

FOR THE FIRST TIME, MUTUAL FUNDS AND ETFS SCREENED ON GENDER EQUALITY

Unique, online tool launched by *As You Sow*
for individual and institutional investors in the United States

London & Amsterdam, 13th of November 2018 / Equileap, the leading organisation providing insights on gender equality in the corporate sector, has licensed its 12 key performance indicators to *As You Sow*, which is launching today a tool screening the specific holdings of nearly 5,000 US-based mutual funds and exchange traded funds (ETFs).

Diana van Maasdijk, CEO at Equileap, commented: “You can’t change what you can’t see. This innovative idea is all about enabling investors to choose mutual funds and ETFs aligned with their values, by assessing the funds’ gender equality footprint. We launched Equileap back in 2016 with the idea of [leveraging the money invested in the financial market to take a leap towards gender equality](#); this is exactly what *As You Sow* aims to do with this new online tool.”

The Gender Equality Funds tool screens the holdings of the most commonly-held mutual funds, including financial giants such as Vanguard or State Street. This is the fifth [Invest Your Values](#) tool launched by *As You Sow* over the last years. *As You Sow* is a non-profit organisation that promotes environmental and social corporate responsibility through shareholder advocacy, coalition building, and innovative legal strategies.

Andrew Behar, CEO at *As You Sow*, added: “This tool could not be coming out at a better time. Women comprise 47 percent of the workforce, but only [4.8% of S&P 500 companies have female CEOs](#). Gender Equality Funds empowers investors to see what is hidden within the mutual funds that comprise the bulk of their retirement savings and 401(k) plans. The first step is to know what you own — then you can use the power of your capital to invest in companies that have policies and practices that promote gender equality. We expect this tool to unleash a tsunami of change in the way women are treated in the workforce.”

Twelve Equileap criteria, listed below, are used to screen those funds. The full Equileap Scorecard is composed of those twelve criteria and seven others. Equileap has gathered the most comprehensive corporate database on gender equality, investigating in-depth 3,000+ publicly-listed companies with a market capitalisation over USD 2 billion. To date, 25% of the USD 2.4 billion invested in gender-lens financial products globally are powered by Equileap data.



12 Key Performance Indicators on Gender Equality

1. Non Executive Board
2. Executives
3. Senior Management
4. Workforce
5. Promotion & Career Development Opportunities
6. Fair Remuneration
7. Training and Career Development
8. Recruitment Strategy
9. Safety at Work
10. Human Rights
11. Social Supply Chain
12. Employee Protection

Ruth Shaber, Founder and President of Tara Health Foundation, explained: “Impact investing should not be limited to private deals or customized public portfolios. The bulk of the wealth in this country is invested in mutual funds. If we want to democratize access to impact investing, we need to create tools for everyone, from individuals with 401(k)s to institutional investors with billions of dollars under management. Gender Equality Funds allows anyone to apply a gender lens to their investments.”

CONTACT DETAILS

For Journalists

Phone: 0041 78 683 89 38

Email: barbara.mahe@consultancy32.com

For Donors & Investors

Email: info@equileap.org

Website: www.equileap.org

 www.linkedin.com/company/equileap

 [@equileap](https://twitter.com/equileap)

CLIENTS INCLUDE



NOTE TO EDITORS

About Equileap

Equileap is an organisation aiming to accelerate progress towards gender equality in the workplace, using the power of investments, grants and knowledge. Headquartered in Amsterdam and London, the organisation is a registered charity and all profits are used to support women through social impact projects that tackle the root causes of gender inequality. Equileap is the leading organisation providing data and insights on gender equality in the corporate sector. Products & services are tailored for companies, governments and investors. To date, USD 620 million has been invested in financial products powered by Equileap data. More at <https://equileap.org/>

About *As You Sow*

As You Sow is a nonprofit organization that promotes environmental and social corporate responsibility through shareholder advocacy, coalition building, and innovative legal strategies. More at www.asyousow.org/

Disclaimer

The information included in this document is issued by Equileap and is intended for information and discussion purposes only and is not intended, and should not be interpreted, as investment advice or an offer to acquire units in any investment vehicle or company. Equileap does not provide any investment advice and is not registered as an undertaking for collective investment in transferable securities nor as an alternative investment fund. People who wish to make a contribution to the Equileap Foundation (which is an ANBI for Dutch tax purposes) or who would like to support Equileap and its objects in another manner, are advised to consult their own legal or tax advisor. | © Equileap, 2018. All rights reserved.

Stichting Equileap Foundation is a tax exempt ANBI (RSIN/Fiscal ID 8560 58 88)