

JEDI Investing Principles in Action

Guidance for
Family Offices
and Foundations

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 and partnerships

JEDI investing metrics are in the corporate strategy

JEDI investing business process adaptation plan

Strategic influence & advocacy positioning identified

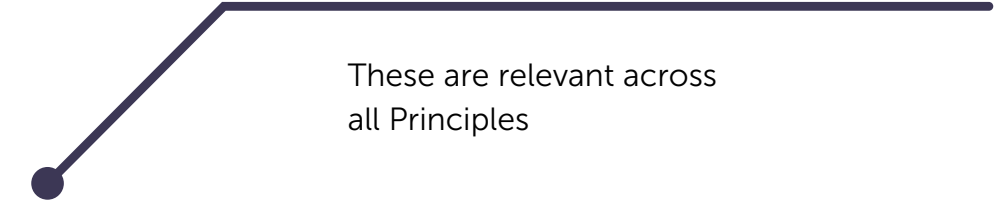
JEDI Investing Principles: Overview of Key Actions and Results

	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	Get clear on how JEDI Investing aligns to your vision, mission and strategic plan	Ensure widespread buy-in for the JEDI approach within the organisation	Incorporate JEDI investing performance metrics into the strategic plan and embed it into policy	JEDI investing has been embedded into the strategy and key performance indicators
Adapt Investment Principles and Processes	Identify the opportunities to incorporate JEDI investing in ways that give the biggest results	Integrate JEDI investing process adjustments into business process improvement plans	Integrate JEDI investing indicators to your investing processes	Set up a transparent reporting system on the status of JEDI investing
Influence the Ecosystem	Establish an area of influence and advocacy aligned to the organisation's JEDI values and goals	Contribute towards a collective JEDI investing framework within your sphere of influence	Curate a forum for sharing data and evidence of JEDI investing results	An increase in the percentage of assets under management benefitting historically marginalised groups

JEDI Investing Principles In Action for Family Offices and Foundations: 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.



These are relevant across all Principles

Shift Organisations

Get clear on how JEDI Investing aligns to your vision, mission and strategic plan

Template: The Just Imperative, a framework that lays out the rationale, the mandate, and the charge to lead with a commitment to justice

Tool: Redirecting capital to accelerate racial equity presents emerging opportunities across asset classes for investors

Adapt Investment Products and Processes

Identify the opportunities to incorporate JEDI investing in ways that give the biggest results

Tool: Gender Smart Nexus Self-Assessment on how to incorporate a gender lens to investing

Influence the Ecosystem

Establish an area of influence and advocacy aligned to the organisation's JEDI values and goals

Example: Sharing stories of female family office leaders, passionate about empowering others

Tool: Directory of minority- and women-owned investment management firms, sorted by asset class

Tool: A starting list of racial equity funds family offices / foundations can invest in

JEDI Investing Principles In Action for Family Offices and Foundations: 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.

Principle: Participation

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

Shift Organisations

Include JEDI-relevant outcomes in the strategic plan and embed JEDI in organization-wide policy

Example: Develop a plan for Justice, Equity, Diversity, and Inclusion that's real and relevant to your work

Example: A strategic guide for family offices and foundations to incorporate gender lens investing

Adapt Investment Products and Processes

Develop a plan to adapt JEDI investing within the due diligence processes

Tool: Designing an action plan to help build a gender lens into new or existing strategies or in due diligence

Shift Organisations

Enable inclusion of diverse perspectives

Example : Diversity, Equity, and Inclusion in foundation hiring and recruiting

Tool: The LGBTI Inclusion Index

Adapt Investment Products and Processes

Work with diverse teams to adapt JEDI investing into the firm's systems and processes

Tip: Working with investment managers to promote gender lens investing

JEDI Investing Principles In Action for Family Offices and Foundations: Case Studies for Getting Started

The below examples apply across JEDI investing principles.

Shift Organisations



The Houssian Foundation leverages philanthropic giving, impact investing, and movement-building to promote environmental protection, gender justice, and resilient communities

Adapt Investment Products and Processes



4S Bay Partners, LLC - the Sarowitz Family Office - has a focus on narrowing the gap between racial and social inequality, with a gender and sustainability lens. It deploys creative private capital investments to create economic opportunities and amplify storytelling of, for, and about marginalised communities.

Influence the Ecosystem



Institutional Allocators for Diversity, Equity & Inclusion (IADEI) is a consortium of asset owners including foundations, family offices, and other institutional investors that seeks to drive diversity, equity, and inclusion (DEI) within institutional investment teams and portfolios.

JEDI Investing Principles In Action for Family Offices and Foundations:

Overview of KPIs/metrics for results and accountability

Shift Organisations

JEDI Investing metrics in the corporate strategy

Indicators:

- A JEDI strategy is in place
- Key Performance Indicators to measure progress established
- The foundation maintains policies and practices that support JEDI

Adapt Investment Products and Processes

Plan on how to adapt products and processes

Indicators:

- Number of diverse businesses applying for and receiving investment
- Percentage of investments that benefit marginalised groups

Influence the Ecosystem

Identify a role in influencing the ecosystem as well as partnerships

Indicators:

- Policies to influence external actors in public and private institutions established
- Work to shift the media coverage to marginalised communities
- Percentage of assets under management managed by managers from historically marginalised groups

Sources of Metrics

- [IRIS+ Catalogue of Metrics: Diversity and Inclusion in employment](#)
- [Reporting for Portfolio Metrics: GIIN Impact Employment Metrics](#)
- [Racial Justice Indicators](#)