

Gender Equality Simply Means Better Business!

International Women's Day 2018

On March 8, 2018, over 70 leaders united with a public pledge for gender equality in Swiss business. We celebrated this with CEOs and representatives of our member companies and partner organizations in collaboration with the University of Zurich.

The truly inspiring evening was opened by Kristine Braden, President of Advance, and Citi Country Officer Switzerland, Monaco and Liechtenstein. In her talk, Kristine Braden presented the business case of women's economic empowerment. She was followed by Allyson Zimmermann from Catalyst, who shared insights on what truly inclusive leadership means – for men and women – and why it is key to master today's challenges.

Compelling CEO Panel

"What has happened since last year?" - This was the initial question for the three CEOs on our panel. They had all committed last year and openly shared where they stand today, why and how they are driving diversity and inclusion forward, and what they learned along the way.

While approaches may vary, they all agreed: Gender diversity needs to be put on the strategic table. They all pledged structural and cultural changes – on the company and societal level. For it takes all of us.



CEO Panel (left to right): Ellen Comberg (moderator), Nicole Burth, CEO The Adecco Group Switzerland, Simon Owen, CEO Deloitte Switzerland, Simona Scarpaleggia, CEO IKEA Switzerland



Aula of the University of Zurich: booked to the last seat, hosting over 350 highly engaged guests.

The closing note was held by Prof. Dr. Michael Hengartner, President Executive Board University of Zurich. He made a strong point about gender diversity in academia. "The bigger diversity, the higher excellence." True also for businesses.

Great Workstream. Great Spirit!

Meet the team behind our IWD 2018 event and campaign. Led by Advance Board Member, Fridtjof Helemann, Chief HR Officer Lonza, and staffed by member company delegates, volunteers and the Advance core team. They have been putting their hearts, heads and hands into this project for over seven months. Great job, ladies and gentlemen - cheers!

From left to right: Denise de Vries (Citi), Mirjam Bastian (UZH), Gloria Mihaljevic (Lonza), Alexandra Rutsch (Advance), Anna Stando (Advance), Fridtjof Helemann (Lonza), Laura Wichmann (Lonza)



(continued)
Claudia Solanes (Advance), Sonja Müller (EY), Raphael Bühler (Bühler&Bühler).
Not in the picture: Raquel Acosta (ABB), Myriam Solansky, Lisa Ericsson, Karin Larson (all Accenture), Silke Hrubesh & Lena Schlüter (Lonza)

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