

Bloomberg
Good Business
A weekly guide to sustainable finance

Sustainable Finance

October 31, 2018 -- Female-focused investment strategies have grown sharply in the year of #MeToo. Assets in public securities tied to so-called "[gender lens](#)" investments rose to \$2.4 billion from \$1.3 billion last year, as 10 new funds and ETFs were launched. The funds are betting they can reduce risk by focusing on women-on-boards, female leadership, the gender-pay gap and products and services that benefit girls or women. "We're seeing one of the best opportunities to mobilize capital to help solve social issues that we need to put behind us," said Veris CEO Patricia Farrar-Rivas.