

WHY GLI?

Motivations, performance and benefits of pursuing gender lens investing

MARCH 2025

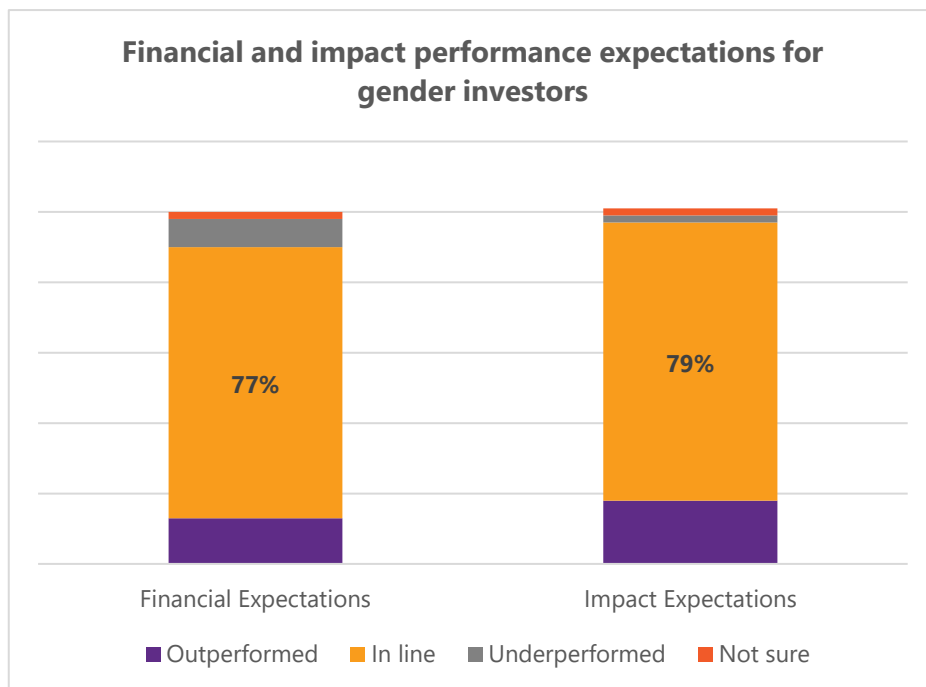
The global financing gap for women entrepreneurs is estimated to be USD 1.7 trillion¹, highlighting a significant, untapped economic opportunity. Meanwhile, research provides evidence that incorporating a gender lens as an investment strategy leads to positive financial returns. Gender lens investing (GLI) is a strategy or approach to investing that considers gender-based factors across the investment process to advance gender equality and better inform investment decisions. Drawing on findings from a global survey of impact investors², conducted by the Global Impact Investing Network (GIIN), with support from Investing in Women, this fact sheet highlights the strong business case for pursuing GLI.³

GLI ENABLES INVESTORS TO ACHIEVE GREATER IMPACT AND STRONGER FINANCIAL PERFORMANCE.

According to gender investors, improved financial performance is one of the top three benefits of adopting a gender lens. Greater impact is the highest. The fact that the top benefits include both impact and financial gains demonstrates that **investors can achieve financial success while contributing positively through GLI.**

4 in 10 
investors cited stronger financial performance as a benefit of GLI

ALMOST ALL GENDER INVESTORS SURVEYED EITHER MET OR EXCEEDED BOTH THEIR FINANCIAL AND IMPACT PERFORMANCE EXPECTATIONS.



Seventy-seven percent of gender investors indicated that their **financial performance met expectations**, while 79% said the same for their impact performance. Additionally, 13% reported **exceeding financial expectations**, and 8% exceeded impact expectations.

This shows that **nearly all gender investors feel their expectations are being met or surpassed**: 90% for financial performance and 97% for impact performance.

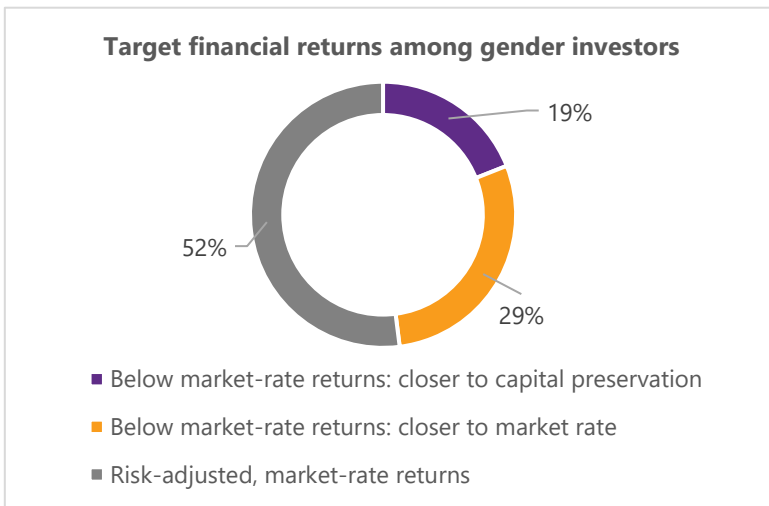
¹ World Economic Forum, 2023. "The finance gap for women entrepreneurs is \$1.7 trillion. Here's how to close it".

² The GIIN's 2024 Impact Investor Survey analysed data from 305 organizations that use an impact investing strategy. Twenty per cent of the respondents are gender investors, defined as "impact investors who allocated at least 30% of their impact assets under management to women-owned or -led investees".

³ Hand, D., Sunderji, S., Ulanow, M., Remsberg, R., & Xiao, K. (2024). *IN FOCUS: Gender and impact investing in 2024*. Global Impact Investing Network (GIIN). New York.

Gender investors seek a range of financial returns, including risk-adjusted, market-rate returns, just like any other investor. Half of gender investors targeted risk-adjusted, market-rate returns. Twenty-nine percent of gender investors reported targeting below market-rate returns closer to market-rate returns, and 19% targeted below market-rate returns closer to capital preservation.

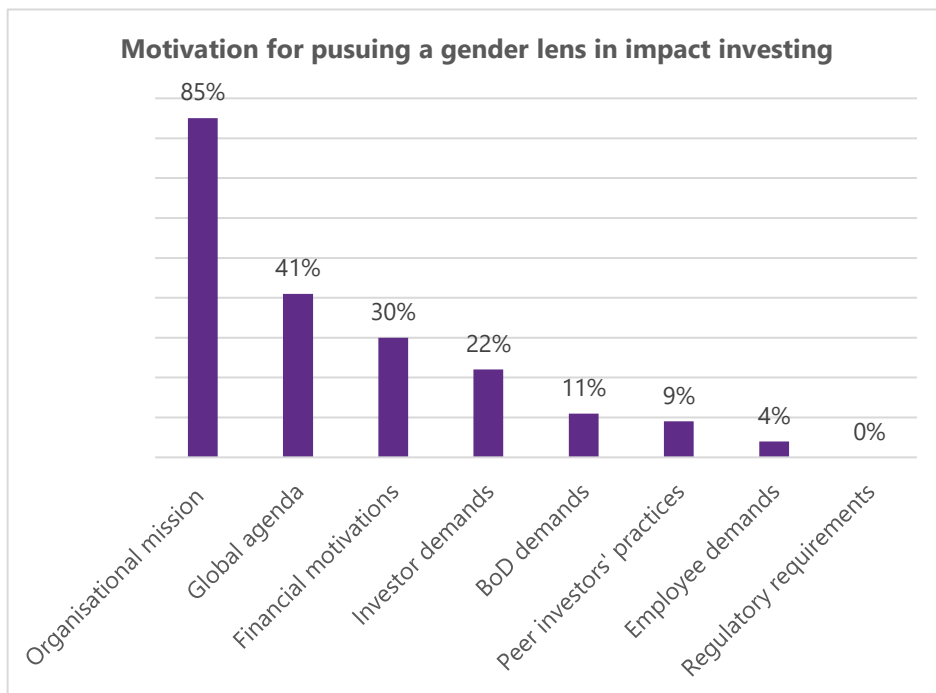
Among asset classes, financial targets were met almost across the board, with returns outperforming expectations in real assets by 3% and public equity by 1%. The only asset class that did not meet financial performance expectations was public debt which was 4% below target.



ASSET CLASS	TARGET	ACTUAL
Deposits	5%	5%
Equity-like debt	9%	9%
Private debt	7%	7%
Private equity	20%	20%
Public debt	7%	3%
Public equity	10%	11%
Real assets	8%	11%

GLI ALIGNS WITH GENDER INVESTORS' IMPACT MISSION, GLOBAL GOALS, AND FINANCIAL MOTIVATIONS.

Asked why they opted to pursue GLI in the first place, **alignment with organizational impact mission** came out as the top motivation among gender investors, with financial motivations coming in third. No respondents indicated that regulatory requirements factored into their decisions.



85%

Alignment with organisational impact mission

41%

Alignment with a global agenda such as the UN SDGs

30%

Business or financial motivations