



career
women's
forum

WOMEN'S ADDED VALUE in the ECONOMY

**CAREER WOMEN'S FORUM
AND SUSTAINABILITY:
a business opportunity**

Programme

26.01.2015 16h30-20h30
Hôtel Métropole, Genève

Programme

WAVE

Career Women's Forum and Sustainability:
a Business Opportunity

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16h30 - 17h00

Registration

17h00 - 17h10

Welcome & Introduction

PLENARY SESSION

17h10 - 17h30

Technological impact of microfinance,
and the role of women in economic
development

**Ben Robinson - Chief Strategy & Marketing
Officer - Temenos**

17h30 - 17h50

Sustainability leading to Innovation:
Cartier, an inspiring example.

**Nawal Ait-Hocine - Corporate Responsibility
Director - CARTIER**

17h50 - 18h10

The impact of sustainability on companies'
talent acquisition strategy

**Daniel Rüfenacht - Group Vice President
Corporate Sustainability - SGS**

18h10 - 18h30

BREAK

WORKSHOPS AND Q&A SESSION

Moderator: Marjorie Théry

Business & Economics Journalist - Agefi

18h30 - 19h10

Parallel Workshops on the themes
developed in the plenary session:

- Sustainability and Microfinance
- Sustainability and Innovation
- Sustainability and Talent Acquisition

19h10 - 19h30

Teams debriefing with the moderator

19h30 - 20h00

Plenary Speakers Panel:

Questions & Reflections from
the workshops

20h00 - 20h15

Additional Q&A

20h15 - 20h30

Closing Remarks by Angela de Wolff

Founder and partner at CONSER INVEST

COCKTAIL AND INFORMAL DISCUSSION

6th Women's Added Value in the Economy (WAVE)

The Career Women's Forum (CWF) was created in 1982 for independent career and professional women. It consists of more than 250 active members from over 30 nationalities. Its goal is to engage with professionally active women to promote networking and gender equality along with women advancement in various sectors of the economy, politics and society.

Over time, the CWF grew more and more present at the top of large corporations, therefore CWF created the "Corporate Member" (CM) offer. Today 15 Corporate Members sponsor up to 10 women executives within their companies. It is a way for those members to acknowledge the high potential of their female executives and to enhance their visibility within the economic community. The Corporate Members of the CWF are: **ALCOA, Bacardi, Banque Cantonale de Genève, DELOITTE, DuPont de Nemours International, Firmenich, Groupe Richemont, IBM, ICRC, Julius Baer Bank, Kudelski Security, Lexmark, Oracle, Banque Pictet & Cie SA, PWC.**

In today's quest for a more sustainable future, it became obvious for the CWF to organize their 6th Forum "WOMEN'S ADDED VALUE IN THE ECONOMY" (WAVE), around this topic: **"Career Women's Forum and sustainability: a business opportunity"** in order to share food for thoughts.

Renowned female and male guest speakers will present their reflections on sustainability linked to microfinance, innovation and talent acquisition. The presentations and discussions will take place in French and/or English depending on the speaker's language and will not be translated.

Career Women's Forum
1200 Genève
administration@cwf.ch
www.cwf.ch



Speakers

Ben Robinson

Chief Strategy & Marketing Officer
Temenos

Ben Robinson is the Chief Strategy & Marketing Officer at Temenos in Geneva. He heads up strategy, marketing, communications and innovation for the company, which is the market leading provider of core banking and other mission-critical applications to the financial services industry. He also runs a networking group for senior professionals working in the Swiss technology industry.

Ben has been working for Temenos since 2007. Before that he has worked as equity research analyst for Exane BNP Paribas and as an auditor for Deloitte. Alongside software for the traditional banking segments, Temenos has also developing specific products for the microfinance industry for more than 15 years and is the market leader in this field.

Nawal Ait-Hocine

Corporate Responsibility Director
CARTIER

Nawal Ait-Hocine joined Cartier in May 2010 as the Corporate Responsibility Director at Cartier International, the watch and jewellery company and is based in Geneva. She manages the Cartier's ethical, social and environmental performance with a particular focus on product manufacturing, supply chain issues and corporate communications.

Nawal holds a Doctorate in law and a Masters' degree in business economics. Prior to that, Nawal Ait-Hocine held several positions in the legal and compliance field at Metalor, Reuters and SGS.

Daniel Rüfenacht

Group Vice President - Corporate Sustainability
SGS

Daniel has 20 years of experience in corporate sustainability, institutional marketing, and public relations, working both for the public and private sectors. With a background in business management and communications, he began his career with the Swiss government, identifying new market opportunities for sustainable trade from developing countries, and overseeing the development of the first sustainable label in Switzerland for the textile industry. He then worked for 10 years as Operational Director of CSR, Compliance and Integrity, Marketing and Communication for Switcher where he transformed a traditional clothing company into what is now a widely recognized sustainable brand that offers product traceability throughout the lifecycle.

While at Switcher, Daniel also managed the Switcher Foundation, a not-for-profit aimed at improving the living conditions of people working in consumer goods supply chains. He was also board member of start-up companies in the sustainability field. Daniel is currently Global Vice President, Corporate Sustainability at SGS where he oversees the sustainability management system, the global sustainability programmes and annual reporting cycle. He reports directly to the CEO of SGS.

Angela de Wolff

Associée-fondatrice - en charge de l'Advisory et des relations externes
CONSER INVEST

Angela cumule une expérience de 18 ans dans le secteur de la finance dont 10 dans le domaine de l'investissement responsable. Durant cette période, elle assiste et accompagne de nombreuses institutions financières, aujourd'hui à la pointe de l'investissement responsable, dans la mise en place des outils et processus nécessaires à une gestion financière durable.

Angela est co-fondatrice et ancienne présidente de "Sustainable Finance Geneva", une association dont l'objectif est de promouvoir la finance durable. Elle est également membre du conseil d'administration de la Banque Cantonale de Genève (BCGE). Elle est titulaire d'un Master en sciences économiques de l'Université de Lausanne (HEC) et d'un certificat d'analyste financier (CEFA).

Moderator

Marjorie Théry

Business& Economics Journalist
AGEFI

Marjorie is a business and economics journalist for the Swiss newspaper L'Agefi. Without being exclusively focused on this sector, she regularly writes articles on issues concerning the Swiss Financial Place, but also on the industry, startup, IT, as well as philanthropy or international organisations based in Geneva.

She is also a member of the association “Sustainable Finance Geneva” for five years. Prior to join L'Agefi, she has worked for other Medias and in the financial sector in Geneva. L'Agefi is the only daily newspaper in Switzerland exclusively focused on economics.



Project Leader WAVE
Valentina Gizzi

Comité WAVE
Hertha Baumann - Hélène Gache - Monica Marinucci - Fabienne Nakle - Brigitte Preuss
Marianne Zutter

Corporate Members

www.cwf.ch/fr/membres/membres-entreprises/entreprises-membres.php



Julius Bär



Deloitte.



Firmenich



LEXMARK

ORACLE



RICHEMONT

Scénographie



CREA: Raphaël Surmont (*Directeur artistique*), Danièle Schwartz (*Photo*) et Hugo Villetelle (*Vidéo*) sont tous les trois étudiants à Créa (École de création en communication), où ces futurs créatifs s'initient à la direction artistique et à la conception-rédaction. Ils sont responsables de la réalisation photographique et de la rediffusion de cette conférence. www.creageneve.com

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