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Panel: Ways to Invest in SDG5 Gender Equality

Abstract

Accelerating progress toward a world with equal opportunities for all, irrespective of gender, ThinkYellow utilises the power of Gender Lens Investing to achieve our goal. Money rules the world and investing decides where money lands. Through purposeful and responsible investment strategies we support the most useful source of the change we want to see: Economically and socially sustainable corporate behaviour. The business case for Gender Equality proves companies that are “Gender-friendly” benefit from higher financial returns, better corporate governance, more consistent risk management, and have better decision-making strategy. Therefore, ThinkYellow is building an online investing platform to allow private individuals to invest in gender-friendly companies.

Biography

My name is Mette; I have more than 20 years experience within the Swiss financial sector helping individuals, families, foundations, and entrepreneurs listen to the 'fire in their bellies' and follow that passion with their investment decisions. We used to talk about Responsible Investing, i.e. now steering assets toward reaching 17 UN Sustainable Development Goals. Relevant education includes MSc in EBA (Leadership), CBS and completed a program on Corporate Governance, Business Management and HR Development, University of St. Gallen. I was born in Denmark, grew up in Australia, finished school in Denmark and Switzerland, where I have lived since 1993.

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