



Private Adaptation  
Finance

# Gender Strategy

Private Adaptation Finance

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## Abbreviations

A&R.....	Adaptation and Resilience
ARAF .....	Acumen Resilient Agriculture Fund
BMZ.....	German Federal Ministry for Economic Cooperation and Development
CRAFT.....	Climate Resilience and Adaptation Finance and Technology-transfer Facility
EVPA.....	European Venture Philanthropy Association
GCF.....	Green Climate Fund
GIZ.....	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
KPI.....	Key Performance Indicator
MCV .....	Mercy Corps Ventures
PAF.....	Private Adaptation Finance
PrivABoo .....	Private Adaptation Investment Bootcamp
SMEs .....	Small and medium-sized enterprises
TA.....	Technical Assistance



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## 1. Introduction

### 1.1. Objective

This Gender Strategy forms the basis for gender mainstreaming through all activities of the component Private Adaptation Finance (PAF), part of the global project [NDC Assist II](#), implemented by [Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH](#) (GIZ) until the end of 2024, on behalf of the [German Federal Ministry for Economic Cooperation and Development](#) (BMZ).

### 1.2. Project Background

The PAF component aims to mobilize investment in private sector solutions for climate change adaptation and resilience (A&R). The project addresses the challenges of the private sector in financing and scaling growth-stage small- and medium-sized enterprises (SMEs) that offer innovative, adaptation-relevant technologies, products or services (“Adaptation SMEs”) by providing tailored technical assistance (TA) and advisory services to SMEs and (impact) investors. The project supports the supply and demand side of capital for climate change A&R investment in a holistic approach that includes ecosystem building and peer-learning and connects the global debate to the local context and stakeholder scene. PAF implements its activities mainly in two areas.

#### 1.2.1. TA to pipeline and portfolio companies of A&R investors and funds

On a global level, PAF partners with impact investment funds with an A&R impact focus and supports their pipeline & portfolio companies with tailored advisory services for the strategic market introduction of adaptation-relevant technologies, products and services. Partner funds include, among others, the [Acumen Resilient Agriculture Fund](#) (ARAF) and the Climate Resilience and Adaptation Finance and Technology-transfer Facility (CRAFT). CRAFT is the first private equity fund focused on climate A&R. The fund is implemented by the [Lightsmith Group](#) and invests in growth-stage technology companies providing climate resilience solutions – in the field of water efficiency and smart water management, resilient food systems, agricultural analytics, geospatial intelligence, supply chain analytics, and catastrophe risk modelling and risk transfer - to drive adaptation to climate change in developing countries.

#### 1.2.2. The Private Adaptation Investment Bootcamp (PrivABoo)

In Nigeria, Kenya, Rwanda and Pakistan, PAF implements the Private Adaptation Investment Bootcamp (PrivABoo) in collaboration with bilateral GIZ projects in sustainable economic development and climate change adaptation. PrivABoo is a peer-learning approach targeting practitioners (SMEs, investors, accelerators, entrepreneurs, startups, etc.) at various stages of climate change adaptation investments and finance, mixing & matching different learning formats (networking, dialogue, training and individual TA), with the aim to:

- ✓ Equip SMEs and Impact investors with tools, information, and skills to scale up SMEs with business models in the field of climate change adaptation.
- ✓ Build a network that enables knowledge sharing, business creation and acceleration, and innovation partnerships for climate change adaptation.
- ✓ Develop a scalable approach to promote private adaptation investments.

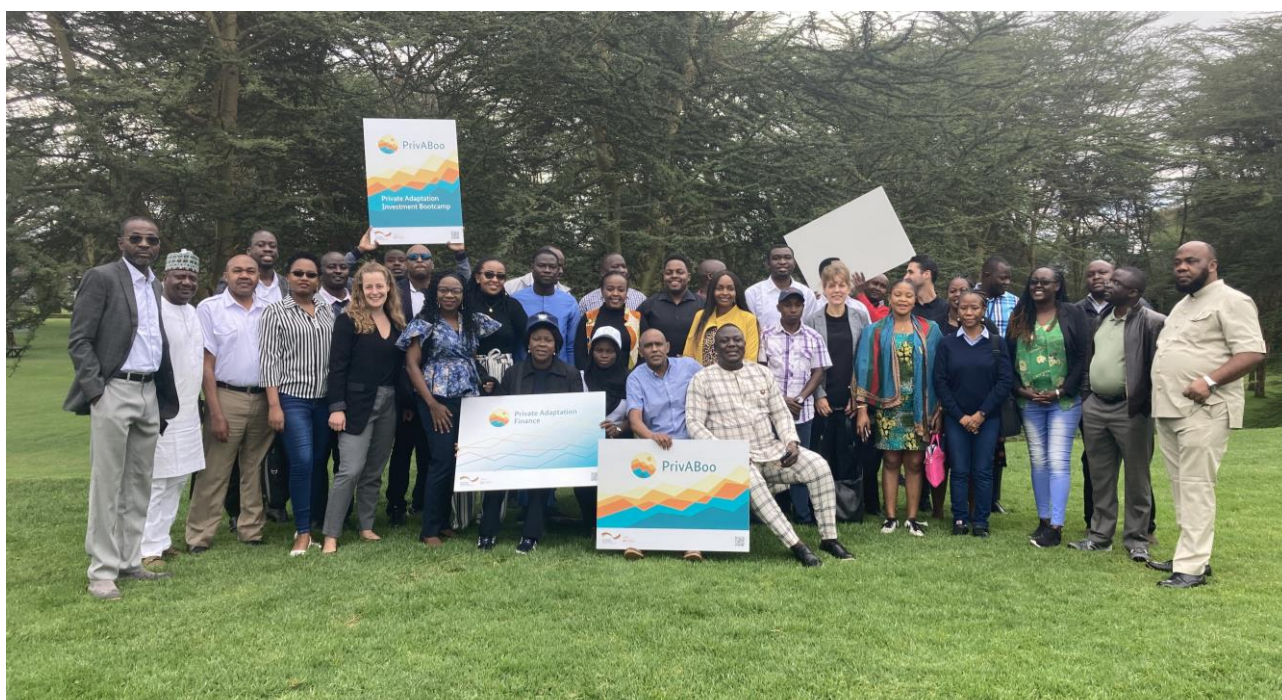
The approach is to seize the opportunities presented by the adaptation finance gap and mobilize and scale investments in innovative adaptation technologies to increase resilience to climate change. PrivABoo is designed as an innovative, flexible and dynamic approach towards private adaptation finance that is structured around and responds to the individual needs and action plans of its participants. PrivABoo runs three learning cycles as presented below.



### PrivABoo Adaptation SME Core Group

The Adaptation SME Core Group focuses on growth-stage Adaptation SMEs. These SMEs receive individual TA and tailored investment readiness support, and are matched with investors who want to build a portfolio in climate change A&R.

The 1<sup>st</sup> PrivABoo SME Core Group (or 1<sup>st</sup> cohort) was formed in March 2022: [15 SMEs from Kenya and Nigeria](#) working in agriculture and forestry, water and sanitation, and asset management and infrastructure were identified through a competitive call for applications. The selected SMEs receive investment readiness support provided by independent contractors and participate in a closed peer-learning program on climate change adaptation until December 2023.



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The main objective of the investment readiness services is to support the Adaptation SMEs to raise capital and investment by a professional investor or group of professional investors by the end of the program. The secondary aim is to ensure that all Adaptation SMEs reach the “bankability” to be matched in the short- to medium-term with potential investors or funds with the expectation that out of the program all of them can independently raise investment and engage with investors without further support.

The peer-learning program is implemented by GIZ through a mix of formats (in-person workshops, virtual meetups, networking support, e-learning modules) and focuses on building the SMEs’ A&R narrative and communicating adaptation impacts to external stakeholders.

The [call for applications the 2nd PrivABoo SME Core Group](#) opened in January 2023 to SMEs in Kenya, Nigeria, Rwanda and Pakistan. Selection of finalists is expected to take place by April, with the next cohort kicking off in May 2023. It is planned to select a minimum of 20, maximum 25 Adaptation SMEs, ideally at least 5 SMEs from each country. Final group composition may vary depending on quality of applications received.

### PrivABoo Investor Core Group

Through its investor core group, PrivABoo provides needs-based advisory services for impact investors on investment opportunities in climate change adaptation and climate resilient business models, including portfolio screening, advice on adaptation impact measurement, awareness raising and organization of matchmaking events. PAF targets both investors that already invest in A&R and those that are interested in building a new portfolio in this field. Investment

funds that at least partially focus on climate A&R are for example [Root Capital](#), the [Landscape Resilience Fund](#) (LRF), [Mercy Corps Ventures](#) and [Oryx Impact](#).

The main topics of interest for investors revolve around how to operationalize A&R impact measurement in due-diligence and investment making decisions and how A&R intersect with more traditional impact investment themes such as food security, poverty alleviation, rural development and gender inclusion.

As part of PAF's efforts to provide investors and impact investment funds with tools and information to identify and finance opportunities in the field of climate change adaptation, PAF also contributes to industry knowledge products and activities and participates in several A&R investment working groups and roundtables that reflect on the need to standardize A&R metrics to mobilize investment capital for scale. One engagement example is PAF's participation in a working group on metrics and measurement for climate resilience (MMCR) formed in early 2022 at the impetus of the United Nations Industrial Development Organisation (UNIDO) and BFA Global [to explore the development of a results framework and related indicators applicable to assessing climate resilience and adaptation impact of SMEs](#).

In June 2022, PAF and the European Venture Philanthropy Association (EVPA) hosted a webinar on 'Opportunities for Climate Adaptation Finance – An Introduction' targeted at climate investment professionals and discussing latest market trends and business opportunities, unrealized impact potential as well as common challenges<sup>1</sup>. The briefing on 'Impact Investing for Climate Change Adaptation', authored by Laura Würtenberger, provides an introduction to climate change adaptation, its relevance for impact investors and how the issue can be addressed in investment strategies<sup>2</sup>.



In March 2023, PrivABoo hosted session on investing in Adaptation SMEs in collaboration with the [U.S. International Development Finance Corporation](#) (DFC) at the [10th Sankalp Africa Summit](#). The session highlighted challenges to the growth of 'adaptation start-ups and the type and scale of capital, technical support and partnerships required to address identified gaps and seize the investment opportunity.

### PrivABoo Practitioners' Lab

The Practitioners' Lab is an open space to connect, exchange and pool expertise to drive investment in business models for climate change adaptation. It's PAF's main vehicle for ecosystem-building and to engage adaptation investment practitioners beyond SMEs and impact investors. Participants include many intermediary organizations such as accelerators, incubators, investor forums, private sector networks, consulting agencies, business service providers, fund managers, market facilitators, etc. Activities under the Practitioners' Lab mainly include webinars, panel discussions, networking events and knowledge products.

### 1.3. Gender Indicators at PAF

Gender is a cross-cutting focus topic of the project and an integral part of the service delivery agreement between GIZ and BMZ. Corresponding key performance indicators (KPI) are stipulated in the project results matrix, as depicted below:

Output 2	Output Indicator 2.1	Sources
Selected private sector actors have tools, information	12 companies with business models that contribute to climate change adaptation, 3 of which are gender-relevant, use concrete	<ul style="list-style-type: none"> <li>Analysis of an annual survey of the companies contributing to climate change</li> </ul>

<sup>1</sup> Access the webinar recording [here](#).

<sup>2</sup> Würtenberger, Laura (2022): Impact Investing for Climate Change Adaptation: an Introduction. Available [here](#).



and skills to scale up SMEs with business models in the field of climate change adaptation.

examples to demonstrate how they have increased their attractiveness for impact investors regarding two of the five criteria:

- i. increased adaptation relevance of the business model,
- ii. Capacities for measuring adaptation impacts,
- iii. Capacities for strategic communication of adaptation relevance/impact,
- iv. strategy for opening up business development opportunities,
- v. improved corporate governance and/or administrative and commercial capacities

adaptation about the evolution of their attractiveness for investors.

- In this context, companies with gender relevance include companies managed by women or companies with a gender policy and explicit gender relevance of their products / services.
- The project's advisory services to all companies (including companies without gender relevance) (...) generally take gender aspects into account where appropriate.
- Improved corporate governance and/or administrative and commercial skills include, among others, management, accounting, finance, legal and human resources.

## 2. Background: Gender, Private Sector and Climate Change Adaptation

### 2.1. Private adaptation finance

As tangible impacts of climate change are increasing in frequency and severity, they pose a real risk of pushing up to 130 million people into poverty over the next 10 years, unravelling hard-won development gains<sup>3</sup>. In Kenya, Nigeria, Rwanda, Pakistan, and many other developing countries, agricultural value chains are especially affected by climate change impacts, posing a risk to food security.

Measures to address climate change adaptation remain particularly underfunded, especially in developing countries. By 2030, between USD 155 and 330 billion per year will be needed to finance adaptation to climate change impacts. It remains difficult to quantify the current levels of private investment in adaptation. By the best existing estimates, private sector investment in adaptation has remained minimal, despite a 35% increase in overall adaptation spending since 2015. Of the total US\$46 billion spent on adaptation in 2019–2020, less than 2% came from private adaptation spending<sup>4</sup>. Private sector investment to supplement limited public resources is widely recognized as essential to closing the adaptation finance gap.

At the same time, the growing demand for technologies, products and services that enable climate change adaptation comes with innovation and business opportunities. Market opportunities for “adaptation companies” (see Figure 1<sup>2</sup>) are expected to grow significantly in the coming years. The global climate adaptation market is expected to double to \$2 trillion a year over the next five years<sup>5</sup>. However, awareness of these business and investment opportunities is still limited in the private sector.

<sup>3</sup> Nishio, A. (2021): When poverty meets climate change: A critical challenge that demands cross-cutting solutions. Available [here](#).

<sup>4</sup> Climate Policy Initiative (2021): Global Landscape of Climate Finance 2021. Available [here](#).

<sup>5</sup> Bloomberg (2021): Investors Bet Climate Adaptation Will Soon Be Profitable. Available [here](#).

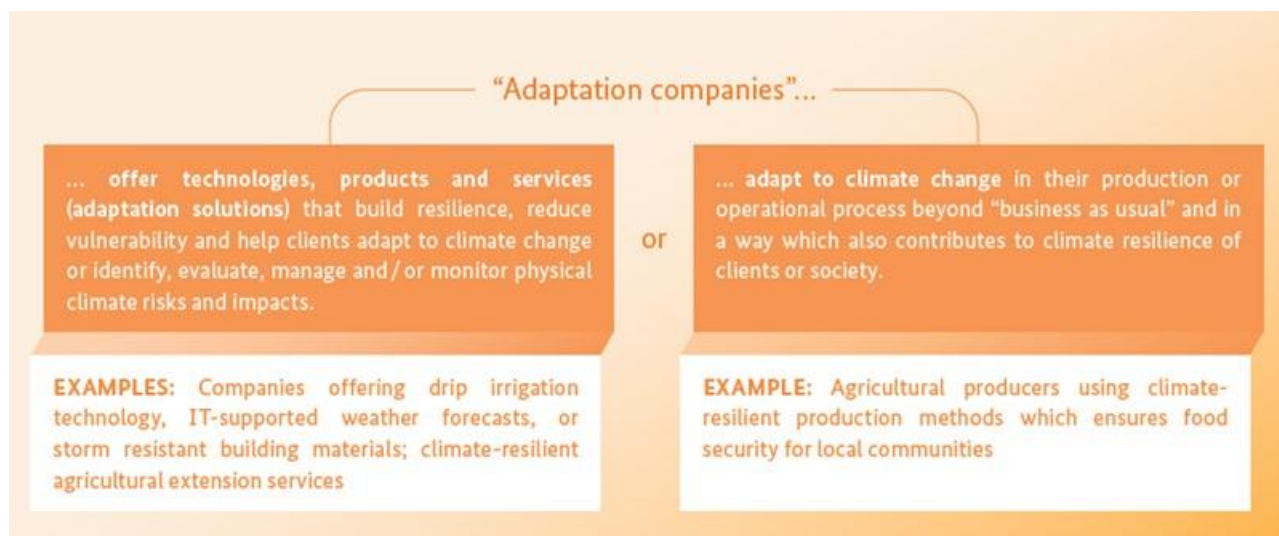


Figure 1: Two ways how companies can generate climate change adaptation impacts

## 2.2. The gender dimension of climate change (adaptation)

Climate change is a critical challenge to humanity, but it affects women much more severely than it does men as it exacerbates pre-existing vulnerabilities and inequalities. Women are particularly vulnerable to negative consequences of climate change due to their generally lower availability of resources and lower involvement in decision making processes in the public and private sector. Climate risks and impacts (such as catastrophic weather events, water scarcity, climate impacts on food and agriculture, climate-related healthcare impact) disproportionately affect women and girls where their rights and socio-economic status are not equal to those of men, and where they have less voice and influence than men in shaping policies and prioritizing how climate finance is used<sup>6</sup>. For example, natural disasters tend to result into an increase in unpaid care and domestic work, the majority of which is carried out by women. The bulk of people working in the informal sector are also women, meaning that their source of income and social protection schemes are much more unstable and prone to be eliminated because of disasters, loss of economic activity, or the diversion of funds to cope with climate change impacts<sup>7</sup>.

Women's ability to adapt to the impacts of climate change is often limited by their restricted access to essential resources such as land, credit, and technology. This can be particularly problematic in regions such as Sub-Saharan Africa where women account for 70% of food production. Despite their disproportionate contribution in the sector, women generally have less access to land and technology than men<sup>8</sup>.

The context-specificity of climate change adaptation translates into sector-specific gender gaps crucial to sustainable development. Analyzing potential synergies between gender equality and climate action across these sectors can also reveal considerable opportunities, especially in sectors that are crucial to climate change management and sustainable development, such as energy (SDG 7), agriculture (SDG 2), water (SDG 6), and urban development and natural disasters (SDG 11)<sup>9</sup>. Gender-specific impacts of climate change result in gender-specific requirements, needs and preferences for technologies, goods and services that can be provided by adaptation companies.

<sup>6</sup> World Bank (2011): Gender and Climate Change: Three Things You Should Know. Available [here](#).

<sup>7</sup> OECD (2022): Development Finance for Gender-Responsive Climate Action. Available [here](#).

<sup>8</sup> World Economic Forum (2018): Women grow 70% of Africa's food. But have few rights over the land they tend. Available [here](#).

<sup>9</sup> UN-Women (2016): Leveraging co-benefits between gender equality and climate action for sustainable development – Mainstreaming gender considerations in climate change projects. Available [here](#).



### 2.3. Gender and Adaptation Companies

The private sector plays an increasingly important role when it comes to climate change adaptation – either by adapting to climate change, financing adaptation of others or supporting others through adaptation-relevant technologies, products, and services<sup>10</sup>. Thus, it is vital to incorporate gender considerations into private actors' business and investment practices, meaning considering women equally as business owners and managers, customers and clients as well as recipients and beneficiaries of climate finance.

Gender equality is as much an opportunity for business development and investment as the climate change adaptation field. Thus, there is a strong rationale to leverage business opportunities at the intersection and develop climate A&R focused technologies, products and services that benefit women. Given the complexity of measuring climate change A&R impact and the lack of commonly agreed indicators or metrics, the extent to which adaptation solutions will shrink existing gender gaps will depend on a variety of factors such as country, sector, industry and the acute vulnerabilities faced by women and girls in the respective subsector and geographic location.



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There is also a strong rationale to promote women-led business as evidence suggests that women who manage to save and make use of their income are more likely to invest in their families' health, education, and resilience which creates multiple economic, social, and environmental co-benefits in the process. It is therefore critical that any company operating in the climate change adaptation sphere (or any area, for that matter) adopts a gender-responsive approach to doing business. This can entail, for instance:

- ✓ ensuring representation of women in staff and management structures, e.g. through explicit KPIs in line with business growth plans;
- ✓ having policies and procedures in place that facilitate a safe and conducive working environment for all employees, including a code of conduct for prevention of sexual exploitation, abuse and harassment and equal recruitment and wage policies;
- ✓ offering products or services that address climate change adaptation with a special focus on a gender-related socio-economic issue such as increasing women's wages, decreasing their workload, unlock the potential of women-dominated sectors or increase women's participation in male-dominated sectors.

In conclusion, there is both a strong business case and a strong impact case for gender-smart climate financing and investment<sup>11</sup> and the under-representation of women in business ownership, as beneficiaries of tailored finance and acceleration services and as the targeted customer base for new technologies, products and services are challenges that can be addressed through the integrative approach PAF takes in implementing its service offering.

<sup>10</sup> Adelphi (2019): The roles of the private sector in climate change adaptation – an introduction. Available [here](#).

<sup>11</sup> 2XClimate Finance Taskforce (2021): The Gender-Smart Climate Finance Guide. Accessible [here](#).

## 2.4. Learning Funds, Investors and Projects

This chapter presents examples of investment funds, investors and projects in the nexus of gender, climate businesses and private sector financing and investment that can serve as reference for gender-mainstreaming and gender-strategic considerations for project implementation and designing new financing instruments.

### 2.4.1. Accelerating Women Climate Entrepreneurs (AWCE)

The [Accelerating Women Climate Entrepreneurs](#) project (AWCE) was a \$2.1 million CAD initiative running from 2021 to 2023 with the aim to reduce poverty by supporting women entrepreneurs in climate-related businesses and value-chains in Sub-Saharan Africa (Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, South Africa, Tanzania). The AWCE project focused on improving entrepreneurial ecosystems that support growth-oriented women entrepreneurs engaged in climate-related businesses in targeted regions through strengthening economic intermediaries such as enterprise support organizations, business incubators, accelerators, etc. and increasing start-up and scale-up capital for women-led ventures providing climate-related goods and services. The program was implemented through a partnership between the [Aspen Network of Development Entrepreneurs](#) (ANDE), [World University Service of Canada](#) (WUSC), and [Aga Khan Foundation Canada](#) (AKFC), with funding support provided by [Global Affairs Canada](#) (GAC). For key learnings from the program on how to support women entrepreneurs in climate-related value chains as well as investment and programming opportunities in the climate entrepreneurship ecosystem, see ANDE (2022): Strengthening Gender and Climate-Lens Investing in Sub-Saharan Africa. Accessible [here](#).

### 2.4.2. The Private Financing Advisory Network (PFAN)

The [Private Financing Advisory Network](#) (PFAN) is a global network of climate and clean energy financing experts, which offers free business coaching and investment facilitation to entrepreneurs developing climate and clean energy projects in emerging markets. Initiated by the [UNFCCC](#) and the Climate Technology Initiative (CTI) in 2006, PFAN is hosted jointly by the [United Nations Industrial Development Organization](#) (UNIDO) and the [Renewable Energy and Energy Efficiency Partnership](#) (REEEP). PFAN mainstreams gender through incorporating a gender lens in its advisory services, outreach to women entrepreneurs, gender focal points, collaborations with women's organization and ecosystem-related activities. For more information on how PFAN operationalizes gender, explore Chapter 06 on 'Gender Mainstreaming' of the interactive [PFAN Annual Report 2022](#).



### 2.4.3. The Climate Resilience and Adaptation Finance & Technology Transfer Facility (CRAFT)

CRAFT is the first private equity fund focused on climate A&R. The fund is implemented by the [Lightsmith Group](#) and invests in growth-stage technology companies providing climate resilience solutions. These technologies can help communities particularly those marginalized, including women and girls, in developing countries suffer less damage, loss, harm, and disruption (and recover more effectively when harm and disruption occur). They can also help create opportunities to enhance livelihoods, particularly for women. CRAFT is committed to ensure equitable access to the benefits of the project, including employment and income generating activities. Where possible, impact, technical assistance, or other available donor funds are leveraged to support disenfranchised groups, including women. Local businesses, including women-owned and/or led enterprises are enabled to adapt their existing methods, expand local markets and demand, as well as attract further investment.

In 2021, CRAFT secured funding from the [Green Climate Fund](#) (GCF). Implemented with [Pegasus Capital Advisors](#), the GCF contribution will allow CRAFT to support investment in six technologies (agricultural analytics, water harvesting and irrigation, food systems, geospatial mapping and imaging, catastrophe risk modeling, supply chain analytics) in Africa (Rwanda and South Africa), Latin America (Brazil and Mexico) and the Caribbean (Bahamas and Trinidad and Tobago). As part of the GCF Funding Proposal [FP181: CRAFT - Catalytic Capital for First Private Investment Fund for Adaptation Technologies in Developing Countries](#), a [Gender Assessment](#) and [Gender Action Plan](#) were drafted.

#### 2.4.4. CATALI.5°T Initiative: Concerted Action to Accelerate Local I.5° Technologies

The CATALI.5°T (Concerted Action to Accelerate Local I.5° Technologies) Initiative will establish and implement regional technical assistance and investment grant platforms that build a portfolio of early-stage climate ventures in Latin America and West Africa. The objective of each regional CATALI.5°T will be to trigger venture capital investments in start-ups and young businesses with the highest climate mitigation impact and business growth potential. Each regional CATALI.5°T will provide support for: (i) climate ventures; (ii) pre-accelerators, accelerators and entrepreneur support organisations; and (iii) VC firms and other venture investors. CATALI.5°T is an initiative proposed by GIZ and co-financed by GCF and BMZ. See the initiative's [Gender Assessment](#) and [Gender Action Plan](#), annexes of the GCF Funding Proposal [FP198: CATALI.5°T Initiative: Concerted Action To Accelerate Local I.5° Technologies – Latin America and West Africa](#).

#### 2.4.5. Mercy Corps Ventures

[Mercy Corps Ventures](#) (MCV) invests in and catalyzes venture-led solutions to increase the resilience of underserved individuals and communities. Founded in 2015 as the impact investing arm of global development agency, Mercy Corps,



MCV has supported 38 early-stage ventures to scale and raise over \$333 million in follow-on capital. The portfolio centers around resilience-building solutions in adaptive agriculture and food systems, frontier fintech, and climate smart systems, so that those living in frontier markets can withstand disruption and plan for the future. Through capital and support, piloting new approaches, action-oriented insights, and rigorously managing impact, MCV catalyzes the ecosystem towards smarter, more impactful investments.

At Mercy Corps Ventures, 50% of portfolio companies are female-founded and currently, the fund is [actively integrating a gender lens investing approach across their investment lifecycle](#) by embedding gender into the investment thesis, conducting due diligence on the gender impact of a venture's product or service, targeting female-led enterprises for investment, providing post-investment support to enable ventures to integrate gender considerations into their work and driving gender-focused impact management and targets.

#### 2.4.6. The Rallying Cry

[The Rallying Cry](#) is an international not-for-profit initiative, created in November 2020 with funding from FMO, the Dutch entrepreneurial development bank, to stimulate private sector investment in climate and gender-responsive African agribusinesses. The Rallying Cry initiative is led, supported and resourced by an international collaborative of women business leaders and climate, gender, and development finance professionals and institutions. Projects and activities contribute to one or more of four pillars: elevating women business leaders, catalysing investment flows, shifting narratives through storytelling and exemplifying collective climate leadership. Through collaborative partnerships, we work across ecosystems to accelerate global climate action by scaling local solutions. The Rallying Cry is currently focused on agribusinesses in Africa in the pilot countries of Kenya and Zambia, bringing local solutions to global challenges.



#### 2.4.7. 2X Flagship Funds

[2X Flagship Funds](#) are part of the [2X Challenge](#), a multilateral initiative launched by the development finance institutions of the G7 countries, with the objective of mobilizing and raising gender-lens investments to support projects that empower women and enhance their economic participation. Vehicles awarded status as 2X Flagship Funds are established, high performing private equity funds, focused on emerging markets, that have committed to investing with a gender lens using the [2X criteria](#) at both the fund manager and the portfolio level. Examples of 2x Flagship Funds are [Central America Small Enterprises Investment Fund](#) (CASEIF IV LP), [African Development Partners](#) (ADP III) managed by [Development Partners International](#), [Adenia Partner](#) (Adenia V) and [Aavishkaar India Fund VI](#).



### 3. PAF Gender Action Plan

Project Learning Cycle and Activities			Target	Timeline	Sources	
3.1. TA to pipeline and portfolio companies of A&R investors and funds						
Provide individual, needs based support measures to integrate gender in their workplaces, products / services, supply chain, marketing operations and fundraising strategy for pipeline or portfolio companies of a private equity fund or investor.			For 2 pipeline or portfolio companies of a private equity fund or investor, TA measures on gender issues relating to A&R-relevant business models have been implemented.	Annual	Documentation of implemented TA measures and outputs (i.e. market study report, training measures	
3.2. PrivABoo Adaptation SME Core Group						
3.2.1. Selecting SMEs for the PrivABoo SME Core Group			At least 25% gender-relevant businesses selected  Gender-relevance criteria and weighting revised annually and adjusted as needed	Annual (per cohort)	Application Forms, Survey among	
A gender-lens when selecting applicants for the PrivABoo SME Core group is applied, giving special consideration to gender-relevant businesses and committing to selecting at least 25% gender-relevant businesses to the PrivABoo SME Core Group. The gender-relevance criteria are part of the application form of the competitive call for applications through which the PrivABoo SME Core Group members are identified. With currently four out of six full-time PAF staff being female, the selection panel is gender diverse. In this context, a business is gender-relevant if one of the following criteria is fulfilled <sup>12</sup> :						
Criteria		Criteria Type				
1	Entrepreneurship	Business founded or co-founded by a women				Binary (Yes / No)
2	Leadership	At least 51% women share of full-time employees in management positions				Quantitative
3	Employment	At least 51% women share of full-time employees				Quantitative
4	Value Chain	At least 51% women share of the business value chain either as retailers, distributors or suppliers				Quantitative
5	Consumption	At least 51 % women share of customers or beneficiaries reached / served to date	Quantitative			
		A business’s products, services and technologies consider female customers or beneficiaries' needs, preferences or behaviours or create a (A&R) benefit specific to women.	Qualitative			

<sup>12</sup> These criteria build on the five 2X Challenge criteria, available here: <https://www.2xchallenge.org/criteria>



<i>Project Learning Cycle and Activities</i>	<i>Target</i>	<i>Timeline</i>	<i>Sources</i>
<b>3.2.2. Outreach Events via Female Business Associations</b> Hold exclusive outreach events such as a masterclass, teaser training session, webinar, etc. on 'Business Opportunities in Climate Change A&R' for members of female business associations, industry chambers, etc. in order to promote the call for applications and encourage applications from female business-owners or women-led businesses.	At least three events	Annual (per cohort)	Event documentation, participants list
<b>3.2.3. Investment-Readiness Support</b> Build Adaptation SMEs' capacity to integrate gender in their workplaces, products / services, supply chain, marketing operations and fundraising strategy. The independent experts providing investment readiness support integrate gender early on into the capacity needs assessment, action plan and individual support measures to SMEs.	At least 50% of companies use concrete examples to demonstrate how they have increased their report increased capacity in gender mainstreaming regarding for example gender diversity and equity in the workforce and supply chain, collecting gender disaggregated impact metrics, etc.	Annual	Analysis of an annual survey of the companies; activity reports of independent experts
<b>3.2.4. Women-only events and networking</b> Hold exclusive women-only peer-learning events for female staff, managers or owners of gender-relevant businesses (virtual networking, company visits to successful women-led entrepreneurs, workshops, investor pitching or speed-dating etc.) on topics such as: <ul style="list-style-type: none"> <li>- Specific challenges of female entrepreneurs</li> <li>- Financing and investment for women-led businesses</li> <li>- Marketing and communicating the gender relevance of businesses</li> </ul>	At least 3 events per year, targeting 15 participants per event	Annual	Event documentation, participants list
<b>3.2.5. Women Speakers</b> Actively promote women-led SMEs as keynote speakers at virtual panel discussions, webinars, etc.	At least 50% women speakers at PrivABoo organized events	Annual	Event documentation, speakers list

<i>Project Learning Cycle and Activities</i>	<i>Target</i>	<i>Timeline</i>	<i>Sources</i>
<b>3.2.6. Training Module on Private Sector, Climate Change Adaptation and Gender</b> In 2023, PAF will develop a training module for SMEs and other private sector stakeholders on climate change adaptation and gender with the aim of disseminating application-oriented knowledge on gender-specific requirements, needs and abilities when scaling adaptation-relevant business models. The overall goal of the training is to raise participants' awareness of gender issues and to strengthen participants' capacities and provide them with the necessary tools to mainstream gender into their operations. The training will be developed by an independent expert whose work shall focus on two main tasks: <ol style="list-style-type: none"> <li>1) The development of a training package on the role of gender in private sector adaptation activities, based on a modular structure and thus adaptable to different formats and target groups, and</li> <li>2) based on this training package, the development and delivery of a training tailored to the PrivABoo SME Core Group to enhance the capacity of the ventures to maximize benefits at the interface of adaptation and gender considerations.</li> </ol> The training materials should be appropriate for delivery in both a virtual and face-to-face setting and allow for intuitive application and delivery through others. The training is to be conducted virtually on MS Teams in a series of up to four sessions (the independent expert is to propose an appropriate structure and schedule).	Training package developed and available for download online  One training series (virtually on MS Teams in a series of up to four sessions) delivered per PrivABoo SME Core Group targeting ca. 30 SME representatives	August 2023  Annual	Training materials, download link  Training documentation, participants list
<b>3.3. PrivABoo Investor Core Group</b>			
<b>3.3.1. Capacity-building for investors to integrate gender into investment and financing strategies</b> Provide individual, needs-based capacity-building and advisory services to investors on integrating gender-assessments, gender screening parameters and gender-impact of adaptation- & resilience-relevant companies into their due-diligence, pipeline building and investment decision making processes.	2 investors have access to information on financing gender-relevant businesses in the field of climate change A&R.	Annual	Evaluation of market studies, minutes of events, workshops and meetings.
<b>3.3.2. Knowledge-Exchange on gender-lens investing</b> Partner with investors / investment funds to hold investor-targeted knowledge exchanges such as networking, trainings, webinars, roundtable & panel discussions, etc. (virtual or in-person) with the aim to disseminate knowledge on how to finance women-led Adaptation SMEs or invest to expand climate resilient solutions to women vulnerable to climate change.	At least 2 events per year, targeting at least 15 participants	Annual	Event documentation, participants list
<b>3.4. PrivABoo Practitioners' Lab</b>			
<b>3.4.1. Open training session on Private Sector, Climate Change Adaptation and Gender</b> Based on a condensed version of the training package developed in 3.1.4., offer open training for private adaptation finance practitioners (SMEs, start-ups, entrepreneurs, accelerators, incubators, enterprise support organizations, investors, etc.) to	Two trainings (one virtual session of ca. 90 minutes) delivered per	Annual	Training documentation, participants list

<i>Project Learning Cycle and Activities</i>	<i>Target</i>	<i>Timeline</i>	<i>Sources</i>
build capacity on gender-specific requirements, needs and abilities when scaling and investing in adaptation-relevant business models.	year, targeting at least 30 participants		
<b>3.4.2. Women-only ecosystem-building events</b> Hold exclusive women-only events (virtual or in-person) for female private adaptation finance practitioners (networking, panel discussions, webinars, company visits to successful women-led entrepreneurs, workshops, gender impact investor presentations, gender financing landscape overview, etc.).	At least 2 events per year, targeting at least 30 participants	Annual	Event documentation, participants lists
<b>3.4.3. Document gender and climate innovation success stories and lessons learned</b> Strategically and systematically map ecosystem learnings on gender and climate innovation strategies and disseminate through knowledge products such as briefings, success stories, working papers, factsheets or similar.	At least one publication per year	Annual	Publication

### 3.5. Cross-Cutting Gender Activities

In addition to the gender-activities unique to each of the project's activity areas, PAF commits to implementing the following 'minimum standards':

#### 3.5.1. Use of inclusive language

Use of inclusive language for all communication and knowledge dissemination to ensure accessibility to as many people as possible. This refers, among other things, to the explanation of technical terms, a thorough explanation of circumstances and contexts and avoidance of role clichés and stereotypes (e.g. "the stronger sex").<sup>13</sup>

#### 3.5.2. Gender-sensitive event management

Based on the guideline issued by the International Climate Initiative<sup>14</sup>, include gender issues in the planning and design of events, specifically during:

##### Planning

- ✓ Be aware of the linkages between the topic of any event and gender justice.
- ✓ Consider aspects like women's representation in the sector (who decides?), sex-disaggregated data (who is considered?), effects on women and minorities (who benefits?).
- ✓ Define a specific goal for each event with regard to gender justice.
- ✓ Determine the level to which gender should be addressed during any event (e.g. gender as cross-cutting or key topic)?
- ✓ Apply methods and learning approaches that are inclusive, participatory and gender transformative.
- ✓ When choosing a venue consider accessibility, safety and the connection to public transport. If lacking, consider a pick-up service.
- ✓ Include a query about specific needs and time constraints in any event invitation.
- ✓ Check whether the venue is equipped to accommodate specific needs of participants (e.g. nursing rooms, prayer room, all-gender washrooms, childcare services, wheelchair accessibility, lighting etc.).
- ✓ Where financially feasible, provide certain services (e.g. contact a sign language interpretation, designate certain rooms to a certain purpose and equip them accordingly).
- ✓ Consider care work obligations in the schedule of any event (e.g. start with a networking lunch instead of dinner, avoid ending too late)
- ✓ Consider offering digital or other forms of participation (e.g. through pre-recorded sessions that can be watched in different time zones and match different work schedules).
- ✓ Plan for workshop and event methods with a setting that invites everyone to actively participate (e.g., working in smaller break-out-groups, using online tools to include introverts).
- ✓ Include a declaration on respectfulness or an anti-harassment policy in event invitation and materials and placing a shorter printed version visibly at each event location.

<sup>13</sup> For further guidance see these '[Gender-inclusive language guidelines](#)' by UN Women.

<sup>14</sup> <https://www.international-climate-initiative.com/PUBLICATION1687>





- ✓ Offer voluntary gender registration to monitor the gender ratio of events.
- ✓ Consider the gender ratio among the participants and speakers, aim for gender parity and analyse how it might affect your event (in terms of the events atmosphere, the motivation to participate).
- ✓ Invite at least one speaker with a focus on gender. They receive a personal briefing and are encouraged to contribute to the plenary sessions and group discussions, through questions, examples, different perspectives and reflections. This offers participants who may not be familiar with a gender approach the opportunity to reflect on gender aspects and learn from the constructive discussions.
- ✓ Choose a gender-sensitive chair/moderator/facilitator or provide guidance to them and the panellists on how to identify and avoid (gender) stereotyping.
- ✓ Avoid stereotypes (e.g., a male facilitator „runs the show“ with a woman assisting with the catering in the background).

### Implementation

- ✓ Ensure that that everyone involved in the implementation of the event knows about the gender-responsive concept and how to “make use” of it in their respective roles.
- ✓ Make the declaration on respectfulness or the anti-harassment policy available to participants before an event.
- ✓ Make gender aspects part of your daily debriefing sessions (What is going well? What needs to be changed?).
- ✓ Consider gender-based needs when arranging rooms and seats (e.g., mixing or separating by gender or other factors, depending on the context) or off-site activities.

### Follow-Up

- ✓ Include gender aspects in the analysis and report of the event: who participated, which roles did participants take, were imbalances identified, how can these be explained and possibly overcome in the future?
- ✓ Include different voices in the report to display the variety of perspectives.
- ✓ Collect feedback and possible recommendations on how gender-responsive the event has been perceived, by including it in the general feedback form of the event.
- ✓ Share success and learnings: Highlight the importance of gender-responsive event management in an event report or follow up.
- ✓ Be transparent about failures and measures to avoid repeat errors in the future
- ✓ Make video recordings available where events were held online.

### 3.5.3. GIZ Gender Frameworks

Adhere to and operationalize the [GIZ Gender Strategy](#) with its five strategic elements: political will and accountability, corporate culture, gender competence, process adjustment and gender equality within the company and other accountability frameworks, such as Do No Harm and prevention of sexual exploitation, abuse and harassment (PSEAH) policies, which guide both its operational and implementation activities.



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