

JEDI Investing Principles in Action

Guidance for Family Offices and Foundations

3. Going Further



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
Utilise JEDI results for continuous transformation of the organisation's structures

Adapt Investment Products and Processes
Measure the impact of investments with a JEDI lens

Influence the Ecosystem
JEDI data is shared with other stakeholders

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 Going Further

Principle: Accountability

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

Shift Organisations

Incorporate JEDI investing performance metrics into the strategic plan and policy

Example: Diversity data in the investment, wealth management and savings industry

Template: Fostering accountability through the Diversity and Inclusion Report

Adapt Investment Products and Processes

Integrate JEDI investing indicators to your investing processes

Tool: Take the guesswork out of impact measurement & management by using IRIS+

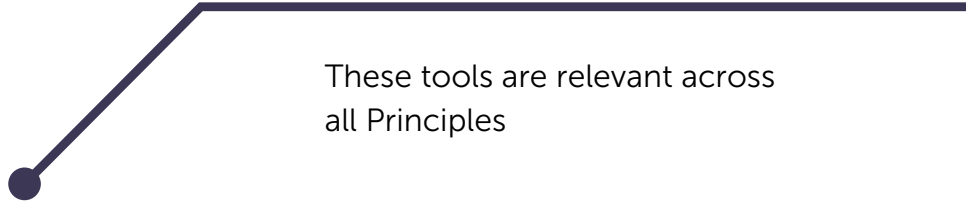
Template: Assessing the impact of your investments through the Social Impact Rating (SIR) and Racial Equity Assessment that is Proactive and Practical (REAPP) impact rating tools

Influence the Ecosystem

Curate a forum for sharing data and evidence of JEDI investing results

Tool: Tracking DEI through Tracer platform that enables investors, entrepreneurs, and funds to share and compare data about impact investments, along with corresponding goals, performance, and outcomes.

Tool: How to hold or participate in organizational DEI awards



These tools are relevant across all Principles

JEDI Investing Principles In Action for Family Offices and Foundations: Tips, Tools and Templates for Going Further

Principle: 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).

Shift Organisations

Use JEDI results for continuous transformation of existing processes and systems

Example: Draper Richards Kaplan opened an office in Nairobi, Kenya. The team will lead sourcing, diligence, and support efforts for the African portfolio in partnership with the Europe and US-based teams.

Adapt Investment Products and Processes

Collect data and evidence to influence change

Template: Gender and Racial Equity Lens (GREL) investments

JEDI Investing Principles In Action for Family Offices and Foundations: Case Studies for Going Further

The below examples apply across JEDI investing principles.

Shift Organisations



Stardust Equity is a mission-oriented private investment with a gender-focused investment approach. It has developed an **Equity Due Diligence process** to examine internal policies and practices to help firms understand actions taken to achieve equity within their own ranks.

Adapt Investment Products and Processes



The Houssian Foundation leverages impact investing, and movement-building to promote environmental protection, gender justice. It has aligned its investment strategy with gender lens investing to create a fully mission-aligned investment portfolio

Influence the Ecosystem



The Impact is a global membership community of families committed to aligning their assets with their values through impact investing. It provides a range of resources for family offices and foundations to use in advancing their work on diversity and inclusion

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](#)