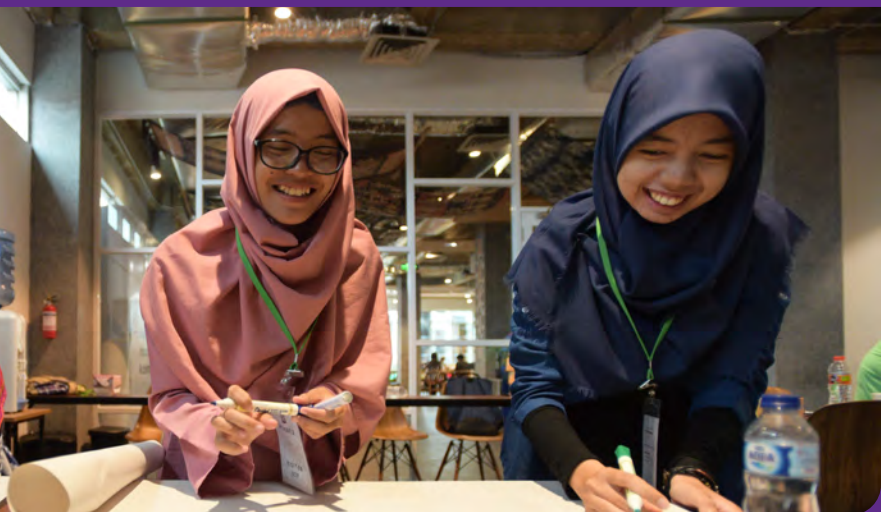




ACTIVITY COMPLETION REPORT

June 2023



INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



Australian Government

Investing in Women

Phases 1 and 2 of Investing in Women (IW) sought to catalyse inclusive economic growth through women's economic empowerment in Southeast Asia between April 2016 to July 2023.

IW used innovative approaches to improve women's opportunities as employees and as entrepreneurs, and to influence the enabling environment in Indonesia, the Philippines, Vietnam and Myanmar.



IW focused on



Workplace Gender Equality

Shifting workplace cultures, practices and policy barriers to improve workplace gender equality (WGE) in influential businesses and the wider ecosystem through local business coalitions (BCs).



Gender Lens Investing

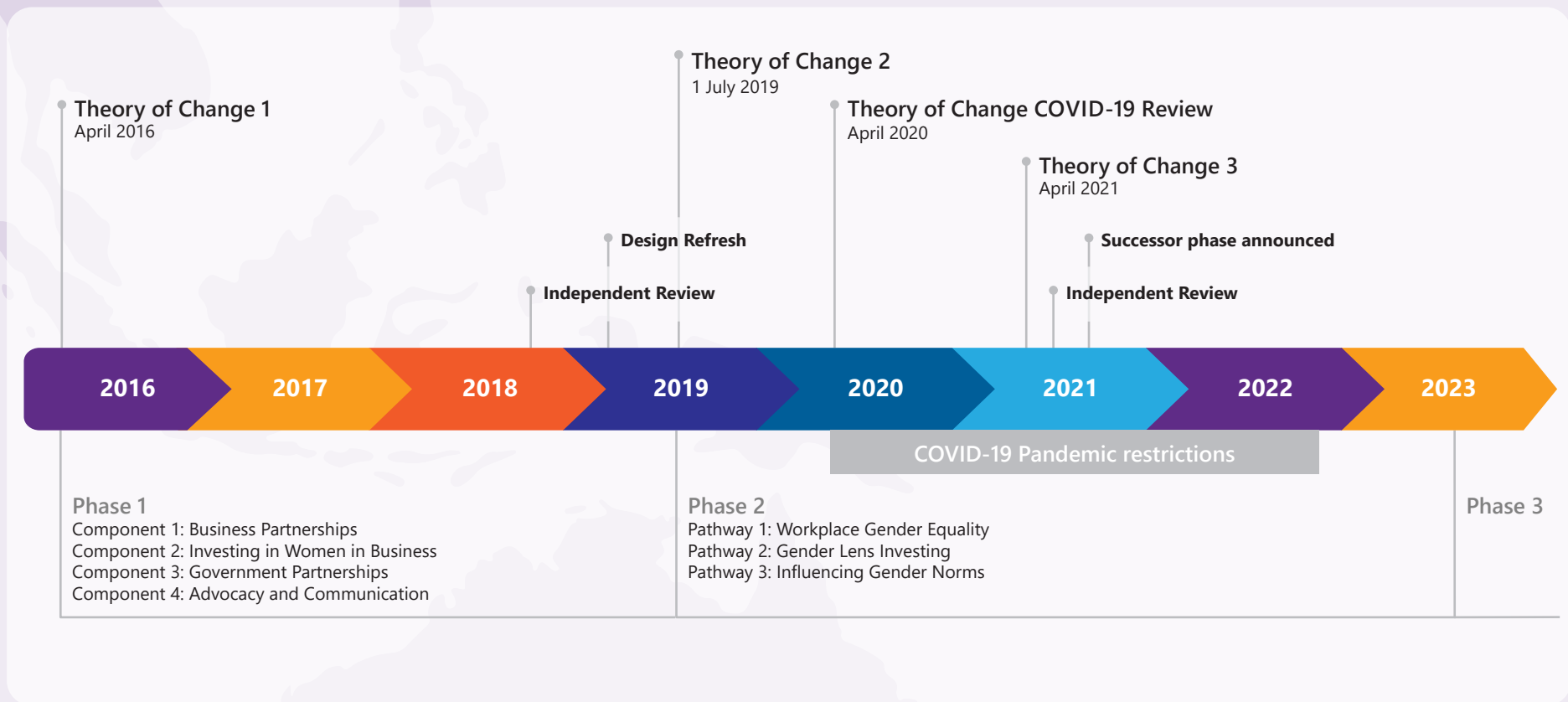
Increasing the flow of funding to women owned and women led small and medium sized enterprises (WSMEs) by partnering with investors to support their Gender Lens Investing (GLI) journey, and normalising GLI in the wider ecosystem with market building partners.



Influencing Gender Norms

Creating positive change in attitudes, social expectations and behaviours among urban millennials in support of WGE by implementing campaigns with local partners and change agents.

Investing in Women Over Time



FUNDED BY
The Australian Government

FUNDING

\$102m

FUNDING

IMPLEMENTED BY
Abt Associates

IMPLEMENTED

7
YEARS

FUNDING

Investing in Women Achievements

Workplace Gender Equality

Client firms have demonstrated progress towards improving WGE within their organisations, linked to the activities of the BCs.

4
BUSINESS
COALITIONS
ESTABLISHED

128
MEMBERS

>1
MILLION
EMPLOYEES
REPRESENTED

WGE 
IMPROVEMENTS

Gender Lens Investing

IW increased the flow of capital to women's SMEs and played an important, catalytic role in normalising and expanding the GLI ecosystem.

10
INVESTING
PARTNERS

\$15.4m
INVESTED
\$291.4m
IN CO-INVESTMENT

82
INVESTMENTS


FUNDING TO
WSMES

Influencing Gender Norms

Over 350 million urban millennials were exposed to campaigns promoting gender equality, leading to positive shifts in attitudes and behaviour.

20
GENDER NORMS
ADVOCACY
CAMPAIGNS

107.9m
SOCIAL MEDIA
REACH

242.6m
TRADITIONAL
MEDIA REACH


POSITIVE
GENDER NORMS
SHIFTS



Workplace Gender Equality

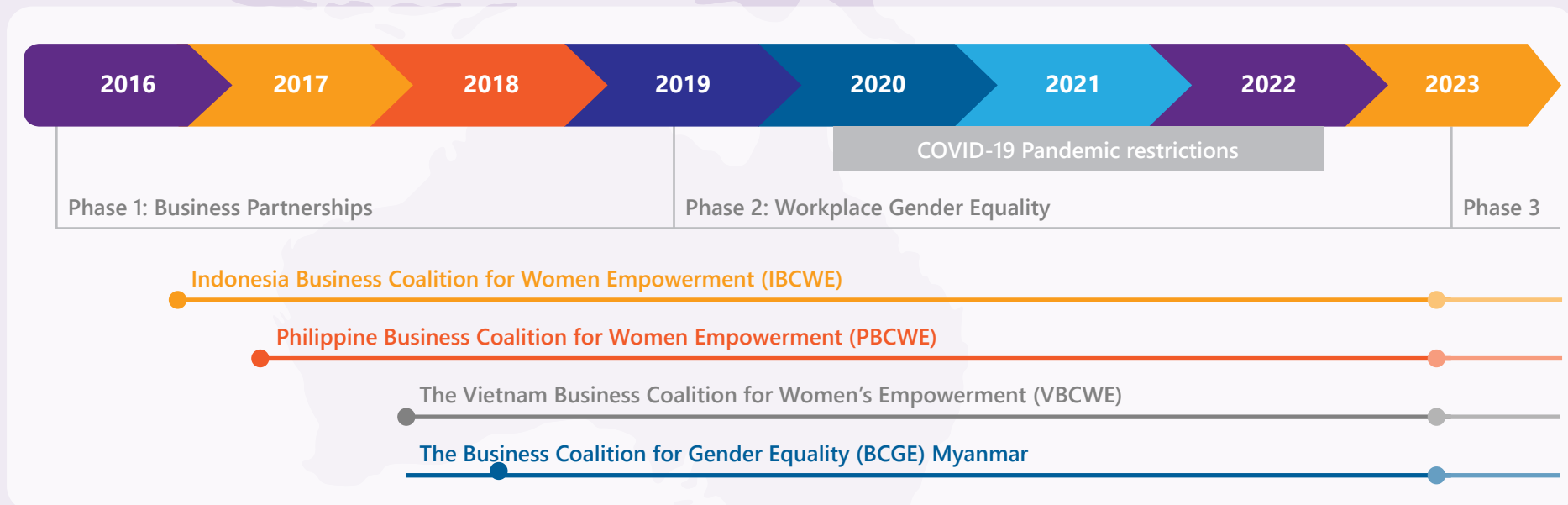
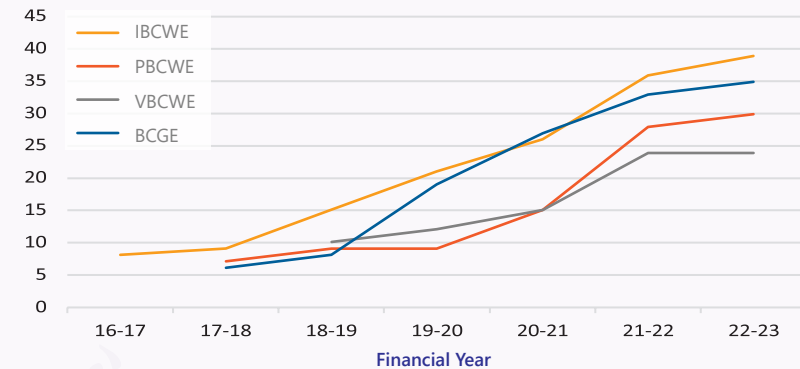
IW worked to more support businesses to achieve improved gender equality in their workplaces by establishing and supporting Business Coalitions (BCs) to work with influential businesses in their respective markets to shift workplace cultures, practices, and policy barriers to drive WGE change in the private sector. Program activity aimed to expand women's economic opportunities in the formal sector by improving policies and practices related to WGE within businesses.

By the end of Phase 2, a small number of client firms had demonstrated clear progress towards improving WGE within their organisations, demonstrably linked to activities of the BCs. There is not yet evidence of impact in the wider ecosystem.

Workplace Gender Equality Over time



Cumulative Business Coalition Membership Over Time



Workplace Gender Equality Achievements

4 BUSINESS COALITIONS ESTABLISHED



128 MEMBERS **>1** MILLION EMPLOYEES REPRESENTED

Localised Resources



Regional WGE Assessment tool



Flexible Employee Perception Survey



Client Engagement Framework



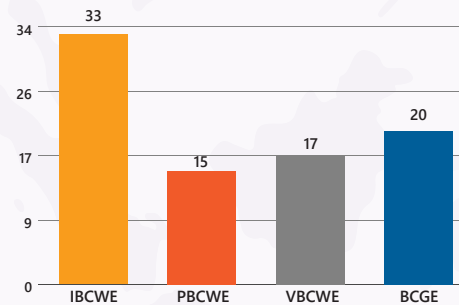
8 Training Packages



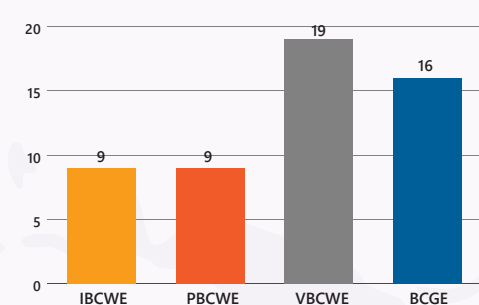
Evidence from Research

Workplace Gender Equality Services

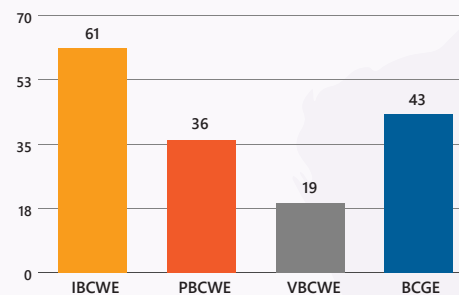
85 WGE Assessments



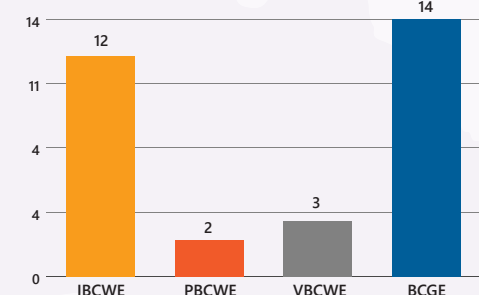
53 Employee Perception Surveys



159 Training Services



31 Policy Consultations



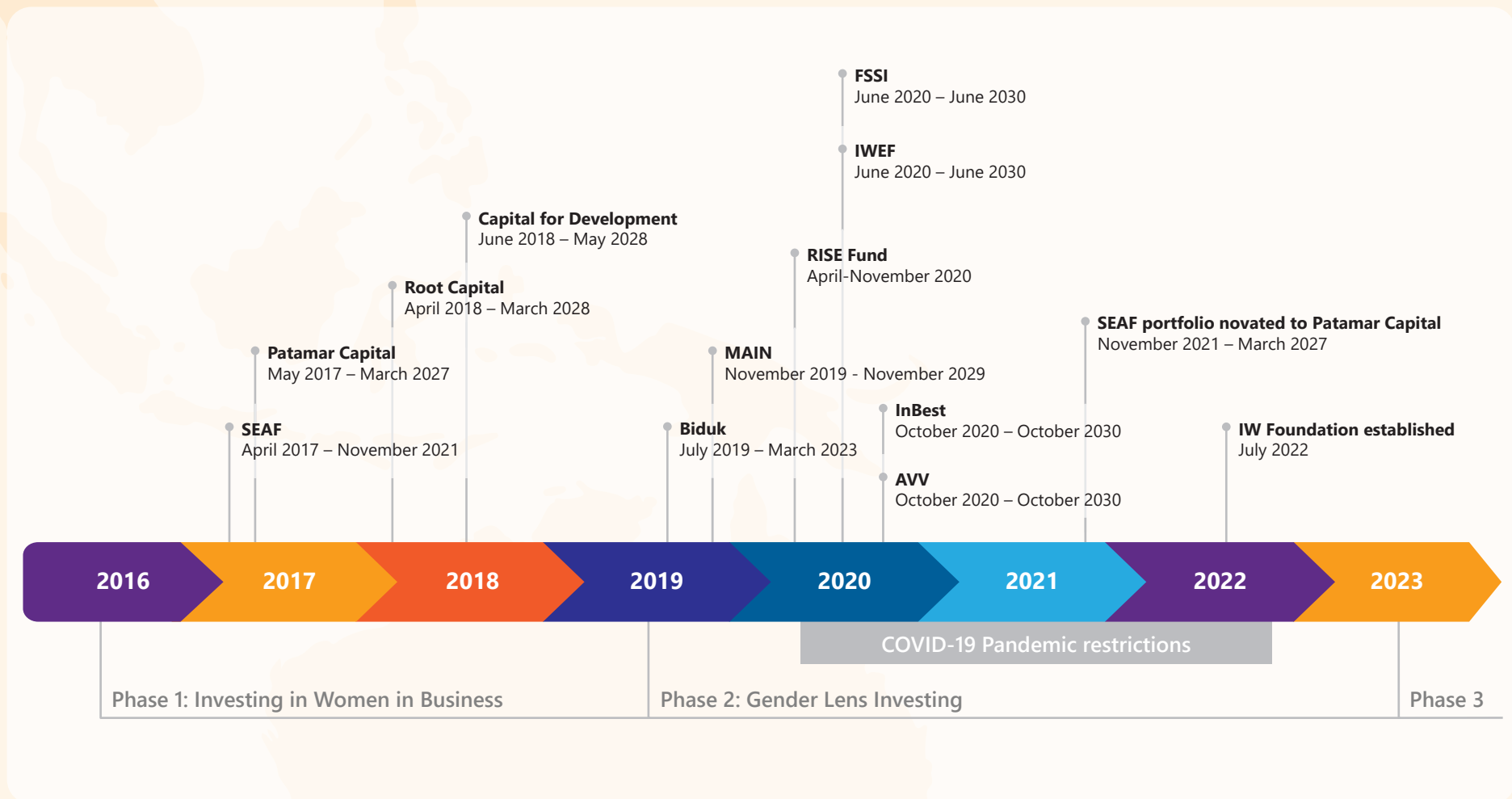


Gender Lens Investing

IW worked to Increase the flow of funding to women owned and women led small and medium sized enterprises (WSMEs) in Southeast Asia by partnering with investors to support their Gender Lens Investing (GLI) journey, and normalising GLI in the wider ecosystem with market building partners.

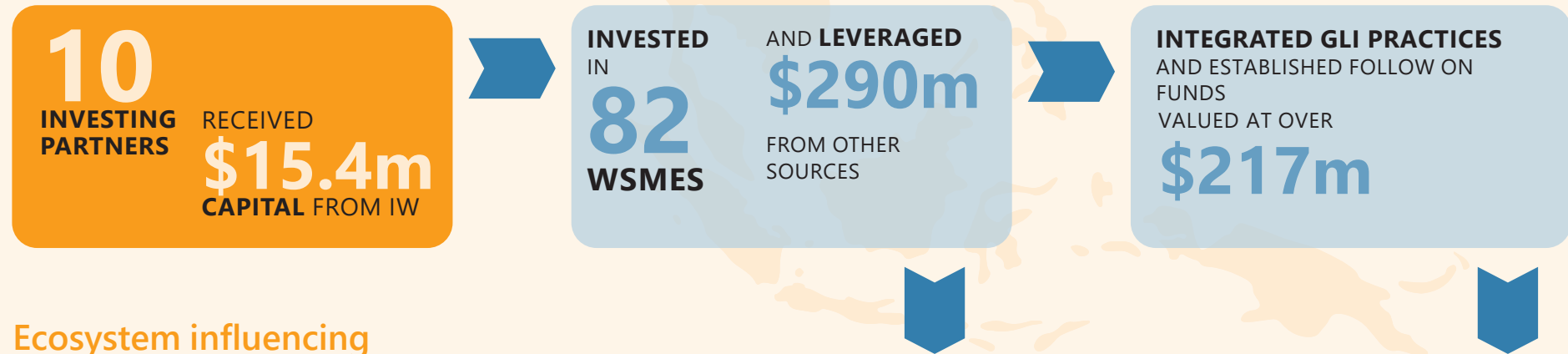
IW has successfully increased the flow of capital to women's SMEs, through direct investment and catalysing others in the market, and played a critical role in normalising and expanding GLI. This activity has driven a sevenfold increase in GLI investment in the region.

Gender Lens Investing Over Time

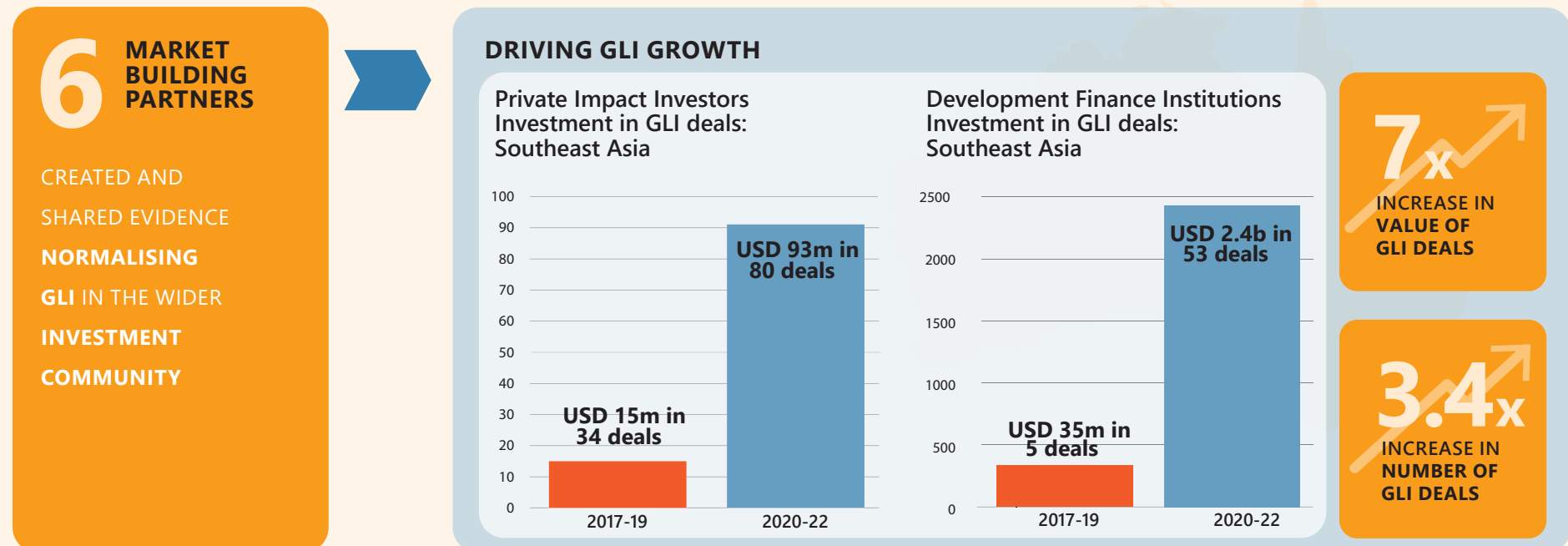


Gender Lens Investing Achievements

Gender Lens Investing



Ecosystem influencing



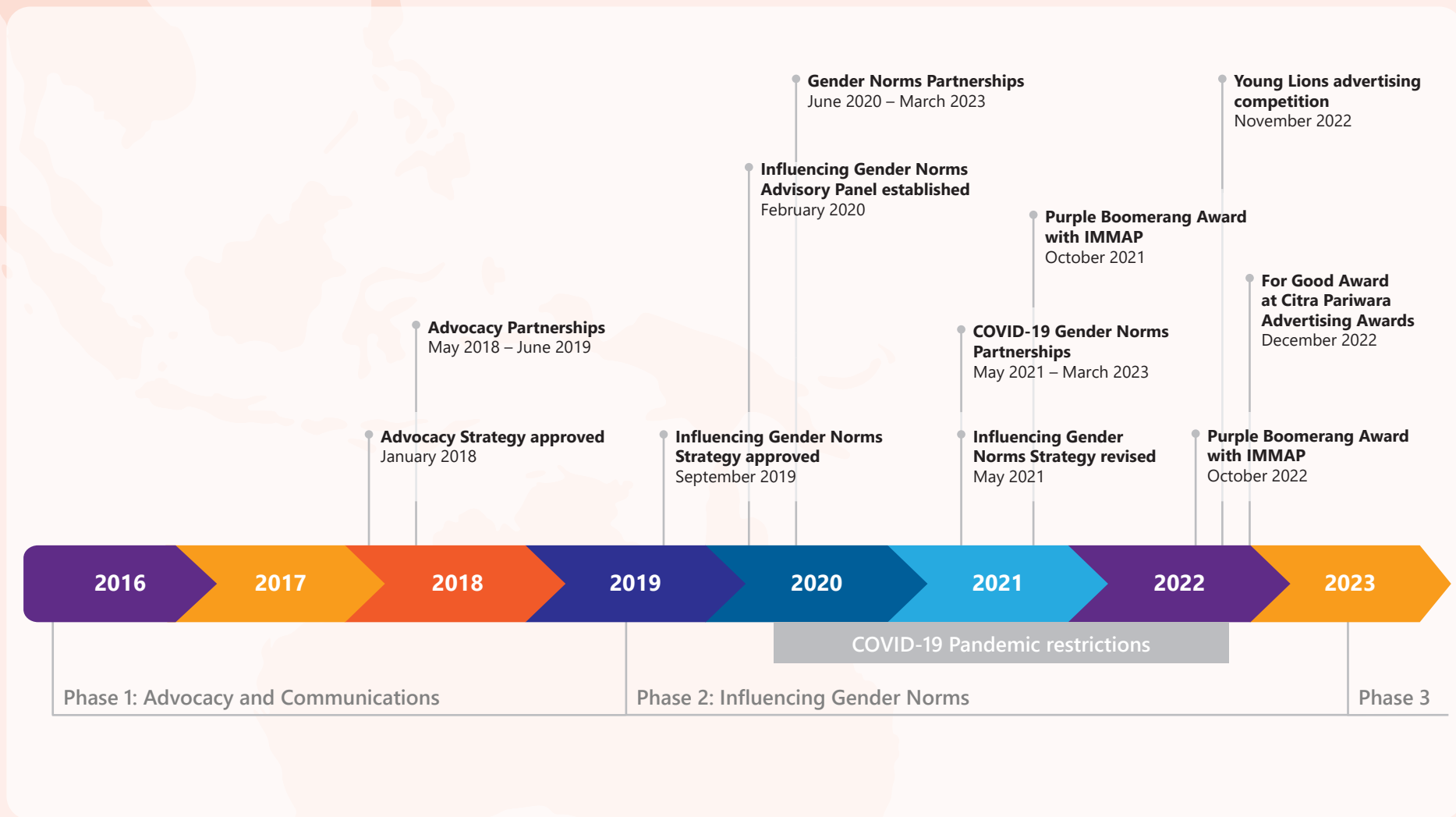


Influencing Gender Norms

Under the Influencing Gender Norms workstream, IW worked with local partners and change agents to positively shift gender norms, attitudes, and behaviours among urban millennials in support of women's economic empowerment and enhance gender equality outcomes.

By the end of Phase 2, over 350 million urban millennials had been exposed to IW partner campaigns promoting gender equality. This exposure has led to positive shifts in gender equal attitudes and behaviour.

Influencing Gender Norms Over Time



Influencing Gender Norms Achievements

Local Partnerships

20 GENDER NORMS
ADVOCACY
CAMPAIGNS

TRADITIONAL
MEDIA REACH

242.6m

107.9m
SOCIAL MEDIA
REACH



Research

- Vietnamese Masculinity Study
- Gender stereotyping in Philippine and Indonesian Advertising
- Social Norms and Women's Economic Participation
- Women's Time-use and Agency Study
- Campaign Social Media Research
- Three Literature reviews



Investing in Women in Indonesia

Workplace Gender Equality

Client firms have demonstrated progress towards improving WGE within their organisations linked to the activities of the BCs.



Launched 2016

39
MEMBERS

33 WGE
ASSESSMENTS

74 OTHER
WGE SERVICES

Gender Lens Investing

IW increased the flow of capital to women's SMEs and played an important catalytic role in normalising and expanding the GLI ecosystem.

5
INVESTING
PARTNERS

37
DEALS

\$5m
INVESTED

\$255.3m
PRIVATE SECTOR
LEVERAGE

>70x
INCREASE IN
GLI CAPITAL

Influencing Gender Norms

Over 350 million urban millennials were exposed to campaigns promoting gender equality, leading to positive shifts in attitudes and behaviour.

8 GENDER NORMS
ADVOCACY
CAMPAIGNS

38.2m
TRADITIONAL MEDIA REACH

35.6m
SOCIAL MEDIA REACH

Investing in Women in the Philippines

Workplace Gender Equality

Client firms have demonstrated progress towards improving WGE within their organisations linked to the activities of the BCs.



Launched 2017

30
MEMBERS

15 WGE
ASSESSMENTS

69 OTHER
WGE SERVICES

Gender Lens Investing

IW increased the flow of capital to women's SMEs and played an important catalytic role in normalising and expanding the GLI ecosystem.

4
INVESTING
PARTNERS

34
DEALS

\$5.3m
INVESTED

\$16.6m
PRIVATE SECTOR
LEVERAGE

>3x
INCREASE IN
GLI CAPITAL

Influencing Gender Norms

Over 350 million urban millennials were exposed to campaigns promoting gender equality, leading to positive shifts in attitudes and behaviour.

6 GENDER NORMS
ADVOCACY
CAMPAIGNS

163.1m
TRADITIONAL MEDIA REACH

52.1m
SOCIAL MEDIA REACH

Investing in Women in Vietnam

Workplace Gender Equality

Some client firms have demonstrated progress towards improving WGE within their organisations linked to the activities of the BCs.



Launched 2018

24
MEMBERS

17 WGE
ASSESSMENTS

56 OTHER
WGE SERVICES

Gender Lens Investing

IW increased the flow of capital to women's SMEs and played an important catalytic role in normalising and expanding the GLI ecosystem.

2
INVESTING
PARTNERS

11
DEALS

\$5.1m
INVESTED

\$19.5m
PRIVATE SECTOR
LEVERAGE

>24x
INCREASE IN
GLI CAPITAL

Influencing Gender Norms

Over 350 million urban millennials were exposed to campaigns promoting gender equality, leading to positive shifts in attitudes and behaviour.

5 GENDER NORMS
ADVOCACY
CAMPAIGNS

79.5m
TRADITIONAL MEDIA REACH

20.2m
SOCIAL MEDIA REACH

Investing in Women in Myanmar

Workplace Gender Equality

Client firms have demonstrated progress towards improving WGE within their organisations linked to the activities of the BCs.



Launched 2018

24
MEMBERS

17 WGE
ASSESSMENTS

56 OTHER
WGE SERVICES



INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT



Australian Government

Philippines: 22nd floor Zueling Building, Makati Avenue cor Paseo de Roxas,
Makati City, Philippines 1225 | +63 2 8821 1630

Australia: Level 5, 33 Ainslie Place Canberra, ACT 2601, Australia

WWW.INVESTINGINWOMEN.ASIA