

# Her Money: Gender Lens Investing

## *How Finance Can Accelerate Gender Equality in Latin America and the Caribbean*

8<sup>th</sup> March 2021

### Agenda

Moderator: Alice Brandt

Monday, 8 March 2021		Responsibility
16:00	<b>Intro of Session and Speakers</b>	Moderator
16:10	<b>Opening remarks</b>	Regina Rossmann
16:20	<b>Input by Value for Women: Latin America and the Caribbean</b> (10 minutes speaking time, 5 minutes Q&A)	Luis Marquez
16:35	<b>Input by Criterion Institute: WASH sector</b> (10 minutes speaking time, 5 minutes Q&A)	Joy Anderson
16:50	Break	
17:00	<b>Moderated Panel Discussion – focusing on the niche: Gender Lens Investing in the WASH sector. What is the need? What is the potential? What are the experiences?</b> (15 minutes, questions from the audience allowed)	Panel of Speakers + Moderator
17:15	<b>Wrap Up and closing remarks</b>	Regina Rossmann

This event will be conducted in English. Simultaneous interpretation into Spanish available.

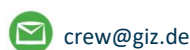
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## Abstract:

Gender equality has been gaining increasing attention in the global community in recent years with an abundance of research highlighting the attractive return on investing in women, positively impacting business, politics, communities, families and reducing poverty.

The resulting economic cost of gender inequality is significant: it is estimated that closing the gender gap would contribute US\$12-28 trillion to global GDP, a 26% increase in global economic output. Addressing gender inequality has been a critical strategic pillar of governments, development agencies and more recently, impact investors as a means to reduce poverty.

While much investment capital has flowed to regions throughout the globe, Latin America has been overlooked. Considered a region with predominantly middle-income countries, impact investors have directed their attention elsewhere. However, the rationale for investing for impact and for women in Latin America is compelling.

This webinar aims at outlining the concept of gender lens or gender smart investing, whilst allowing the audience to take a deep-dive into the regional experiences from Latin America and the Caribbean.

In a next step, experts on the intersection of gender and finance will discuss the needs and potentials of gender smart investing in the WASH sector. The importance gender equality to achieve SDG 6 will be at the center of the panel discussion.

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