

# JEDI Investing Principles

[jediinvesting.com](https://jediinvesting.com)



## Awareness

Acknowledge that current financial and economic systems are founded on a spectrum of systemic and other historical and geographic factors such as racism, discrimination, colonialism. This creates power and structural imbalances.



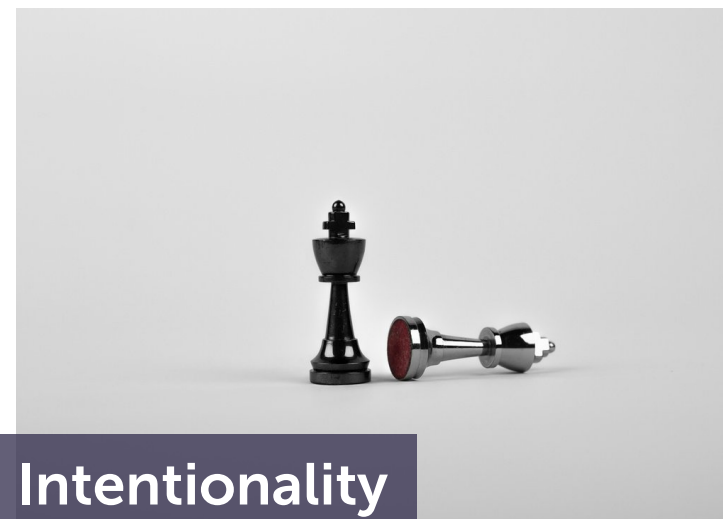
## Specificity

The investment strategy and approach can be tailored to reflect geographical and socio-economic dynamics. This includes material JEDI issues such as workplace equity, flexible policies, inclusive cultures and diverse pipelines.



## Participation

Strive for participation of all representative voices and actors at the table, supported by thorough and contextualised investment and organisational processes.



## Intentionality

Align on the starting point and define the baseline, and then set progress goals and bigger vision around JEDI's transformative potential for results and/or impact. Existing structures, processes and resources may not permit a fully integrated JEDI approach: the key is to get started.



## Implementation

Ensure the JEDI approach has widespread buy-in and accountability is built in. This could involve a public JEDI commitment with clear goals, allocation volumes, and actions. It could also consider underlying policies and processes like recruitment, retention, and succession.



## Accountability

Monitor milestones and progress against concrete goals and allocation volumes, if applicable. Where possible, refer to measurable benchmarks and other industry standards.



## Iteration

Investing with a JEDI lens involves integrating feedback loops and committing to building a cohesive culture of reflection, accountability and action over the long term. This is in part about tracking progress, measuring against goals and considering shifts in power dynamics inside the organisation (and out).