



For Immediate Release

Nia Impact Capital First Business to Receive GEN Certification for Gender Equity in the U.S. Workplace

Nia Meets Gold Standard for Equity-Centered Workplace Culture

SEATTLE — August 15, 2018 — Today, GEN (Gender Equity Now) awarded GEN-Certified status to Nia Impact Capital, an impact investing and asset management firm focused on investment solutions that address critical social and environmental issues. The GEN Certification is the first data-driven standard for gender equity in United States businesses. Created by a consortium of award-winning data analysts, experts in the field of gender studies and a research team at the University of Washington, GEN Certification recognizes companies whose practices and processes support gender equality.

“We created the GEN Certification to reward leaders like Nia, who raise the bar on workplace equality for everyone,” said Sara Sanford, executive director of GEN. “Nia has demonstrated their commitment to equity-centered growth by going beyond good intentions to meaningful action. Nia’s employees know their workplace culture is designed to value the talents of all its people.”

Nia was one of a handful of businesses that participated in the beta-testing phase of the certification model. “Nia’s participation as an early adopter highlighted some best practices that are now key indicators in our model, especially in the area of paid leave,” Sanford said. “They extend their leave policies to cover domestic violence survivors and they allow new parents to return on a part-time, flexible schedule until ready to return full-time. They’re leaders in expanding equitable access both inside and outside the workplace.”

“Nia understands that workplace equity isn’t just the right thing to do. It’s the smart thing to do. It gives us a competitive advantage,” said Kristin Hull, founder and CEO of Nia. “The GEN Assessment process brought new awareness of ways we can benchmark progress toward full equity in our own organization.”

Businesses that apply to be certified are audited on employee experience and internal processes across a rigorously derived set of sentiment indicators and process criteria. Businesses that rate on the spectrum of compliance can engage in GEN processes of continuous improvement to achieve full certification.

About GEN (Gender Equity Now)

GEN, a nonprofit corporation in the State of Washington, creates aspirational business models to harness the full potential of all employees. GEN’s mission is to partner with conscious companies to elevate equity to a business imperative. Fiscally sponsored by Panorama Global, a 501(c)(3) nonprofit organization, GEN is based in Seattle. For more information: <http://www.thinkgen.org>.

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