



Mini-certificates in Inclusive
Investment Strategies to Advance
Gender Equality and Promote
Informed Decision Making



OVERVIEW

A first of its kind in the region free of charge mini-certificate program on Gender Lens Investing (GLI) and the opportunities of its implementation in the MENA region.

This program will empower investors, capital providers, employers, and executives in a rapidly changing regional economic environment.

Comprised of three hands-on modules, participants will have a comprehensive understanding of GLI globally and specifically in the MENA region, as well as the relevant strategies and action plans they can apply to their business to promote GLI in the region. The world's most successful organizations innovate, adapt and change. In today's challenging environment, with the advances in technology and global market trends, the workplaces across the world are rapidly changing. In the Middle East and North Africa, greater efforts are needed to establish more diversified economies to support strategic growth and regional development. One key area to support this growth relates to the promise and potential of women in the region. The representation of women in decision-making roles across the MENA region is under 20% (KIP index 2021). Strategic growth, therefore, is predicated on bringing strategic and dignified opportunities for women's recruitment, retention and promotion in regional organizations. Following a tumultuous couple of years, the promise of improving the formal economies of the region rest greatly on the shoulders of secure dignified employment for women. Gender Lens Investing (GLI) is an approach to investing that targets and improves investment processes and structures in order to advance women's inclusion in the workforce. GLI aims to direct investments to employers that are exerting serious efforts to become inclusive, supporting women through their careers. This is not simply about philanthropy or basic regulatory compliance, but rather an opportunity to unlock economic power and drive market development, achieving financial return and value creation while delivering a quantifiable impact for gender parity. The main purpose of the modules is to demonstrate that finance and investments can be tools to advance positive changes beyond only targeting women, such as: addressing growing business opportunities, and achieving economic growth, sustainable development, and social impact. GLI can play a significant role in addressing the challenges that women as consumers, employees, and entrepreneurs contend with, such as lack of access to finance, social biases, inequality in opportunities, among others. Even though GLI has shown some success in developed countries, there is a need to promote the practice and contextualize underlying strategies for application in developing countries, which is the goal of these modules.

WHO SHOULD ENROLL?

The program is designed for investors, capital providers, employers, and executives. Based on the evidence that local challenges can be best addressed by evidence-based local solutions, this program is designed to provide state-of-the-art and forward-thinking solutions to dignified economic empowerment through gender lens investing.

WHY THIS MINI-CERTIFICATE?

A first of its kind, the program focuses on GLI and its strategies. Comprised of three modules, the first two provide participants with an in-depth understanding about GLI and how to enhance it in the MENA region.

This is done through two key approaches: 1. Providing a general overview of GLI and how to further advance the implementation of GLI in the region. 2. Providing recommendations on how to initiate and advance GLI implementation for employers, investors, and women-owned businesses. Modules 1 and 3 present the global and regional landscape of GLI and include GLI strategies. In doing so, it also examines ways in which businesses promote the social and economic empowerment of women and correlates investment strategies to them. Module 2 will bring together a panel of trailblazing champions of GLI. The program is suited for those who have ideas around leading change and want to amplify the potential of the women in the workplace. Delivered by world-class experts and renowned academics, the program will inform, engage and connect investors, capital providers, publicly listed employers, and executives using solution-driven and tailor-made content for the region.

LANGUAGE OF DELIVERY

The language of instruction for these modules will be English with simultaneous interpretation into Arabic and French.

MODULES

MODULE 1

Why GLI in the MENA Matters

- Introduction
- GLI Definitions
- GLI Importance
- Drivers of GLI
- Overview of GLI in the MENA Region
- Country Profiles in the MENA Region
- Current Practices in the MENA Region
- Gaps, Challenges, and Opportunities
- Ways Forward

MODULE 2

GLI in Action

- Use of GLI to Promote Inclusive Workplaces
- Impact of Gender Inclusion on Economic Prosperity and Investment Performance
- Global and Regional GLI Best Practices
- Challenges, Opportunities, and Growth Prospects

MODULE 3

A Roadmap for GLI Practices in the MENA

- Introduction
- Business Case for Investing in Women's Empowerment
- GLI Definitions
- GLI Categories
- The Need for Policies and Action Plans for Investing in GLI
- Strategies for Employers
- Strategies for Investors and Capital Providers
- Women Led and Friendly Businesses and Access to Capital in the MENA Region
- Global and Local Funding Opportunities
- Ways Forward

Dates

Module 1	February 2, 22	2:00 –4:30 pm (Beirut Time)
Module 2	February 23, 22	2:00 –4:00 pm (Beirut Time)
Module 3	March 23, 22	2:00 –4:30 pm (Beirut Time)

PROGRAM SPEAKERS



**Dr. Charlotte Karam / Ian Telfer
Professorship in Inclusive
Human Resource Systems at
Telfer School of Management,
U of Ottawa / Immediate past
Founding Director and Director of
International Partnership at CIBL**

Dr. Charlotte Karam is a world-class scholar activist on responsible business. Her work contributes to overlapping conversations in HR, business ethics, public policy, and feminist praxis. In addition to her numerous academic publications, Dr. Karam leads a team of 35 staff and researchers at CIBL for Women securing and overseeing over \$7.5 million in international funding. Awarded by the Arab Fund Distinguished Scholar Award, named a Global Gender Champion by the U.S. Department of State, and recognized on the Bath University's #Thinklist 30 Women's List, Dr. Karam is a leading figure on women's dignified economic participation.



**Dr. Wassim Dbouk / Director of the
Investment Management Program
Founding member of CIBL /
Associate Professor of Finance
/ Lead in Empirical Finance,
Suliman Olayan School of Business**

Dr. Wassim Dbouk is a seasoned academic, researcher and expert with almost 30 years of experience in the fields of Finance, Capital Markets, and Investment Management. Dr. Dbouk is the Director of the Investment Management program at AUB where he oversees the asset allocation of a 1 million dollar fund. He served on numerous committees and tasks forces with the Olayan School of Business and AUB at large. Dr. Dbouk is the facilitator of the development and delivery of various Executive Education programs and C-Level training workshops. He also trained and mentored numerous teams of Finance students that won awards in CFA competitions and in Portfolio Management.

CONTACT

For more information about the program kindly contact:
gli@aub.edu.lb

Enroll Now

GENERAL DISCLAIMER: The materials related to the Gender Lens Investing Initiative are intended to assist investors, capital providers, employers, and executives as they strive to improve investment processes and structures in order to advance women's inclusion in the workforce. The information provided by the GLI team, and partners must be understood as a tool for adopting a gender lens in investment decisions, rather than legal obligations, which are defined by statute, regulations, and standards of their local industry standards, and national legislative landscape. Likewise, to the extent that this information references practices or procedures that may initiate and advance GLI implementation for employers, investors, and women-owned businesses, but which are not required by a statute, regulation, or standard, it cannot, and does not, create additional legal obligations. Finally, over time, regulators may modify rules and interpretations in light of new technology, information, or circumstances; to keep apprised of such developments, or to review information on a wide range of GLI and inclusive HR topics. All information, toolkits, templates, and other related material under the GLI initiative is provided therefore as a free of charge guide, and is, therefore «as is» without warranty of any kind of risk.



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