



## PRESS RELEASE

Hollywood star Geena Davis will be given The Womenomics Global Impact Award 2018.

This year, on the 29<sup>th</sup> of May, in the Tivoli Concert Hall, Hollywood star Geena Davis will be presented with The Womenomics Global Impact Award 2018, at The Womenomics Nordic Business Conference. The Womenomics Committee wishes to honour her inspiring work and vital research on gender bias in film and television.

The Above & Beyond Group is responsible for the Womenomics Nordic Business Conference which, for the 5th consecutive year, will present Womenomics Awards to three extraordinary female role models, who have made significant differences in their fields and are ground-breaking leaders.

The Academy Award-winning actress Geena Davis has, in her long-standing work at The Geena Davis Institute on Gender in Media, focused on how the film industry and the wider media presents women and girls, and how negative gender stereotypes and hidden prejudices can affect cultural perceptions and social behaviour.

The founder of the Womenomics Nordic Business Conference, Tine Arentsen Willumsen, who is also the founder of The Danish Diversity Council, believes it is incredibly important that we as society celebrate the people who really make a difference, and promote them as role models for other women.

"We are looking forward to honouring Geena Davis at our Womenomics conference here in Copenhagen on the 29<sup>th</sup> of May. For many years she has been personally dedicated to revealing and changing the inequalities and biases that exist in the global film and television industry. Her research challenges the entertainment industry in its portraying, and enforcing of, stereotyped gender roles. We therefore wish to honour Geena Davis for her extremely important work with The Womenomics Global Impact Award 2018. This year we also recognise two further extraordinary women: Sheela Maini Søgaaard, CEO and partner at BIG with The Womenomics Leadership Award, and Christine Spiten, Co-founder of Blueye Robotics from Norway with The Womenomics Technology Award. All three are strong role models with impressive results and inspiring passion," says Tine Arentsen Willumsen.

The Womenomics Committee presents Sheela Maini Søgaaard with The Womenomics Leadership Award, as BIG, under her modern leadership style, has become one of the most innovative and reputable companies in the world of architecture.

Christine Spiten receives The Womenomics Technology Award in recognition of her pioneering work developing an underwater drone that explores the ocean as much as 150 meters deep from an iPhone. As co-founder of Blueye Robotics, the Womenomics Committee sees Christine as an important young female tech trailblazer who is not only leading the future here in Scandinavia but is also having a global impact as the drone is already used for mapping and exploration of oceans in the US and Australia.





The awards will be presented during the Womenomics Nordic Business Conference on the 29<sup>th</sup> of May 2018 in the Tivoli Concert Hall

The award ceremony will take place on the 29<sup>th</sup> of May 2018 at Tivoli's Concert Hall, Vesterbrogade 3, 1630 Copenhagen. The theme of this year's business conference is: "Unleashing women's financial power and leadership potential by letting the Nordic diversity mindset inspire growth" and again this year, Nordic and international top leaders and experts will meet to discuss how best to ensure that all competencies are utilised to create growth and innovation in society.

#### Former recipients of The Womenomics Awards

The Womenomics Awards have been awarded since 2014. Last year's recipient of The Womenomics Global Impact Award was HKH Crown Princess Mary, and in addition, former minister, current MP Ida Auken (R) received the Womenomics Influencer Award and Pia Vemmelund, Managing Director of the travel portal momondo, was awarded The Womenomics Leadership Award. Also among the 9 previous award recipient are: EU Climate Commissioner Connie Hedegaard, Soulaïma Gourani and Stine Bosse, Chairman of the Board.

Read more about The Womenomics Nordic Business Conference and see the speaker list here:  
[www.womenomicscph.dk](http://www.womenomicscph.dk)

Partners of Womenomics are: Danske Bank, June, McKinsey & Company, Manguard & Partners, Danish Crown, BMW, Diageo, Financial Times | IE Business School Corporate Learning Alliance, Finance Denmark and Finanssektorens Arbejdsgiverforening.

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