



# JEDI Investing Principles in Action

Summary of  
GenderSmart  
Community Insights

# About the Principles in Action Project

This is a summary of the insights gleaned from the GenderSmart community on implementing the JEDI Investing principles. Eleven interviews were conducted with people from the Global South and 16 questionnaires completed between 18 August and 13 October 2022. There were four key findings:

## **1** JEDI investing is intersectional

JEDI is not just about race it is about all forms of marginalisation. Power structures, blinding privilege, and patriarchal norms all intersect to create various marginalised groupings around the world.

## **2** We need to shift organisations

More integration of JEDI Investing considerations into business strategy, processes and ESG is necessary to move the needle on JEDI Investing.

## **3** We need to adapt 'normal' processes and investment products

Efforts to retrofit JEDI Investing aspirations into what is "normal/ standard is not making enough difference.

## **4** More systemic shifts in policy and regulatory environment

Policy dialogue between private, public and people (civil society) sectors can influence the shift of significant capital and narratives in favour of JEDI Investing results.

'Every business strategy needs to outline how JEDI Investing sits, who it's helping, how it's helping the most marginalised, and why not, if that's the case"

Interview Respondent



The Principles In Action research and Guidance kits were produced by GenderSmart in partnership with TripleC Advisory and a roster of [expert contributors](#).

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## Community Insights

### What's Working

Various strategies, key tactics and tools worked for those that were on the JEDI investing journey. Some of these included targeting communities or businesses in which the marginalised are overrepresented; and including those that are excluded in the initial design process of investment. Another approach was having an intersectional gender lens as a entry point for JEDI Investing and incorporating JEDI principles into the due diligence process. Collaborating and coordinating as peers was seen as a source of ecosystem influence. Forums such as GenderSmart, GIIN (Global Impact Investing Network), Browning the Green Space were mentioned as instrumental even though membership lacked diversity and they did not have accountability for JEDI Investing results.

### What's Challenging

- Lack of organisational power to effect change in the face of intransient systems, structures and mindsets
- Metrics/measures and transparent JEDI Investment reporting were the missing links between action and results
- The lack of common and collective internal and external metrics
- Diversity of leadership, management, and staffing (representation)
- JEDI outreach and volume and the diversity of those owning and managing assets
- Limited EDI Investing knowledge and capacity
- Although there was latent demand for JEDI investing, many felt they lacked the networks and expertise

"I would love to gain consensus of what metrics are most relevant or useful for investors looking to drive measurable change."

**Interview Respondent**

"Prejudice masked as best practice limits solutions that can get to market at scale and provide equal opportunity."

**Interview Respondent**

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## Community Recommendations

The GenderSmart Community highlighted five 'game changers' they felt would scale and shift more significant JEDI investing capital towards greater returns and impact.

### **Influence**

The power of capital and the power to act on JEDI Investing were seen as equally important and synergistic. The asset owner was seen as well positioned to transfer power down the investment value chain to asset as well as wealth managers who allocate capital, to allocate in favour of JEDI Investing outcomes.

### **Accountability**

Intention without accountability is ineffective and was seen to put results at risk. Respondents suggested that JEDI investing intention needed to be expressed at the strategy level with specificity and metrics against which results could be tracked and reported. Greater accountability for JEDI Investing applied to asset owners and wealth managers (including donor advisory funds) enforced by regulation, was seen as one possible solution.

### **Incentives**

Evidence and data that quantified the cost of JEDI Investment inaction and benefits of action could act as another incentive to do more JEDI Investing.

### **Narratives**

We need more stories of BIPOC investment successes. One respondent rattled off a series of pioneers including Sheila Marcello, Helen Greiner, Edgar Villanueva, Tracy Gray and recommended that investors crowd in assets and investments owned by people of colour rather than disproportionately investing in white male unicorns.

### **Collective Leadership**

Common JEDI Investing metrics that enabled all actors to pull in a similar direction as well as public, private and civil society dialogue on JEDI Investing-friendly regulation were seen by a significant number of respondents as measures that would help drive more systemic change.