

GENDER LENS INVESTING AT PLAN INTERNATIONAL



With more than 80 years' experience working alongside communities in developing countries, **Plan International** is bringing its gender expertise, strong local partnerships and broad geographic presence to the gender lens investing market.

Plan International is an independent development and humanitarian organisation that strives for a just world that advances children's rights and equality for girls. Working together with children, young people, our supporters and partners, we strive for an equitable world, tackling the root causes of the challenges facing girls and all vulnerable children. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge. We have been building powerful partnerships for children for more than 80 years and are now active in 75 countries.

WHY GENDER LENS INVESTING?



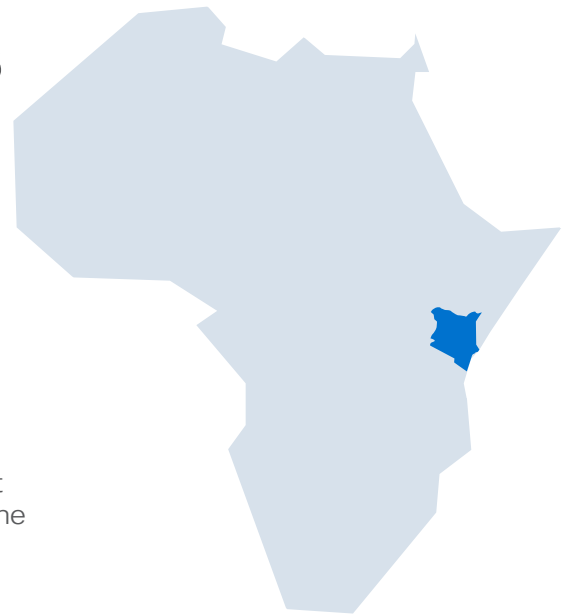
Development funding is changing — and so must we. As the clock ticks towards 2030, there is a stark contrast between the price tag to achieve the Sustainable Development Goals and the resources available. It is imperative that INGOs shift their business model and look towards more sustainable financing and impact.

Gender lens investing offers an innovative, inclusive model for **Plan International** to deliver sustainable impact at scale. Above all, it is a tool we can use to put women in the driving seat. By giving women entrepreneurs and gender-forward businesses access to finance and technical assistance, we will see more sustainable solutions that advance the Sustainable Development Goals.



The **Impact Lab** was created in January 2020 and leads the design and implementation of the organisation's gender lens investing strategy and capability building across its 75 countries of operation.

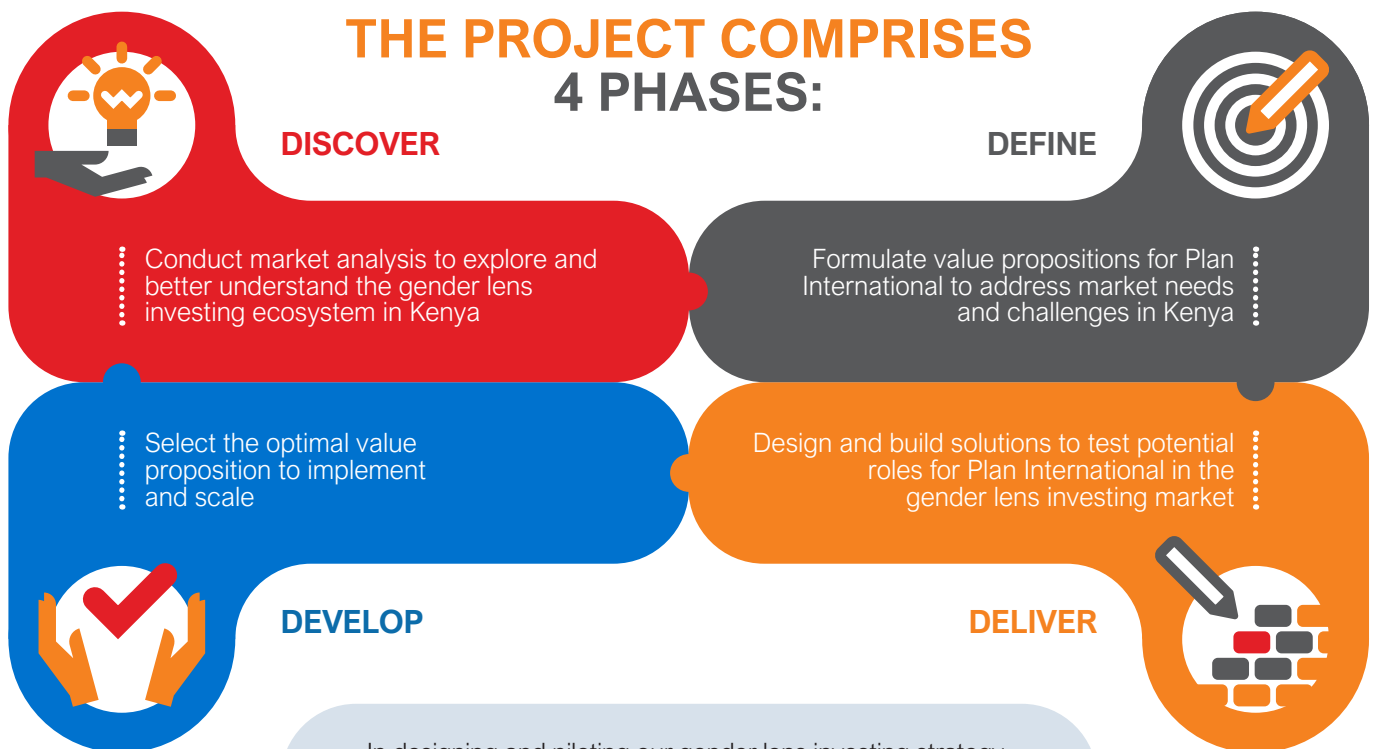
THE IMPACT LAB'S GENDER LENS INVESTING PILOT IN KENYA



In 2021, [Plan International](#) launched a pilot in Kenya to identify and test more disruptive roles for the organisation in the gender lens investing market. Leveraging Plan International's deep community knowledge and gender lens investing network in Kenya, we are using a human-centred design approach to understand the continued challenges experienced across the gender lens investing ecosystem and to identify more innovative and impactful solutions.

Through the pilot, the [Impact Lab](#) is identifying gaps and opportunities faced by the gender lens investing market and creating unique market fitting solutions to address these issues. Following the pilot in Kenya, the Impact Lab plans to scale its gender lens investing strategy and solutions across the organisation's global footprint.

THE PROJECT COMPRISES 4 PHASES:



In designing and piloting our gender lens investing strategy, [Plan International](#) is seeking to collaborate with like-minded organisations committed to achieving gender equality and driving a more effective and impactful gender lens investing ecosystem.

CURRENT PARTNERS



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