



## **PRESS RELEASE 21st APRIL 2021**

# **Pioneering women are honoured for their courage and impact at The Womenomics Nordic Business Conference on the 5th of May**

**The figure at the forefront of the Danish #MeToo movement, Sofie Linde; the first woman to have crossed Antarctica alone, Felicity Aston, and the trio behind Europe's leading financial learning platform, Female Invest; Emma Due Bitz, Anna-Sophie Hartvigsen and Camilla Falkenberg will all be honoured with 'The Womenomics Award' on the 5<sup>th</sup> of May 2021.**

The Womenomics Awards are presented to strong female role models who are not only leaders in their respective fields but have also used their voice to inspire and engage others. The award ceremony will take place in conjunction with the virtual Womenomics Nordic Business Conference, where HRH Crown Princess Mary will deliver the opening address.

The Womenomics Nordic Business Conference, held for the seventh year, is a platform that highlights the growing influence of women on the global economy. Under the theme 'Driving Gender Diversity & Inclusion in the Business World of 2021' and with Nordic speakers and international leaders, the conference will focus on diversity and inclusion, the female consumer, tackling bias and the business community of the future. The awards have been presented since the beginning of the conference to celebrate female game changers, role models and extraordinary leaders.

### **Award recipients who lead the way for others**

The Womenomics Award Committee has chosen to award TV host, actress and author, Sofie Linde, 'The Womenomics Impact Award 2021' in recognition of her role in rekindling the #MeToo movement in Denmark, in late summer 2020, when she emphasized the need for equal pay and respect in the workplace. With her impressive courage, Sofie Linde has inspired many other women to come forward with stories about sexism and discrimination in Danish workplaces and has made her mark on Danish society in several areas. "It is with heartfelt gratitude that I will be receiving The Womenomics Impact Award. I am really pleased that the business community has also heard my message and looked inwards. After all, it is precisely the employers who must ensure equal pay and respect across genders in the workplace, so that in the future, equality is something we have, and not something we fight for," says Sofie Linde about the award.

British polar explorer, expedition leader and author, Felicity Aston, is awarded 'The Womenomics Science Award 2021' in recognition of her achievements as the first woman to cross Antarctica alone, her role in inspiring other women to explore areas that are often dominated by men, as well as building bridges with cross-cultural expeditions. Educated as a polar researcher, Felicity Aston is also a fantastic example of the limitless possibilities a STEM education offers. Felicity Aston says: "In climate change the world is facing a challenge that cannot be solved by one region or one part of society alone - the solutions we need require a global effort that involves everyone. Therefore, I am proud and delighted to receive this Womenomics Award which recognises my efforts to create greater diversity and inclusion across exploration, breaking down stereotypes and empowering women to reach beyond the expectation of others - and I hope it provides a memorable example to women of all ages of the varied places a STEM career can take you!".

The co-founders of Female Invest, Emma Due Bitz, Anna-Sophie Hartvigsen and Camilla Falkenberg together receive the 'The Womenomics Entrepreneurship Award 2021' in recognition of their significant influence as entrepreneurs and role models, as well as their contribution to economic equality. Female Invest not only has a significant influence in Denmark, but has members in 56 countries, where they inspire more than 100,000 women to take their financial affairs and investments into their own hands and see the opportunities of starting their own business. "Financial equality is a prerequisite for equality in all aspects of life. We are very honoured by the recognition this award gives, and it fuels our motivation to make a difference," say the co-founders of Female Invest.

Founder of The Womenomics Nordic Business Conference and Chair of the Award Committee, Tine Arentsen Willumsen, who is also behind The Diversity Council, believes it is extremely important that we, as a society, highlight the female profiles who really make a difference and act as role models for other women. "I am very much looking forward to giving this year's Womenomics Awards during our virtual Womenomics conference on the 5<sup>th</sup> of May. This year, we are celebrating women, who have used their influential positions to bravely inspire and engage others by leading the way and spearheading change," says Tine Arentsen Willumsen.

### **Former recipients of The Womenomics Awards**

The Womenomics Awards have been presented to 20 award recipients since 2014. The awards have previously been presented to, among others, HRH Crown Princess Mary of Denmark; the country of Iceland; the founder of the Geena Davis Institute on Gender in Media, Geena Davis; author and HRH Princess Esmeralda of Belgium; CEO of KMD, Eva Berneke; CEO and Partner from BIG, Sheela Maini Soegaard; the founder behind The Stop Wasting Food Movement, Selina Juul; former Minister and EU Commissioner, Connie Hedegaard and top business leader, Stine Bosse. You can see all the previous award recipients at [womenomicscph.dk](http://womenomicscph.dk).

### **Conference details:**

*The Womenomics Nordic Business Conference will be held virtually this year on the 5th of May 2021, at 09.00-12.30.*

*This year's theme: 'Driving Gender Diversity & Inclusion in the Business World of 2021'.*

*Organizer: Above & Beyond Group - an international consultancy with innovative diversity solutions.*

*Sponsors: McKinsey & Company, Diageo, BMW, Headspring Executive Development, Gorrissen Federspiel, Maersk and The Estée Lauder Companies.*

*For further information, possible interviews, and conference registration, please contact: Communication and Coordination Manager, Camilla F. Stoltenberg, [camilla@above-and-beyond.eu](mailto:camilla@above-and-beyond.eu) or tel.: +45 27 58 12 96. You can also read more about the conference and see the list of speakers at [womenomicscph.dk](http://womenomicscph.dk).*