

PRESS RELEASE

17 November 2020

G-SEARCh is Featured in IFC's Guide on Gender-smart Investing

On November 17, 2020, the CDC Group (CDC) and IFC launched the [Private Equity and Value Creation: A Fund Manager's Guide to Gender-smart Investing](#). The Guide aims to serve as a resource for GPs that are keen to expand gender-focused investment strategies both at the firm and portfolio levels.

As a part of the release, the IFC partnered with Impact Alpha, CDC, and Collaborative for Frontier Finance (CFF) to host an event discussing investors strategies for gender-smart investing. During this event, equity and debt investors, local entrepreneurs, and other agents of impact explored how gender-smart investors are mitigating risk, realizing returns, and identifying opportunities to rebuild sustainability after the COVID-19 pandemic.

Gender-smart Investing for a Sustainable Recovery

The COVID-19 pandemic is exacerbating gender inequities around the globe, making gender-smart investment strategies central to a sustainable recovery. Highlighted in the Guide to demonstrate current gender-smart field building efforts is [AlphaMundi Foundation's](#) work leading the Gender Smart Assistance Research Coalition (G-SEARCh) initiative (see full excerpt from the Guide in Annex 1 on the following page). G-SEARCh was launched at Women Deliver in June 2019 and comprises a group of six, like-minded impact investors committed to investing with a gender lens, including AlphaMundi, [Acumen](#), [SEAF](#), [Root Capital](#), [AHL Venture Partners](#), and [Shell Foundation](#). G-SEARCh's goal is to demonstrate the business case for incorporating gender-smart interventions across early- and growth-stage small and medium enterprises (SMEs) in emerging markets. As part of G-SEARCh, and with the support from Canada's International Development Research Centre (IDRC) and USAID, the consortium selected the [William Davidson Institute](#) (WDI) from the University of Michigan, as a research partner to build evidence on impact and strong business case for this kind of support.

Additional information about G-SEARCh can be found at: <https://www.alphamundifoundation.org/g-search>.



Annex I: Case Study 17: G-SEARCH

The Gender-Smart Enterprise Assistance Research Coalition (G-SEARCH) was launched at Women Deliver in June 2019 and comprises a group of five¹ like-minded impact investors committed to investing with a gender lens. The consortium includes AlphaMundi, Acumen, SEAF, Root Capital, and AHL Venture Partners. The goal of G-SEARCH is to demonstrate the business case for incorporating gender-smart interventions across early- and growth-stage SMEs in emerging markets. Key G-SEARCH activities include:

- Each impact investor has committed to support at least three portfolio or priority pipeline companies with grant capital for gender-smart TA interventions.
- With Canada's International Development Research Centre (IDRC) support, identification of a qualified institution to develop a research approach to both: (1) document the approaches, tools, and frameworks each consortium member is utilizing to promote gender as a core business principle across their portfolio; and (2) testing the institution's assumptions and hypotheses and gathering qualitative and quantitative data spanning more than 15 SMEs to build the base of evidence for this approach.
- The development of a final report, toolkits, and case studies to facilitate knowledge-sharing with the broader sector.

G-SEARCH selected the William Davidson Institute at the University of Michigan as its research partner, and research development and data collection efforts are underway with a goal to deliver the results in late summer or early Fall 2021. Additional information about G-SEARCH can be found at the AlphaMundi website [here](#).

¹ Shell Foundation was added as a sixth member of the G-SEARCH consortium in the Fall of 2021.