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# Innovating for a Better Future: Investing in an Inclusive Economy

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As we confront unprecedented global challenges, the need to innovate for a better future by investing in an inclusive economy has never been more urgent. Building a resilient and prosperous future requires profound changes that include and empower members of all genders and marginalized communities, but how?

Attempts to level the playing field are often hindered because we do not know what is broken, why, and how to fix it. Our most significant gap when it comes to gender equality is a knowledge gap.

The Rotman School of Management's Institute for Gender and the Economy (GATE) is uniquely positioned to provide game-changing, evidence-based guidance to bridge that gap.

By creating myth-busting insights about gender and its intersections with race, sexual orientation, indigeneity, ethnicity, disability, socioeconomic status and other identities, GATE equips leaders in the business, non-profit and public sectors to transform the systems and processes that contribute to inequality.

Your visionary support of GATE has the power to ignite significant change. By raising funds to tackle the gender equality knowledge gap, we can build an inclusive economy across Canada and the globe.

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# A Knowledge Gap

To build a more inclusive future, we must include people of all genders and marginalized communities in the re-design.

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**With a gift to GATE, you can equip decision makers across Canada and around the world with myth-busting gender analytic insights and game-changing guidance.**

**We know we should invest in an inclusive economy. But do we know how?**

Despite countless government policies and organizational investments over the past few decades, gender inequality continues to prevent millions of people from reaching their full potential. For instance, women of colour are clustered in low-paying essential services, men are constrained by gender-based expectations to not invest in care work for their families, and trans and gender non-conforming people are excluded from economic opportunities.

### **Myth-busting Insights**

By relying on evidence from rigorous scholarly research, we create myth-busting insights that reveal the root causes of gender inequality.

Using gender analysis, GATE can inform and inspire innovative business practices in the short term while guiding innovative, equitable and effective policy development over the longer term.

Instead of highlighting problems after the fact, GATE empowers decision-makers with a clear understanding of the problem to *proactively* design inclusive policies, products, services and organizations.

We can innovate more effective solutions by shining a light on the right targets.

For example:

- Knowing that the gender wage gap is primarily due to job segregation and career switching after the birth of the first child - not unequal pay for equal work - policymakers and corporate leaders might prioritize accessible and affordable childcare.
- By recognizing that algorithms often embed bias, such as when an AI bot that screens job applicants is biased toward hiring men because it was trained on historical hiring patterns, we can implement protocols and checks to prevent new technologies from reproducing and exacerbating inequalities.
- Applying an intersectional lens to reveal how and why people of different genders and generations respond differently to investment prompts, governments and investment managers can create targeted behavioural “nudges” to increase retirement savings and close the gender × age investment gap.

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# GATE's Transformational Guidance

By driving policy decision-making, we can become a global leader in advancing economic and social equality for people of all genders.

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# 8

of Canada's largest companies and organizations have partnered with GATE to guide policies and practices around gender equity

# 108

researchers funded through GATE since 2015

# 21k<sup>+</sup>

online learners dedicated to incorporating a gender-inclusive perspective in their businesses

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GATE enables businesses, non-profit and public sector leaders to transform the economic systems and processes that contribute to inequality by:

## 1. **Creating new insights grounded in rigorous, cutting-edge academic research**

→ From its central position within U of T, Canada's #1 research university and one of the world's top 25, GATE has built a robust and multidisciplinary community of leading researchers. Since its launch in 2015, GATE has funded 108 researchers investigating topics such as the corporate gender gap, closing the gender savings divide, barriers to reporting sexual harassment, transgender inclusion and the double-bind for women in leadership.

## 2. **Training current and future leaders to design policies, processes, products, and services for equality**

→ GATE has engaged over 600 undergraduate, MBA, PhD and executive-level students and over 21,400 online learners dedicated to using a gender-inclusive perspective to create innovative solutions to complex problems.

## 3. **Building community with business, civic, and public sector leaders to mobilize knowledge**

→ In 2023, GATE engaged its community of business leaders, policymakers, non-profit organizations, students and faculty with various events, including ten public events, research roundtables and two conferences, to explore pressing issues related to gender and the economy.

→ GATE's community initiatives include a first-of-its-kind examination of transgender inclusion in leading Canadian companies in partnership with Pride at Work Canada and developing a feminist COVID recovery plan for Canada with YWCA Canada.

## 4. **Shaping practice by translating research into practical tools and solutions**

→ GATE has partnered with eight of Canada's largest companies, government and non-profit organizations to guide policies and practices and to develop courses for today's decision-makers. Students in these courses learn innovative and evidence-based solutions, including how to use gender-neutral language in job postings and how changing rating scales can reduce bias in performance evaluations, and take a deep dive into topics including the importance of diverse representation on boards, women's entrepreneurship, pay equity, diversity and inclusion in small and medium enterprises, and transgender inclusion.

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**U of T is Canada's top research University, located in the world's most diverse and inclusive cities—home to one of the world's largest Pride celebrations.**

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# Your Transformative Support

At this pivotal time for our economy and society, your commitment and philanthropic leadership can help shape a better, more inclusive future within Canada and internationally.



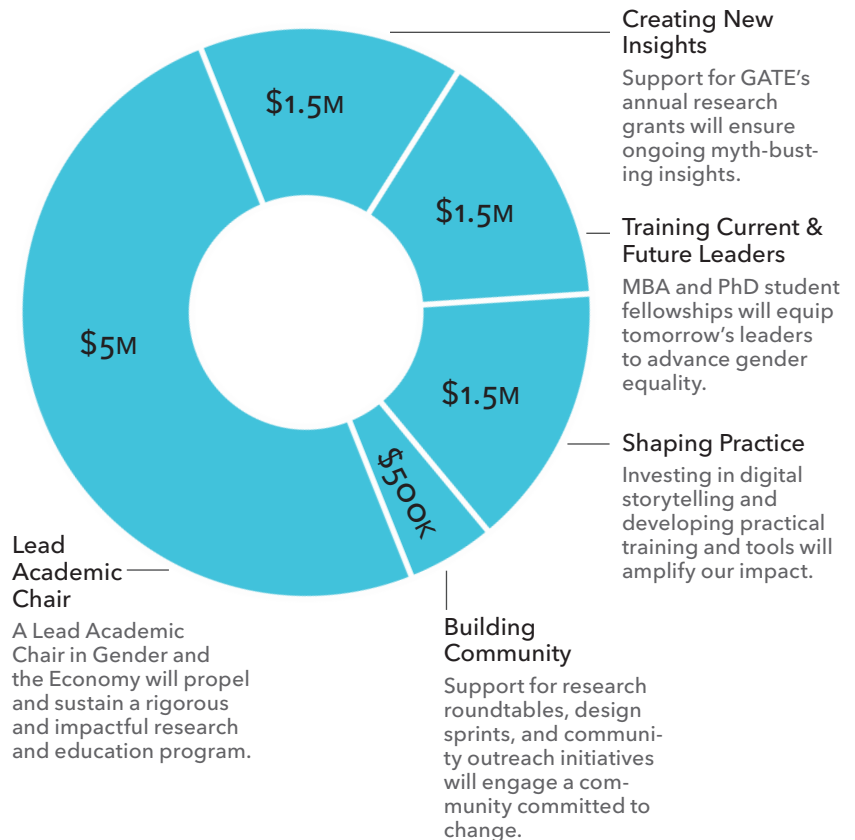
**Sonia Kang,  
Academic Director**

GATE is led by Professor Sonia Kang. Professor Kang holds the Canada Research Chair in Identity, Diversity, and Inclusion and is a Professor of Organizational Behavior and Human Resource Management at the University of Toronto Mississauga Department of Management and the University of Toronto's Rotman School of Management. Sonia's research has been published widely in top-tier academic journals. Her research has won multiple academic awards, and her research on "resume whitening" was recently ranked #3 on the Financial Times' global top 100 list of "business school research with social impact."

In a few short years, GATE has built a strong foundation for converting key gender insights into action and impact and is now guiding the re-design of current systems and processes to create a better and more inclusive society for tomorrow.

With your visionary philanthropic support, we will amplify and expand on this impact. By raising \$10 million to build a robust research, education and community outreach program, we can set the course for a better, more inclusive future within Canada and internationally.

## Investment opportunities:



To find out more, contact:

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