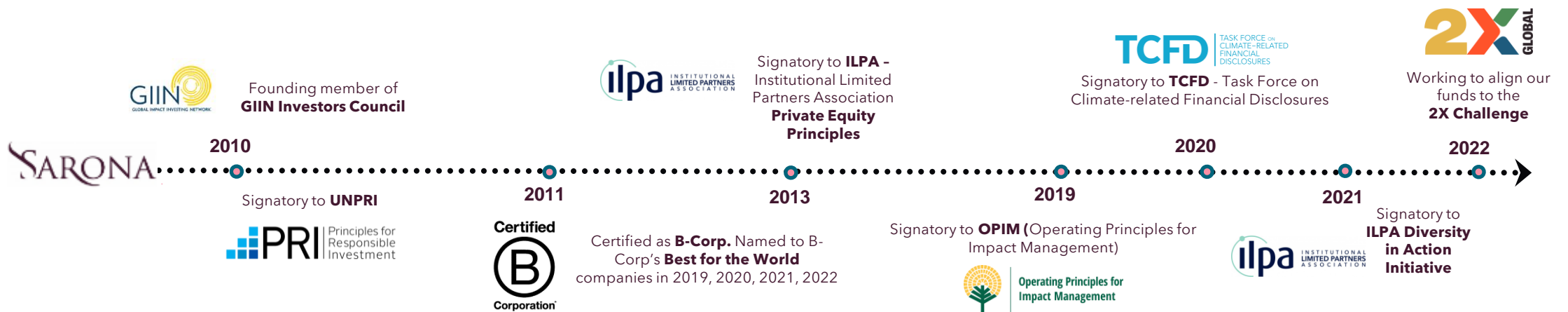
SARONA ASSET MANAGEMENT

© 2019 Sarona

Introduction to Saroná: ADI's Investment Manager

- ✓ Investing in private companies in emerging markets
- ✓ Investing through local funds and intermediaries
- ✓ Committed to achieving strong financial returns for our investors.

We seek to create deep and lasting impact wherever we invest. We believe that applying social and environmental values to each investment decision builds a better world for current and future generations.



Australian Development Investments (ADI)

- ADI (formerly EMIF) is a development finance mechanism established in 2020 partners with small and medium enterprise (SME) Funds, SMEs, co-investors, and ecosystem actors in South Asia, Southeast Asia, and the Pacific.

As of January 2024:

- 5 Fund Managers invested
- 25 SMEs



ADI provides capital and demand-driven technical assistance to venture and early-stage capital funds, private debt funds, and Non-Bank Financial Institutions that support SMEs to grow while catalysing other impact investors, including gender lens investors.

2022 Impact Highlights

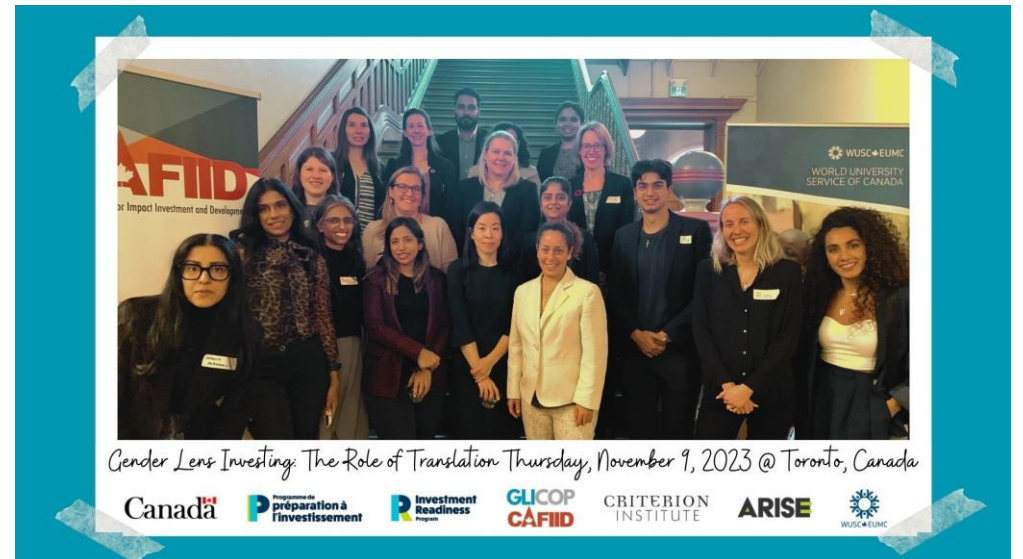


Gender Lens Investing

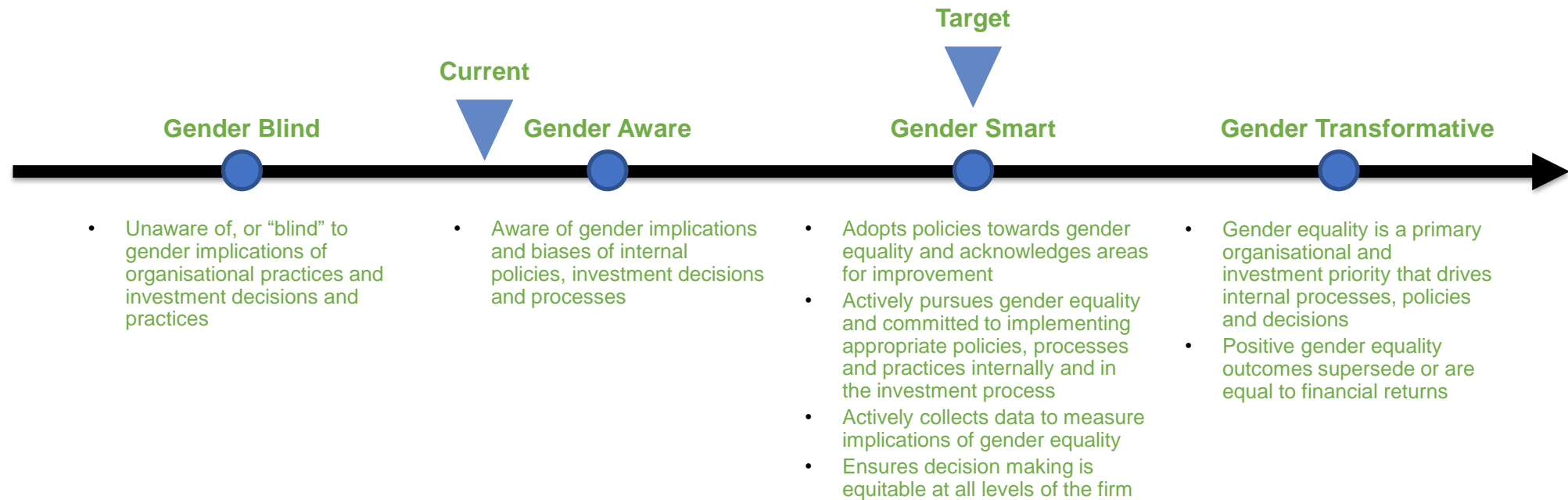
- Investing in women-owned or women led enterprises;
- Investing in enterprises that promote workplace equity (in staffing, management, boardroom representation, and along their supply chains);
- Investing in enterprises that offer products or services that substantially improve the lives of women and girls

Applying a Gender Lens

- Incorporating gender analysis throughout the investment process alongside financial and impact analysis to make better decisions that lead to better gender equality and economic outcomes.
- The consideration of gender biases, patterns, power dynamics and risks in investments.



Embedding a Gender Lens in the ADI Investment Process



2X Criteria: Global Gender Lens Investment Standard

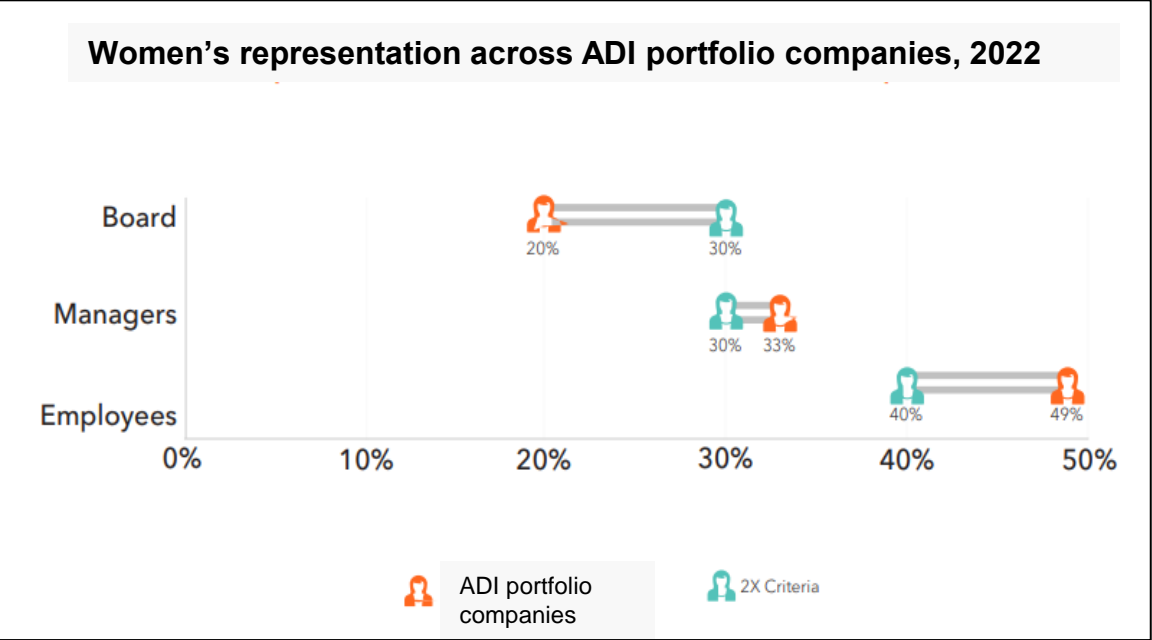
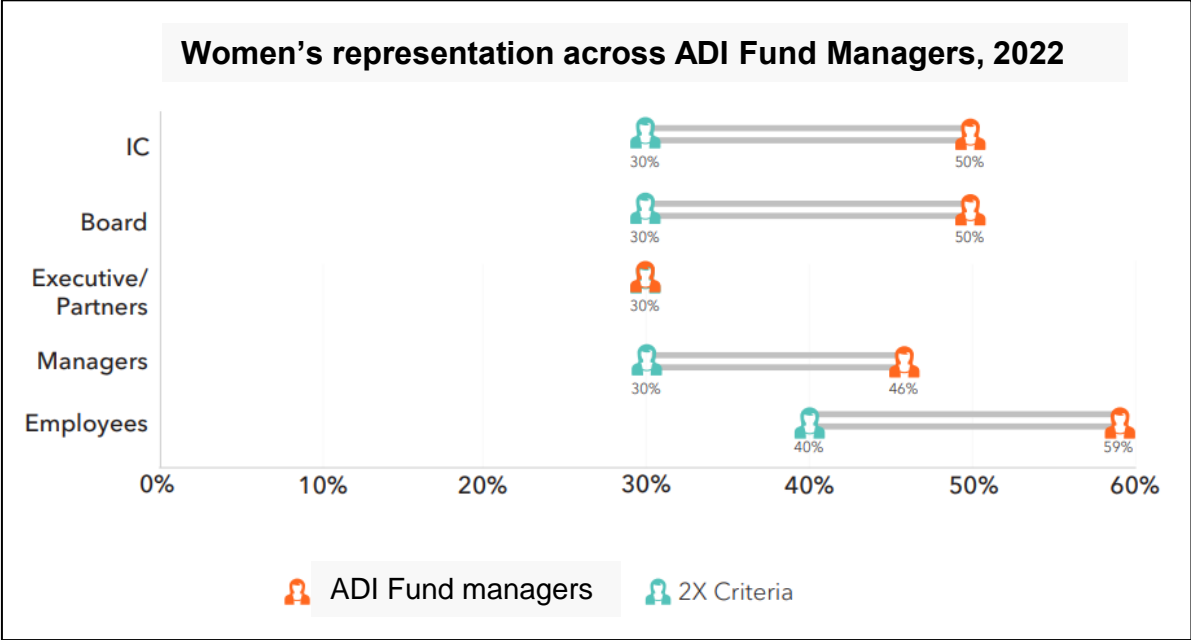
			Threshold	
Direct Criteria	1	Entrepreneurship	1A. Share of women ownership	51%
			<i>OR</i>	
			1B. Business founded by a woman	Y/N
	<i>OR</i>			
	2	Leadership	2A. Share of women in senior management	30%
<i>OR</i>				
2B. Share of women on the Board or IC			30%	
<i>OR</i>				
3	Employment	3A. Share of women in the workforce	30 - 50%*	
		<i>AND</i>		
		3B. One "quality" indicator beyond compliance	Y/N	
<i>OR</i>				
4	Consumption	4. Product or service specifically or disproportionately benefits women		Y/N
		<i>AND</i>		
5	Investments through Financial Intermediaries (FIs)	5A. <i>On-Lending facilities</i> : Percent of the Investor/FI loan proceeds or percent of FI's portfolio supporting businesses that meet direct criteria	30%	
		<i>OR</i>		
		5B. <i>Funds</i> : Percent of portfolio companies that meet the direct criteria	30%	

Sector-Specific Thresholds

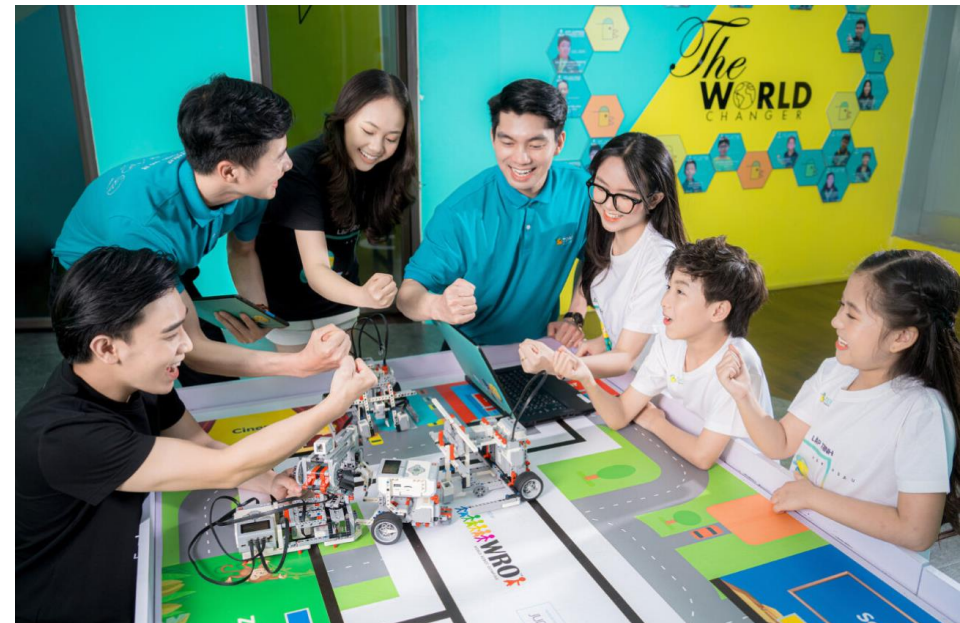
3.A Women in the Workforce*		
Grp.	Sector	%
Low	Infrastructure, Power, Telecoms	30%
Mid	Financial Services, Manufacturing	40%
	– Heavy, Agribusiness & Food, Professional Services	
High	Healthcare, Education, Consumer Services, Manufacturing – Light ³	50%

*Room for judgement: Investees in unique sectors or geographies may require case-by-case consideration.

ADI fund managers and underlying portfolio are 2X aligned



Portfolio Examples



Challenges and Opportunities

Challenges:

- ✓ Sourcing women-led SMEs and Women-Focused SME Funds
- ✓ Funds reported a lack of private investors supporting women-led funds, limiting the supply of capital

Opportunities:

- ✓ Women are powerful consumers.
- ✓ Women have differentiated preferences and behaviors.
- ✓ Fail to analyze market data by gender and you miss out on understanding potentially half of your customer base.

Tips:

- ✓ Start somewhere. With gender disaggregated data.
- ✓ Include gender consideration in your next strategic plan.
- ✓ Resource for it and take advantage of various networks and initiatives: CAFIID, 2X.



CAFIID GLI Case study: <https://www.cafiid.ca/case-studies/sarona-adi-glics-sept2023>

Sarona webpage: saronafund.com

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SARONA



Creating business solutions to poverty

Gender Lens Investing:

Addressing Gender Disparities in Access to Finance

Thursday, February 1, 2024



WHO:

- Mennonite Economic Development Associates
- Est. 1953
- Economic Development

WHERE:

- Over 70 Countries
- Africa, Asia, South America
- HQ: Waterloo, Canada

HOW:

- Market Systems
- Environment & Climate Change
- Gender Equality & Social Inclusion
- Impact Investment & Innovative Finance

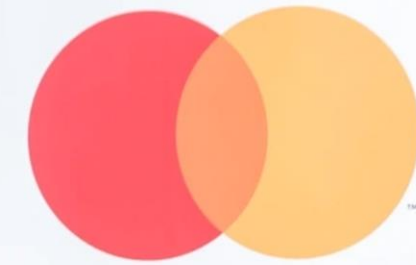
GENDER LENS INVESTING

- Impact investment strategy that deliberately integrates gender analysis into investment analysis and decision-making.
- Considers gender biases, patterns, power dynamics, opportunities, and risks in investments.
- Leads to improved gender equality and economic outcomes.

Bringing Real Economic Change

We are Fund-of-Funds Investing in African-owned and African-led investment Vehicles

[Learn More →](#)



mastercard
foundation

Africa Growth Fund

Catalyze

\$150M

Investment Capital

De-risk & Strengthen

\$25M

Business Development Services

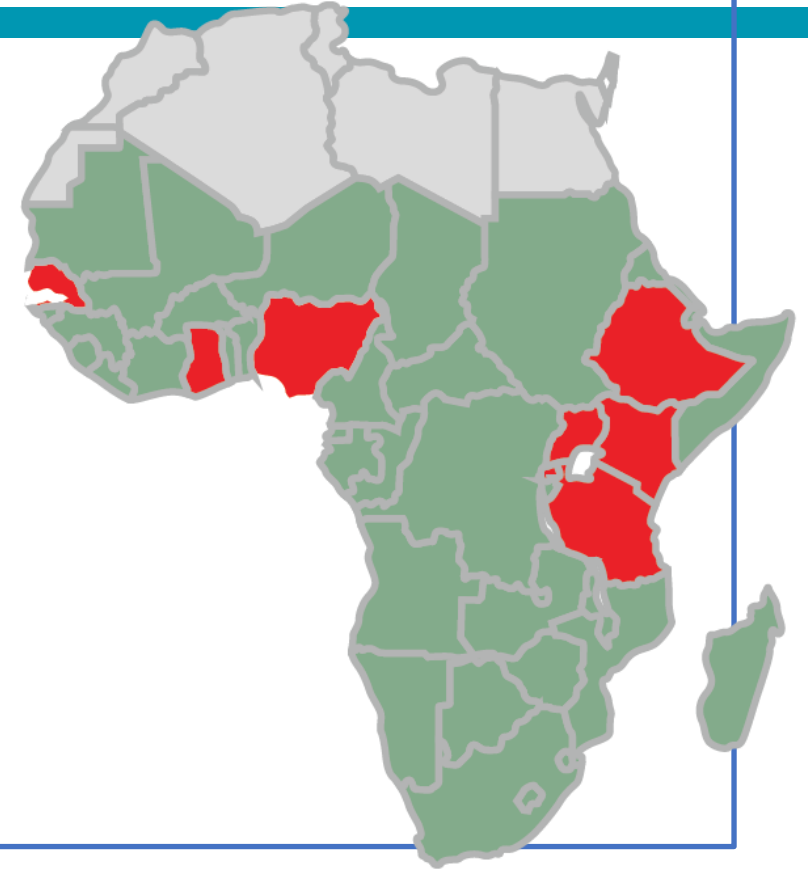
Facilitation

\$30M

Collaboration,
Management & Learning

IMPACT

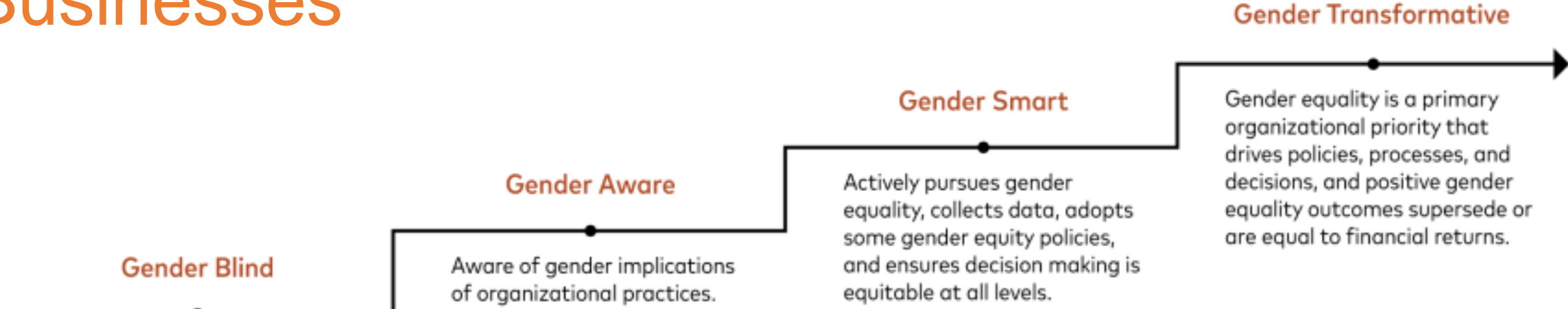
Dignified & fulfilling work for 15,000 individuals, including 70% women and youth with an overall job effect of 250,000 by 2030.



Key Outcomes



Measuring Gender Equality (GE) for all Businesses



Take the GEM Rapid Assessment Here!

<https://meda.questionpro.ca/a/TakeSurvey?tt=UfORTcCqMOGjDIXPg/Yycg%3D%3D>



meda.org/what-we-do/gender-equality-and-and-social-inclusion/the-gem-framework

- **USD 25.8 million approved for investment to 6 investment vehicles;**
- **9 SMEs funded through the investment vehicles;**
- **100% of SMEs satisfy one of the 2x challenge criteria;**
- **44% of SMEs satisfy two of the 2x challenge criteria;**
- **722 direct dignified jobs maintained.**



Thank You

Mennonite Economic Development Associates | [meda.org](https://www.meda.org)

Africa Growth Fund | [africagrowthfund.org](https://www.africagrowthfund.org)

MEDA GEM Framework | <https://www.meda.org/what-we-do/gender-equality-and-social-inclusion/the-gem-framework/>



DISCUSSION



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Connect Life and Learning

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Networking / Refreshments



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