International Seminar
Promoting innovative financing through gender smart investment
Experiences, opportunities and challenges

10 October 2019 | 8:30 am - 6:00 pm | São Paulo

Hotel Transamérica São Paulo
Av. das Nações Unidas, 18591 - Vila Almeida, São Paulo - SP, 04795-901, Brazil
International Seminar
Promoting innovative financing through gender smart investment: experiences, opportunities and challenges

Objective
This seminar has a double objective to:
- Present good practices of innovative investments with a gender perspective in the Latin American and Caribbean region, and in Europe, that will increase the access of entrepreneurs to financing, as well as investment in companies committed to equality or in those that produce goods and services that have a positive impact on women and girls lives.
- Create a space for debate on challenges related to the development of an innovative gender-sensitive investment ecosystem in the Latin American and Caribbean region.

Structure of the Seminar
In order to provide a global vision of the innovative financing ecosystem with a gender perspective, the Seminar is organized in 5 panels. Panel 1 will provide the conceptual framework for the Seminar, presenting the main concepts and trends. Panels 2, 3 and 4 will be dedicated to the presentation of good practices of ecosystem actors (Multilateral Development Banks and Development Finance Institutions, Microfinance Institutions, commercial banks, and asset managers and investment funds). Finally, Panel 5 will present services and capacity building initiatives needed to energize and mobilize gender-sensitive investment.
**Speakers profiles**
International actors, who are developing good practices in this field, with the following profiles:
- Multilateral Development Banks and Development Finance Institutions.
- Microfinance Institutions.
- Commercial banks.
- Asset and fund managers.
- Institutes, research centres and experts.
- Metric generators and data providers.

**Attendees profiles**
The Seminar is aimed at the following entities:
- Actors of the financial system.
- Companies led by women.
- Companies that promote gender equality internally and externally, especially those signatories of the Women Empowerment Principles (WEPs).
- Companies with products/services that improve the well-being of women and girls.

**The innovative financing ecosystem**
Brings together investors and fund providers, and financial intermediaries that play the role of facilitators, connecting supply and demand, and reducing costs in the marketplace by operating through financial transactions and instruments. In addition, other intermediaries provide certification services, development of standards and impact metrics, tools, technical advisory and training, to investors or companies.

**Investments with Gender® Lenses**
There are several ways to make investments have a positive impact on gender equality, i.e. that they have a “gender lens”:
1. Access to capital: increase the number of women involved as investors and finance beneficiaries.
2. Gender equality in the workplace: attracting capital to mainstream gender equality in enterprises and in their value chains.
3. Products and services: finance companies whose products and services are designed to improve well-being for women and girls.

These three lenses are the focus of smart gender-sensitive investment.

(*) Based on those promoted by the Criterion Institute.

---

**Win-Win: Gender Equality means good business**

This Programme is jointly developed by UN Women and the International Labour Organisation (ILO), and is financed by the European Union’s (EU) Partnership Instrument. Its aim is to contribute to gender equality by improving women’s participation in the workforce, entrepreneurship, economic empowerment and thus their full and equal participation in society. It is being carried out in Argentina, Brazil, Chile, Costa Rica, Jamaica and Uruguay, and has a regional component coordinated from UN Women Brazil, with support of the UN Women Regional Office for the Americas and the Caribbean, located in Panama. The Win-Win Programme has three components:
1. Networking and cooperation between women-led business.
2. Companies and employers’ organizations capacity strengthening, knowledge and good practices sharing and advocacy.
3. Innovative financing facility to support women-led innovation and business ventures.

Under component 3, UN Women is expected to establish an innovative investment mechanism with a positive impact on gender equality that will help attract private sector investment.

---

This document has been prepared with the financial support of the European Union. Its contents are the exclusive responsibility of the Win-Win Programme and do not necessarily reflect the views of the European Union.