

# Likestilling og investeringer

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Våren 2019:

Analyse gjennomført som  
belyser sammenheng mellom  
likestilling og økonomisk  
verdiskapning

The infographic features a white header with three logos: 'storebrand' (an infinity symbol), 'care' (a sun-like icon), and 'pwc' (a grid of colored squares). Below the header is a large red rectangular area. In the top-left corner of this red area is a large white number '5'. To its right, the words 'GENDER' and 'EQUALITY' are stacked in white, bold, uppercase letters. Centered in the red area is a large white icon: a female symbol (a circle with a vertical line and a horizontal crossbar) with an equals sign inside the circle, and a male symbol (a circle with an arrow) positioned to the right and slightly above the female symbol. Below the red area is a light beige rectangular area containing the text 'Investing in gender equality' in a dark grey, sans-serif font.

# Hvorfor investere i likestilling?

## Positive effekter av likestilling på selskapsnivå

- Mer inkluderende ledelse, fleksibilitet og utvikling av ansatte
- Mer kreativ og kritisk tenkning
- Økt innovasjonstakt og høyere produktivitet
- Nye markeder
- Bedre lønnsomhet

# Likestilling og finansielle resultater i Norden

## Kvinneandel i styret

- Høyere vekst
- Mindre volatil vekst
- Mer lønnsomme

# Likestilling og finansielle resultater i Norden

## Kvinneandel i ledelsen

- Vokser saktere
- Enda mindre volatil vekst
- Høyest lønnsomhet

# Likestilling og finansielle resultater i Norden

## Kvinneandel i både styret og ledelsen

- Lavere og minst volatil vekst
- Færrest år med negative resultater
- Gjennomsnittlig lønnsomhet

The image features a wooden background with a prominent grain. On the left side, there are two black lace-up shoes with pointed toes. On the right side, there are two black loafers with a moccasin-style construction. In the center, there are two overlapping orange rectangular boxes containing white text.

Hvordan investere i  
likestilling?



(...) We do not have a mandate to pick companies based on gender equality alone. However, in our analyses **we look at all indicators that we believe will contribute to better returns.**

**Alexandra Morris, Investment Director**  
Skagen Funds





The most important data, for example on equal compensation and work life, are still hard to find for many companies. Yet, even gender balance is very valuable if you look beyond the board level. **It is a question of looking a little deeper into the company.**

Tulia Machado-Helland, Senior legal adviser ESG  
Storebrand

# Fire råd til investorer



## Velg riktig tilnærming

Hvilken passer best til investeringsstrategien?



## Identifiser indikatorer

Integrer i investeringsprosessen



## Utøv aktivt eierskap

Hva passer best til investeringsstrategien?



## Samarbeid

Etablere felles standarder

# For mer informasjon

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<https://www.pwc.no/no/nyheter/annet/investing-in-gender-equality.pdf>

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