



# Gender Lens Investing:

The Role of Translation in  
Facilitating Stronger Approaches

# Schedule

## Gender Lens Investing: The Role of Translation in Facilitating Stronger Approaches

### Moderators



**Diana Opolo**  
Gender Equality and  
Social Inclusion Advisor, WUSC



**Catherine Walker**  
Economic Opportunity Advisor,  
WUSC

### Opening Remarks

9:00 AM



**Ariane Ryan**  
Director, WUSC



**Lindsay Wallace**  
Senior VP Strategy & Impact Action,  
Acting VP Communications & Marketing,  
Menonite Economic Development Associates

### Session 1:

A Gender and Power Analysis for Gender-Lens Investing

10:00 AM



**Pranay Sampson**  
Director Innovative Finance,  
Plan International

### Networking break

10:45 AM

### Session 2:

Emerging Practices in Gender Lens Investing

11:00 AM



**Sarah Lajoie Flyng**  
Gender equality and social inclusion  
advisor, WUSC



**Lindsay Wallace**  
Senior VP Strategy & Impact Action,  
Acting VP Communications & Marketing,  
Menonite Economic Development Associates



**Narinder Dhani**  
Executive Lead and Co-Founder,  
New Power Labs



**Jacqueline Ovens**  
VP  
Equality Fund Investment Programme

### Lunch

12:00 PM

### Breakout Sessions

1:00 PM

### Key Takeaways from the Breakout Sessions

3:00 PM

### Closing Remarks

3:30 PM



**Katie Turner**  
Gender Lens Investing, Ecosystem Development, Systems Change Consultant



## Moderators



**Diana Opollo**

*Gender Equality and  
Social Inclusion Advisor, WUSC*



**Catherine Walker**

*Economic Opportunity Advisor,  
WUSC*





# Opening Remarks



**Ariane Ryan**

*Director, WUSC*



**Lindsay Wallace**

*Senior VP Strategy & Impact Action,  
Acting VP Communications & Marketing,  
Mennonite Economic Development  
Associates*





## Session 1

# A Gender and Power Analysis for Gender-Lens Investing



**Pranay Sampson**

*Director Innovative Finance,  
Plan International*





# Gender and Power Analysis for Gender Lens Investing

Reflections and Insights from ARISE

*November 2023*

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# Agenda

1. Who is Criterion?
  - Introduction to ARISE program
2. What is Translation?
  - An introduction to TOOLKIT
  - Why does it matter?
3. Translation as a Function
  - The business model of Translation
4. The Translation Reframes



# A Note on Language

1. There are multiple audiences in this meeting.
2. The language of finance is a privileged language.  
And there are words in social change that require contextual knowledge.
  - Ask for definitions in the chat (online).
  - or, stop me at any time.





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# Who is Criterion?

*And what is ARISE?*

EQUAL RIGHTS  
EQUAL PAY



# Who is Criterion?

Criterion is the leading think tank focused on finance as a tool for social change.

We **work with social change-makers** to demystify finance and broaden their perspective on how to engage with and shift financial systems.

Criterion does this through a methodology and set of practices that move leaders beyond understanding finance to believing in their own ability **use financial systems to advance the social change we seek.**



# Project Background

- **Project Duration:** April 2022 - October 2024
- **Project Budget:** C\$ 4.9 million
- **Implementers:** Consortium partners comprising the Aspen Network of Development Entrepreneurs (ANDE), Criterion Institute, and 2X Global (formally GenderSmart)

**Key Problem:** One of the critical reasons why people don't have better practices is not because they don't want to but because they **do not think they have the power** to carry them through

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## What are the key workstreams?

1. Improving **research capabilities** of the field of the gender lens investing field
2. Developing the capacity to **translate** between gender and finance
3. Developing **methodologies to assess best practices** in gender lens investments
4. Facilitating networks to share learnings and **build consensus** on best practices in gender lens investing

## Who are the target audiences?

Investors: Asset Owners and Asset Managers

Governments, primarily OECD donor governments

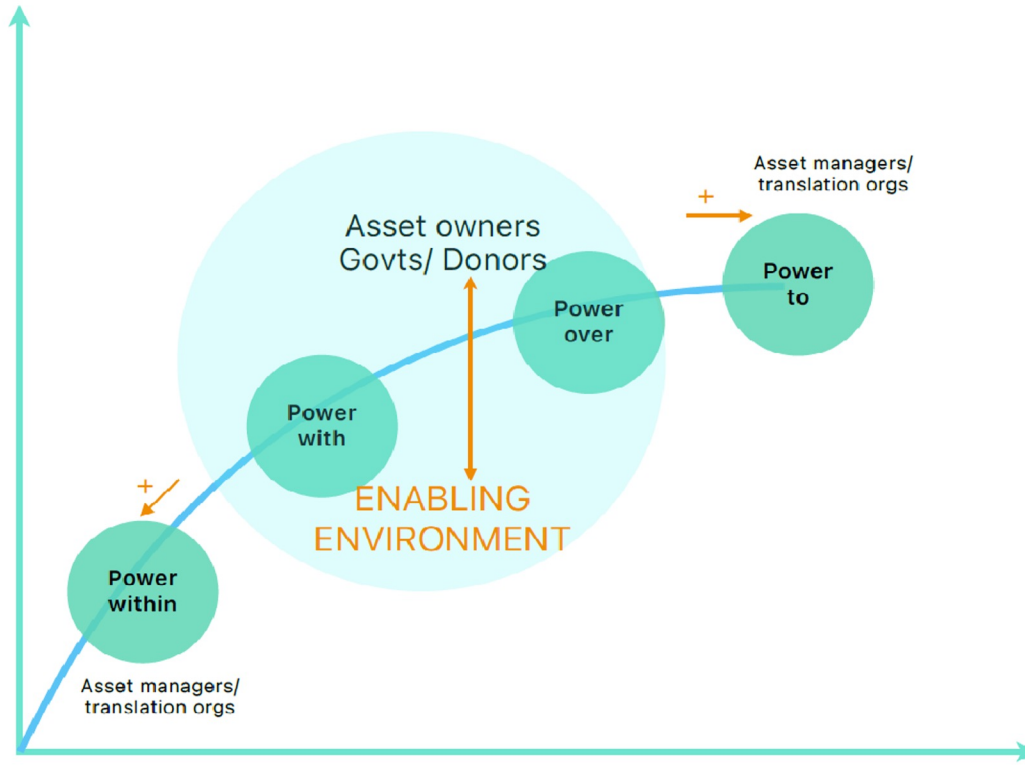
Organisations including Civil Society Organisations and Translators

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**An enabling environment so that  
Asset Owners, Government/Donors:**

1. Understand best practices as critical functions in the system (e.g. translation).
2. Recognize their power and demand best practices.
3. Express will-to-act and influence their ecosystem to grow the market for best practices.

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# What is Translation?

*And why does it matter?*



# Translation *between* Gender and Finance.

Translation is a function that enables better gender analysis to be integrated in investment design and decision-making processes.

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Who could be a Translator?

or

Who should be a Translator?

(and how does that change the power dynamics?)

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# Translation Functions exist within Organizations

## Organizations Grounded in Gender

Civil Society Organizations  
Gender Inclusion Consultants  
International  
Development Consultants  
Conveners in the Field

## Organizations Grounded in Finance

Asset Managers  
Development Finance Institutions  
Multilateral Development Banks  
Managing Contractors



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I PLEDGE

I WILL NEVER  
AGAIN SAY

"I DON'T KNOW FINANCE."



TOOLKIT is a framework to understand the logic of finance and investments to be able to design strategies to create social change.

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Finance and investment are better understood as  
**a system of power,**  
rather than a source of capital.

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Investors can use their power influence what happens in companies.

or

They can also use their influence to shift what happens in the world.

(in economies, specific sectors or even politics)

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# What are the goals of Translation?

1. Shift or expand what **enterprises get investment**
2. Introduce **new data** or **eliminate bias** in analysis
3. Change the power dynamic through **structures and terms**
4. Change what **processes** are trusted or who is seen as **expert**
5. Influence the **benchmarks** of the investments

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# Translation as a Function

*And the business model of Translation*



# What makes an effective Translation Function?

1. **Structures** intentionally designed to enable meaningful coordination.
2. **Cultural norms** that value contributions of gender and finance and their intersection.
3. **Processes** for carrying out translation.
4. **Frameworks** that integrate gender and finance.
5. **Business models** that support the function.

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# Gender in the Analysis of Risk and Opportunity

## Opportunity Frame

Where incorporating a gender analysis into investment analysis and decisions unlocks financial and social value.

## Risk Frame

Where incorporating a gender analysis into investment analysis and decisions exposes hidden investment risks, whether operational, political, regulatory, or reputational.

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# What is the Business model?

## PlanCatalyst



Global reach and local presence



Gender transformative strategic expertise



Deep International Development experience



Proven impact measurement practices

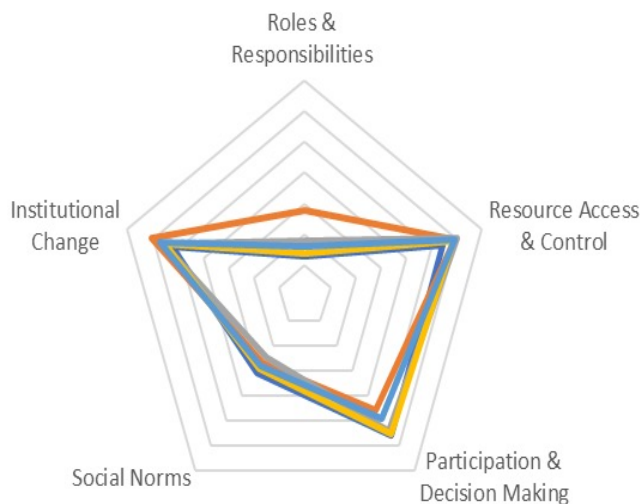
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# PlanCatalyst uses Plan's Gender Transformative Architecture



Measures change in gender norms that have a direct impact on inequality:

1. Roles and responsibilities
2. Resource access and control
3. Participation and decision making
4. Social norms
5. Institutional change

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Use the system as it works now to create  
or influence change.

or

Change the system because it is causing  
the problem.

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# Reframes!

EQUAL RIGHTS  
EQUAL PAY



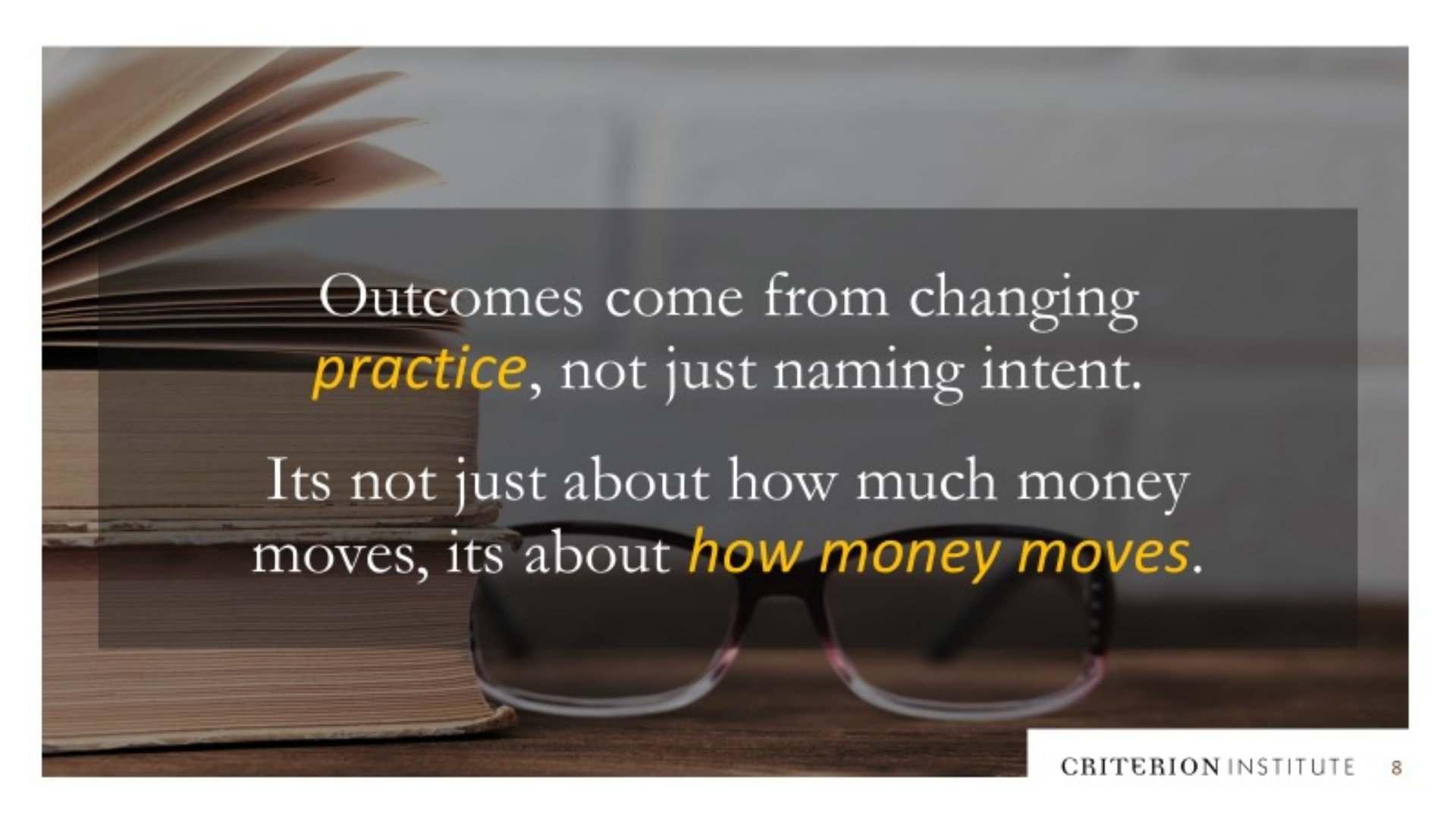


Finance is a system that was  
MADE UP by humans.

*Therefore, it can be changed.*



In expanding access to investments...  
Fix the *Capital*, not the Company.




Outcomes come from changing  
*practice*, not just naming intent.

Its not just about how much money  
moves, its about *how money moves*.







Analyze *power*, not just identity.



Move from counting women  
to *valuing* gender patterns.




Move from checkboxes to *choices* in implementation, because context matters.



*Speed* works in favor of the status quo.  
Acceleration doesn't shift norms,  
it reinforces them.

For social change organizations, innovative finance is about *relevance*, not *revenue*.



A pair of glasses with thin frames and dark temples is resting on the cover of an old, thick book. The book is lying on a patch of green grass with some dry leaves scattered around. The scene is lit with soft, natural light, creating a calm and scholarly atmosphere. The text is overlaid on the left side of the image, with the word 'bias' highlighted in yellow.

In blending finance with government  
or philanthropic money, ensure  
the incentives aren't paying *bias*.

Thank you

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# Networking Break

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Programme de  
préparation à  
l'investissement

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## Session 2

### Emerging Practices in Gender Lens Investing



**Sarah Lajoie Flyng**

*Gender & Social Inclusion Advisor,  
WUSC*



**Lindsay Wallace**

*Senior VP Strategy & Impact Action,  
Acting VP Communications & Marketing,  
Mennonite Economic Development Associates*



**Narinder Dhani**

*Executive Lead and Co-Founder,  
New Power Labs*



**Jacqueline Ovens**

*VP  
Equality Fund Investment Programme*





# Lunch



# Group Discussions

## Group 1:

Promoting gender equality and women's economic empowerment through design and structuring of investments



**Katie Turner**

*Gender Lens Investing, Ecosystem Development,  
Systems Change Consultant*



**Melani O'Leary**

*Director Child Lens Investing,  
Criterion Institute*





# Group Discussions

## Group 2:

Collaboration between investors, Civil Society Organizations (CSOs) and Women's Rights Organizations (WROs)



**Sarah Lajoie Flyng**

*Gender & Social Inclusion Advisor,  
WUSC*



**Jim Delaney**

*Director, Technical Services, WUSC*



**Diana Opolo**

*Gender Equality and  
Social Inclusion Advisor, WUSC*





# Group Discussions

## Group 3:

Business Model for a translation function



**Pranay Sampson**

*Director Innovative Finance,  
Plan International*



**Catherine Walker**

*Economic Opportunity Advisor,  
WUSC*





# Key discussion takeaways

## Group 1:

Promoting gender equality and women's economic empowerment through design and structuring of investments



**Katie Turner**

*Gender Lens Investing, Ecosystem Development, Systems Change Consultant*



## Group 2:

Collaboration between investors and CSOs and WROs



**Sarah Lajoie Flyng**

*Gender & Social Inclusion Advisor, WUSC*



## Group 3:

Business model for a translation function



**Pranay Samson**

*Director Innovative Finance, Plan International/Criterion Institute*





## Closing Remarks



**Katie Turner**

*Gender Lens Investing,  
Ecosystem Development,  
Systems Change Consultant*





# Cocktail Reception

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