



PRESS RELEASE 7th OF MAY 2021

Diversity and inclusion have never been higher on the agenda both for Womenomics 2021 and for the international audience

HRH Crown Princess Mary of Denmark opened this year's Womenomics Nordic Business Conference, which was held virtually on the 5th of May 2021. A historically large number of participants from Denmark and abroad, leading diversity experts, 5 pioneering Womenomics Award recipients (Sofie Linde, Felicity Aston and Female Invest; Emma Due Bitz, Anna-Sophie Hartvigsen and Camilla Falkenberg), as well as 23 speakers, focused on diversity and inclusion, the female consumer, tackling bias and the business world of the future.

The Womenomics Nordic Business Conference, the largest conference of its kind in the Nordic region, was held this year with the theme: 'Driving Gender Diversity & Inclusion in the Business World of 2021'. The name of the conferences, Womenomics, combines the words 'women' and 'economics', to underline the potential of this association. In the seventh year of the conference, international interest has grown significantly.

"This year, the conference has had a historically high number of participants. It underscores the growing global focus on creating more balanced leadership and gender diversity. There has definitely been a shift from talking about why gender equality is important in the business world, to what we can do, and how quickly we can achieve more gender equality," says Tine Arentsen Willumsen, CEO of Above & Beyond Group, who is behind the Womenomics conference and Chair of the Womenomics Awards Committee, as well as founder of The Diversity Council.

This year's inspiring speakers included, among others, CEO, Mauricio Graber from Chr. Hansen, Mia Wagner, co-founder of Nordic Female Founders, and Julia Sperling-Magro, partner at McKinsey & Company, who shared both startling reports and solutions, as well as personal stories from the business community.

Analysis and evidence have made it clear that companies with diverse teams have a better bottom line, just as reports from McKinsey & Company show that the collective IQ increases when more women join teams.

"In The Estée Lauder Companies, no big decisions are ever made without a woman at the table," emphasized Jesper Abildgaard, General Manager Nordic from The Estée Lauder Companies, who spoke at Womenomics this year.

Female role models were honoured for their courage

"We need more female role models both in Denmark and in general. Other female entrepreneurs who lead the way and are willing to show when it is difficult and how to overcome challenges," said Mia Wagner at this year's conference.

The importance of female role models has been a recurring item on the agenda. Since 2014, The Womenomics Nordic Business Conference has awarded the 'The Womenomics Awards' to women who are leaders in their field, make a significant difference, and who act as role models for other women.

This year's amazing Womenomics award recipients were no exception. In each of their areas, they have used their powerful voices to inspire and engage others.

TV host, actress and author, Sofie Linde, was presented with 'The Womenomics Impact Award 2021' for her role in the 2nd #MeToo wave, while British polar researcher, expedition leader and author, Felicity Aston, was presented with 'The Womenomics Science Award 2021', and the founders of Female Invest, Emma Due Bitz, Anna-Sophie Hartvigsen and Camilla Falkenberg were presented with 'The Womenomics Entrepreneurship Award 2021'.

“This year, we chose to celebrate women who have used their positions to bravely inspire and engage others. Sofie Linde, Felicity Aston and the trio behind Female Invest are at the forefront of their respective fields, whether it is #MeToo and respect in the workplace, exploring our planet and illuminating the climate crisis at the poles or fighting for economic equality,” says Tine Arentsen Willumsen.

Conference details:

This year, the Womenomics Nordic Business Conference was held virtually on 5 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 consulting firm with innovative diversity solutions.

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

For further information and follow-up interviews with Womenomics award recipients or speakers contact: Communication and Coordination Manager, Camilla F. Stoltenberg, 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 and award recipients on womenomicscph.dk.