

JEDI Investing Principles in Action

Guidance for Asset Managers

1. Getting Started



About the Principles in Action Guidance Kits

This kit provides simple (not simplistic) guidance on how to implement the GenderSmart JEDI Investing Principles for results. It is backed by the thought leadership of leading JEDI researchers, policy makers and practitioners; as well as key insights gained from deep listening to GenderSmart community members as well as additional peers from the global south. Accountability for results, the courage to stand up to normalcy, clarity of purpose, commitment, and empathy for those excluded; all emerged as critical success factors.

The kits guide four actor types: asset owners, asset managers, wealth managers and foundations/family offices on how to apply JEDI Investing Principles and measure results. There is a guide for Getting Started, another for those Levelling Up and a separate guide for those Going Further. Each guide presents the levers of change, a pathway to JEDI Investing results, an implementation toolkit as well as related accountability metrics.

Note: The guidance provided in the kit is based on the working definition of JEDI Investing which relates to the intersectionality of marginalisation in various cultural and geographic contexts. It was developed from the human-centred research and insights that informed the design of the kit.

These kits were produced by GenderSmart in partnership with TripleC Advisory and a roster of [expert contributors](#).



Pain Points

Power

The feeling of powerlessness against the normalcy of the socialisation, systems, structures that drive exclusion

Practical Knowledge

A lack of practical knowledge on how to adapt products and processes to a more diverse and inclusive global market

Collective Leadership

The dearth of collective leadership needed to incentivise and direct much more capital towards JEDI Investing

Strategic Levers

Shift Organisations

Shifts towards embedding JEDI investing as part of organisational purpose, mission and strategy. JEDI Investing principles need to be integrated into the purpose, strategy and KPIs of the company to normalise JEDI investment.

Adapt Investment Products and Process

Guidance in the form of key actions, tips, tools and templates for adapting investment policy, products and processes to normalise JEDI investing. The investment process should embed JEDI by including DEI. Investors risk missing out on new investment opportunities and a diverse talent pool.

Influence the Ecosystem

Enabling actors to position themselves for collective advocacy and influence in the investment ecosystem based on results. As leaders we all have the opportunity to influence (co-investors, peers, consultants, advisers, and market actors) and open new pathways to capital-backed success.

JEDI Investing: Actor Types

Each actor has an element of power and sphere of influence to help effect change.

The ultimate goal is to encourage the strategic flow of capital in the same direction.



JEDI Investing Principles In Action:

Mapping the pathway to results in three steps

1 Select a set of principles based on your entry point

2 Decide which strategic lever to engage

3 Define metrics to account for results

Getting Started

- Principle 1: Awareness
- Principle 2: Specificity
- Principle 3: Participation

Levelling Up

- Principle 4: Intentionality
- Principle 5: Implementation

Going Further

- Principle 6: Accountability
- Principle 7: Iteration

Shift Organisations
Integrate JEDI outcomes in the strategic plan, create safe spaces for diverse engagement

Adapt Investment Products and Processes
Plan on how to adapt products and processes

Influence the Ecosystem
Identify a role in influencing the ecosystem as well as partnerships

JEDI investing metrics are in the corporate strategy

JEDI investing business process adaptation plan

Strategic influence & advocacy positioning identified

JEDI Investing Principles: Overview of Key Actions and Results

	Getting Started	Levelling Up	Going Further	Outcome
Principles	<ul style="list-style-type: none"> • Principle 1: Awareness • Principle 2: Specificity • Principle 3: Participation 	<ul style="list-style-type: none"> • Principle 4: Intentionality • Principle 5: Implementation 	<ul style="list-style-type: none"> • Principle 6: Accountability • Principle 7: Iteration 	
(Shift) Organisations	Identify the existing deficiencies inhibiting JEDI investing	Design a JEDI inclusive strategic plan	Design monitoring systems for JEDI investing	Acknowledgement of the existing inequity and adoption of remedial strategies from the board level all the way to the bottom.
Adapt Investment Principles and Processes	Develop and cascade JEDI from the Board level	Embed JEDI into the whole continuum of the investment process	Measure the progress and impact of JEDI	An increase in the amount of capital raised by women and other marginalised groups globally
Influence the Ecosystem	Sharing research findings & creating a JEDI blueprint for others to follow	Constantly engaging upcoming founders from diverse communities to show them the path to JEDI investing	Document and amplify successful stories of JEDI among peers.	An increase in the percentage of asset managers that have moved from one level of JEDI integration to a higher level of JEDI integration

JEDI Investing Principles In Action for Asset Managers:

Tips, Tools and Templates for Getting Started

Principle: Awareness

Start with recognition and acknowledgement that current financial and economic systems are founded and hence affected by a spectrum of systemic and other historical and geographic factors such as racism, discrimination, colonialism. This creates power and structural imbalances in which relationships become transactions.

Shift Organisations

Identify the existing deficiencies inhibiting JEDI investing

Example: Global Partnerships, an impact-first fund manager's four-point agenda to tackle the unique history of oppression of Black people in the USA

Adapt Investment Products and Processes

Purposeful change to enable greater inclusivity for underrepresented entrepreneurs

Example: Foreign, Commonwealth & Development Office (FCDO) recommendations on addressing barriers to investment flow faced by both Black female entrepreneurs and Black female investors

Influence the Ecosystem

Sharing research findings & creating a JEDI blueprint for others to follow

Example: Building an inclusive investment industry

These examples are relevant across all Principles

JEDI Investing Principles In Action for Asset Managers:

Tips, Tools and Templates for Getting Started

Principle: Specificity

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

Shift Organisations

Identify interventions for particular groups

Example: Deploying impact-first capital as a way of deepening inclusion through an intersectional lens

Template: Global Partnerships' four-point agenda to tackle the unique history of oppression of Black people in the USA

Adapt Investment Products and Processes

Tailor-making fundraising to suit JEDI investing

Tool: Moneybaba, a London-based fintech company that specialises in Latin America and African emerging markets

Principle: Participation

Strive for participation of all voices and actors, supported by thorough and locally-relevant investment and organisational processes.

Shift Organisations

Address the barriers faced by diverse communities

Example: FCDO recommendations on addressing barriers to investment flow faced by both Black female entrepreneurs and Black female investors

Adapt Investment Products and Processes

Develop and cascade JEDI from the Board level

Template: How fund boards can drive diversity and inclusion in investment management - the core dimensions of action-oriented DEI strategy and execution

JEDI Investing Principles In Action for Asset Managers:

Case Studies for Getting Started

The below examples apply across JEDI investing principles.

Shift Organisations



Edge fund has found that participatory structures increase collaboration across its networks

Adapt Investment Products and Processes



Black Girl venture which helps black and brown women to access social and financial capital to grow their businesses

Influence the Ecosystem



Ilumen Capital, a fund of Funds which takes stakes in other impact investment funds and provides long term racial and gender bias reduction coaching designed to help fund managers mitigate implicit biases.

JEDI Investing Principles In Action for Asset Managers:

Overview of KPIs/metrics for results and accountability

Shift Organisations

JEDI Investing metrics in the corporate strategy

Indicators:

- Human rights campaign corporate equality index that shows the number of employers that are committed to implement LGBTQ inclusive policies and practices
- Number of women representation in the board of fund managers

Adapt Investment Products and Processes

Plan on how to adapt products and processes

Indicators:

- Denver Investment's workplace equality index includes many of America's leading equality minded corporations.
- Workplace equity, to check how workplaces treat marginalised workers, from protections to representative policies to representation in leadership
- Access to capital, since marginalised populations tend to have less at both an individual and business level.

Influence the Ecosystem

Identify a role in influencing the ecosystem as well as partnerships

Indicators:

- Number of fund managers that have moved from one level of JEDI to another