

## SHE conference March 4th 2020

Blue are informal notes taken by Johanna Toresen, president of WFWP Norway (kvinneforum.org)

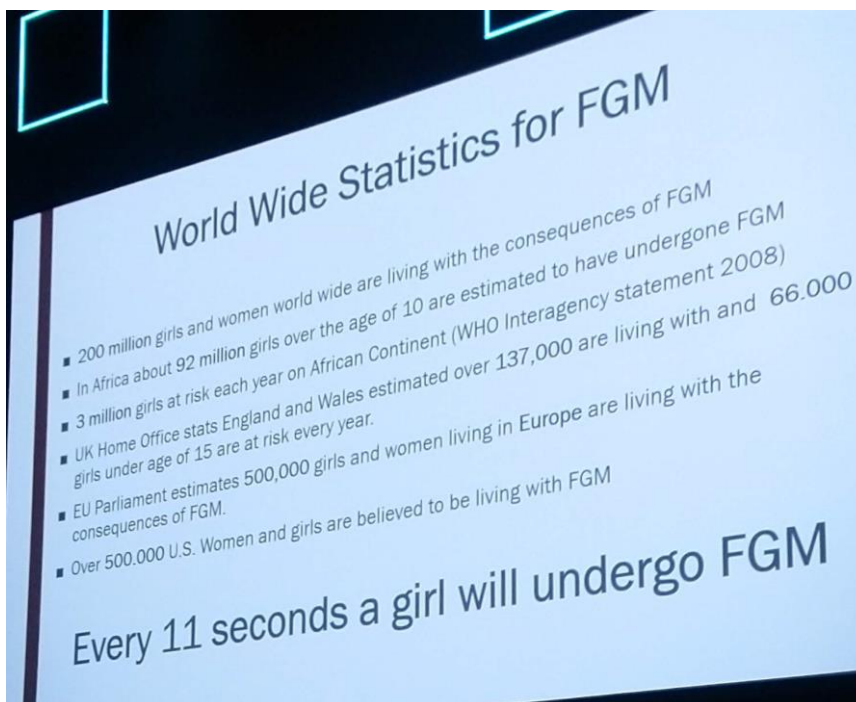
09:00 - 11:00

### THE GLOBAL ASPECTS OF DIVERSITY AND GENDER EQUALITY

Representatives from all over the world share experiences and ideas based on their work with diversity and gender equality. With a strong belief in combining technology, talent, and diversity, our speakers talk about the important aspects defining our future.

Host: Francois Sibbald // Speaker  
& Sabinije von Gaffke // Speaker

- Heidi Aven // CEO & Co-Founder of SHE Community
- Camilla Hagen Sørli // Chair of SHE
- Erna Solberg // The Norwegian Prime Minister
- Harald Eia // Comedian, sociologist and documentarian
  - Align your targets with meaningful impact. Think about diversity in recruiting from the get-go. Make equality and value creation dependent on each other. Create a flexible work environment. Find investors that really care about diversity and inclusion.
- Julie Linn Teigland // Area Managing Partner at EY for EMEA
  - Need to hire a fair share of women and men, need equal pay. Raise and educate female women in your company so that they can take on leader positions. Gender equality is not a problem that needs to be solved, but it's the solution to our problems. Diversity leads to better performance. Take a risk! Ask for promotions! Measuring is important for changing something.
- Dr. Leyla Hussein OBE // Founder Of The Dahlia Project and Magool, Psychotherapist
  - FGM (female genital mutilation/circumcision) is terrible, is also done to girls who live in Europe, is also done by well-educated parents with western values.



- Eduardo Kassner // CTIO at the One Commercial Partner Group at Microsoft Corporation

- Melissa Mulholland // Strategy & Business Development at Microsoft Corporation
  - “Interknowldgy” works with machine learning. E.g. develop machines that can automatically detect deformations of a fetus. This saved her son before birth.
- Sol Daurella // Chairman, Coca-Cola European Partners
  - Not actively including means excluding
- Anders Kvåle // Co-Founder & Chairman at Spacemaker
  - Spacemakers works based on diversity, trust and respect, ownership and responsibility. Each team has a lot of autonomy, there are little directions from above. Four times a year all (100?) people who work for Spacemakers, meet to share what they have learned and set goals on all levels and areas. At job interviews, the founders discuss culture with the candidate for 1,5 hours, including about diversity.
- Christin E. Bøsterud // Country Managing Partner, EY Norway.
- Gro Harlem Brundtland // Former Prime Minister of Norway, Interviewed by Jon Mørland
  - As the first female prime minister in Norway she met a lot of resistance, but endured, because she knew that her efforts will make it easier for future female prime ministers. And indeed, Erna Solberg has thanked her for building the foundation which she stands on.
  - In her second government period she increased maternal leave from 12 weeks to nearly 12 months, then also established a right for the father to take parental leave.
  - Her party decided a 40% female politicians quota for itself. Later they made this into a law for the public and private sector.
  - Take risks, rock the boat, it’s okay to irritate others. Everyone can see areas where change is needed, so go ahead and change it.

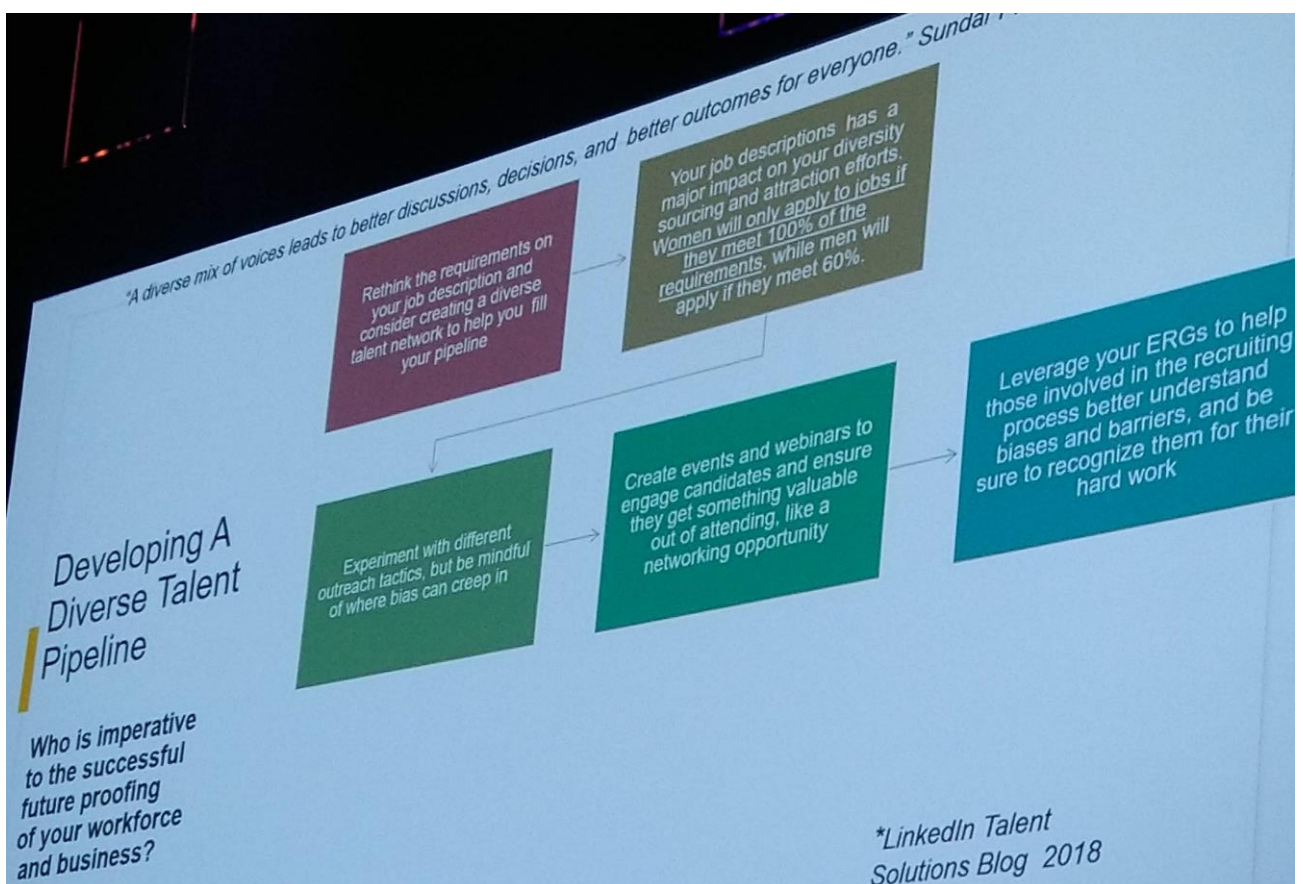
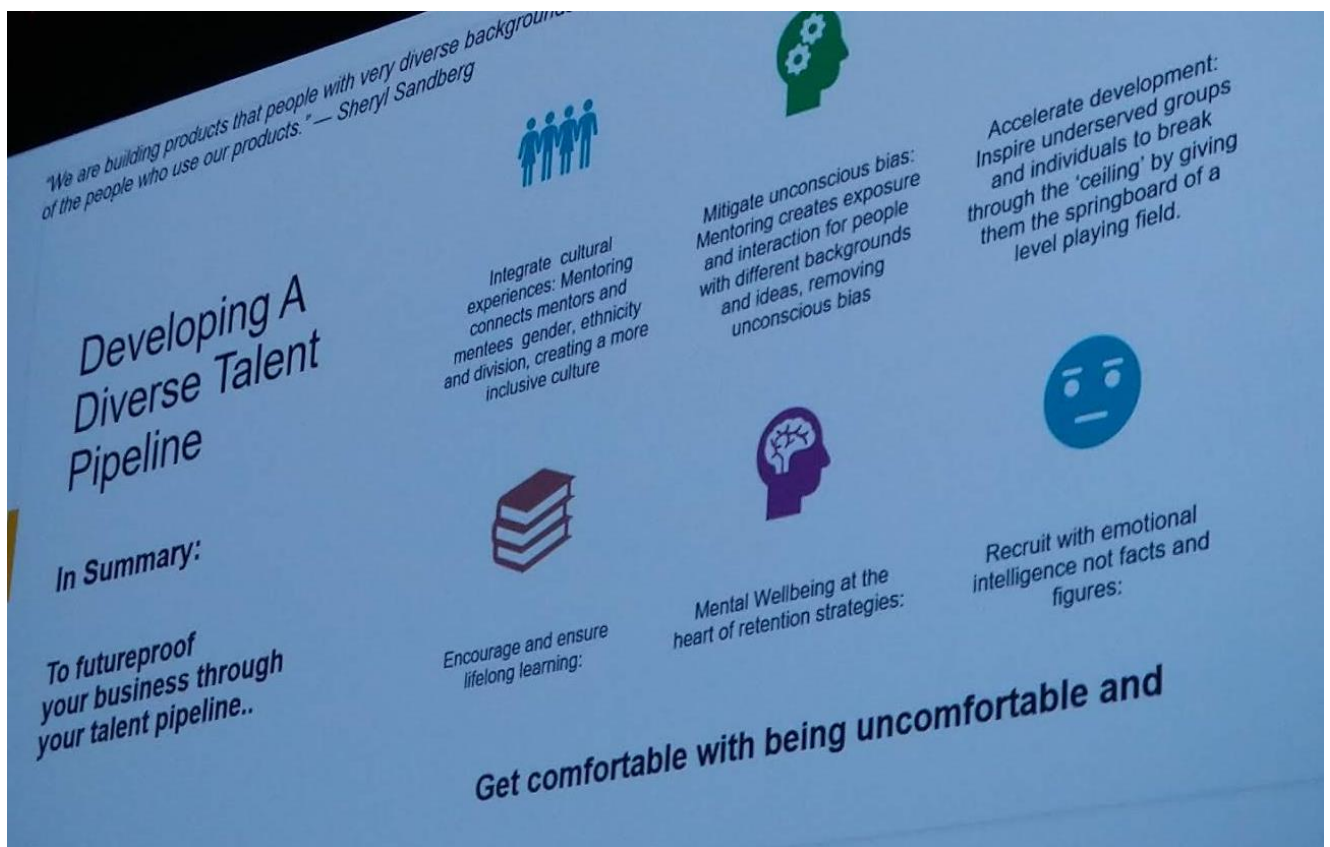
12:00 - 13:00

## INVESTMENT IN THE FUTURE WORKFORCE

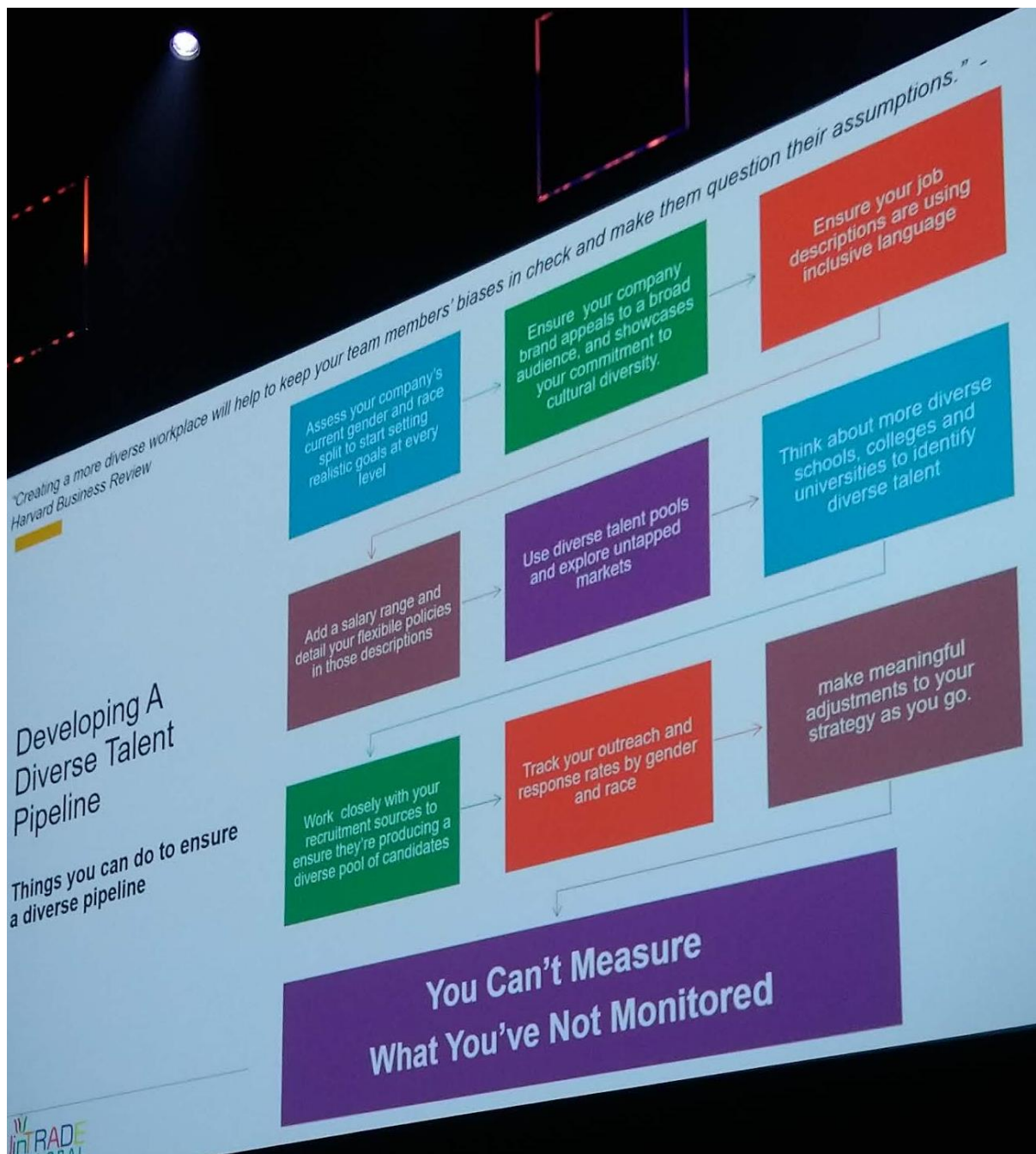
Today's workforce is diverse, and in the future, this diversity will affect business aspects such as investments, performance, innovation, recruiting, and behavior. Our speakers talk about the new opportunities that diversity and gender equality bring.

Host: Matthew Smith // CEO of The Unicorn

- Sony Kapoor // International Economist & Policy Entrepreneur
  - One year ago, he published an article promoting gender equality. He met so much resistance and hurting messages that he decided to not raise his voice in public for a year. Imagine how crushing it is for e.g. a young woman from a minority to raise her voice and be met with such a resistance.
- Iselin Nybø // The Norwegian Minister of Trade and Industry
- Thina Saltvedt // Chief Analyst (Ph.D.) Sustainable Finance at Nordea
- Snorre Storset // CEO of Nordea Norway
  - Do you put your money where your values are? When you put money in a bank account, funds, or buy a product, you support the company behind – and the values of that company. Ask yourself if you agree on how they deliver on sustainability and gender equality.
- Daniel Skjeldam // CEO of Hurtigruten
  - When a woman reads a job description and only meets 7 out of 10 criteria, she decides that she is not good enough to apply. In reality she might do a great job if she applied and got hired. But if a man sees that he meets 3 out of 10 criteria, he thinks it fits and applies.
- Yvonne Thompson // CBE – Chair Radio Academy







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- Pellegrino Riccardi // Global Keynote Speaker, Course Instructor, ChangeMaker
  - Need to make job descriptions that attract people who create diversity, and be aware of our bias.
  - Nearly 1 million immigrants live in Norway. How do you react to this number? We should try to increase it! (whole population of Norway is over 5 million)
  - Need more love at our workplace. He asked the audience to write "I love you" to someone. Funny-shocking answers that show that it's not normal/expected.

TECH stage: 13:30 - 14:30

### AI & TECH: With diversity in corporates

- Everyone who makes an algorithm, programs their bias into it. Need an ethical and empathic framework around artificial intelligence.

- A speaker showed a video of an automatic sope dispenser which doesn't react to "black/brown" skin. People with non-white hands have to hold a white tissue under to get sope. The creators were probably lacking diversity.
- Torgeir Waterhouse // Otte
- Alexander Salveson Nossun // Norkart
- Randi Marjamaa // Nordea Norway
  - A newly hired woman in insurance company asked if it's okay that it takes 75 days before a disability case is being handled. That was normal/the standard, but the leader agreed with her that it was not okay. Using technology they reduced the waiting time to 1 day.
- Eduardo Kassner & Melissa Mulholland // Microsoft Corporation
- Rune Syversen // Crayon

14:00 - 15:00

## DIVERSITY AND INCLUSION IS THE FUTURE OF BUSINESS

Diversity and inclusion in the workplace is important to make all employees feel accepted and valued. Employees that feel accepted and valued tend to contribute more and stay longer with a company. In this session, our speakers cover topics like diverse talent as the future workforce and inclusion in business.

Host: Matthew Smith // CEO of The Unicorn

- Venke Knutson // Singer & CEO of Skravlekopp
- Tomas Myklebust // Neuropsychologist
- Elham Fardad // CEO & Co-Founder of ID Inclusion
- Inga Beale // Board Director, London First. Former CEO of Lloyd's
- ECONA // Gender Equality Rapport with Nina Riibe and Maria Østerhus Lobo
  - They discuss parental leave with both male and female workers, offer full pay during the leave and ask about their career plan.
  - big report in 2019
- Panel discussion // Discrimination and recruitment with Inga Beale // Board Director, London First. Former CEO of Lloyd's; Ivar Horneland Kristensen // CEO of Virke; Omar Samy Gamal // Norwegian politician; Daniel Skjeldam // CEO of Hurigruten; Lars Erik Grønntun // Global President at Hill+Knowlton Strategies
  - Choose your husband with great care. He has to be supportive.

16:30 - 18:00

## THE POWER OF THE INDIVIDUAL

People create changes, but sometimes it only takes a few or one voice to create change. By being brave and passionate, individuals make a lot of actions, which can impact our lives. Speakers in this session are talking about their stories from both private and work lives.

Host: Matthew Smith // CEO of The Unicorn

& Randi Liodden // Screenwriter

- Ayla Huguenot // Singer

- Abid Raja // Minister of Culture and Gender Equality, Liberal Party
- «Because it's worth it» Panel // Lilla Sølhusvik, Kristin Skogen Lund, Hilde Tonne, Berit Svendsen & Maria Moræus Hanssen
- Silje Landevåg // Founder of Get Inspired
- Susannah Rodgers // Ocean Ambassador & Paralympic Gold medallist
  - [Challenge the system. Embrace your identity.](#)
- Sari Einy Brody // Global Head of Equality, Diversity and Inclusion at IKEA Group
- Susanne & Andreas Holzweiler // Creative Director & CEO of Holzweiler
- Aleksander Gamme // Norwegian adventurer, polar explorer, researcher, author and public speaker.
  - [Create fun on the way, have fun in whatever you do. Follow your dream, but share your victories. He would have been the first person to ski to the south pole, but decided to wait for his two opponents so that they could reach it together – great joy and value.](#)

You can find the rest of the program here: <https://www.sheconference.no/program-2020>