

Press release

BeyondGenderAgenda Celebrates First birthday with New Updates

Düsseldorf, January 20, 2021 - BeyondGenderAgenda (BGA), the initiative to anchor Diversity, Equity & Inclusion (DE&I) in the German economy, celebrates its first birthday on February 1, 2021 with some news: Founder and CEO, Victoria Wagner, welcomes seven new advisory board members, as well as the first six ambassadors of the initiative, and also adds the diversity dimension "Social Mobility" to the initiative's focus.

On February 01, 2021, BeyondGenderAgenda will celebrate its first birthday. After an eventful founding year, the diversity initiative is taking off with a lot of news. The advisory board, which consisted of 18 members at the beginning of 2020, has grown to more than 40 board members with seven new additions. Together, the high-ranking representatives from business, media, politics and academia, are actively promoting diversity, equitable opportunities, and inclusion in the German economy. In addition, six new supporters have joined BGA as ambassadors and advocates for strengthening diversity.

With "Social Mobility", Victoria Wagner adds a sixth diversity dimension to BeyondGenderAgenda's engagement. In addition to the previous dimensions of Disability, Gender, Generation, Ethnicity and LGBT+, "Social Mobility" focuses on individuals who come from financially disadvantaged or non-academic families and are seeking social advancement.

"I am very pleased that at the same time as we are bringing on the new diversity dimension "Social Mobility", we are also welcoming Natalya Nepomnyashcha, one of its strongest representatives in Germany, to the Advisory Board," Wagner explains. "Social mobility" as a dimension, is already an integral part of diversity commitment in countries such as the USA and the UK. A special awareness of people from households experiencing financial hardship is important, as they are much less likely to pursue, or have access to, an academic education, making it much more difficult to establish a support network and other benefits that help people find success in their studies and careers. When given opportunities to achieve financial well-being and educational advancement, people can become valuable employees who demonstrate immense talent and are often assertive, flexible and solutions oriented.

In the second year after its founding, BeyondGenderAgenda will continue to be a high-profile advocate for diversity, equitable opportunities, and inclusion. In addition to the already well-known highlight projects such as the "German Diversity Monitor" study and the "German Diversity Award," there are other significant projects in the pipeline. In the first quarter alone, BGA will introduce a diversity certification and publish a "Top-50-To-Watch" list, which will honor individuals who will have a significant impact on diversity and inclusion within the German economy in 2021. In doing so, Victoria Wagner aims to give due space to positive examples and to increase the pressure on companies to initiate the necessary transformation towards more DE&I.

New advisory board members:

- **Nadine Jungbluth**, Editor-in-Chief desired.de, **Ströer Media Brands**
- Rainer Kunst, Managing Director, **Flora & Fauna GmbH**
- **Lina Maria Kotschedoff**, Founder & Social Activist
- **Tina Müller**, CEO, **Douglas Group**
- **Natalya Nepomnyashcha**, Founder and Managing Director, **Network Opportunities**
- **Juliane Schmitz-Engels**, Head of Communications, Germany & Switzerland, **Mastercard**
- **Martin Seiler**, Member of the Board of Management, Human Resources and Legal Affairs, **Deutsche Bahn AG**

New ambassadors:

- **Jennifer Alves**
- **Zarah Bruhn**
- **Dorit Posdorf**

BEYOND GENDER AGENDA

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About BeyondGenderAgenda

BeyondGenderAgenda has set itself the goal of securing and expanding the international competitiveness of the German economy in the long term by integrating Diversity & Inclusion (D&I) into the DNA of listed and medium-sized companies. Based on the clear connection between D&I and business performance, equal opportunities of managers of different gender, age, cultural or social background, sexual orientation and gender identity in the composition of board positions and supervisory board mandates should be ensured and thus a change of culture involving politics, society and economy be brought about.