

Wise & Wealthy

IN COLLABORATION WITH FEMINVEST, HANDELSBANKEN, AVANZA, AND SWEDISH HOUSE OF FINANCE.
MANY THANKS TO TOVE ZANDER, MICHAELA BERGLUND AND YODIT BERHE FOR PARTICIPATING!

Lowering the Threshold for Swedish Women to Become Financially Independent

Why Wise & Wealthy?

We asked ourselves the questions **Why is there a gender savings gap and why is this a problem?**

- 1) Women are among the worst struck by the increasing **income segregation** [1]
- 2) Women **lack in financial confidence** and are more risk averse than men [2]
- 3) Existing educational material on savings and investments is **dull and not appealing to women**, which leads to **financial illiteracy** [3]



Key Results

- 142 views on Youtube
- 116 views on IGTV
- 244 Instagram followers
- Future impact counting

What Have We Learnt?

How to be flexible and to **change plans** quickly, as well as how to **manage team expectations and conflicts**. We have also gained insight on the **importance of economic equality**.



Interviews with experts

Dialogues with young women

Social media marketing and content

Video Podcasts

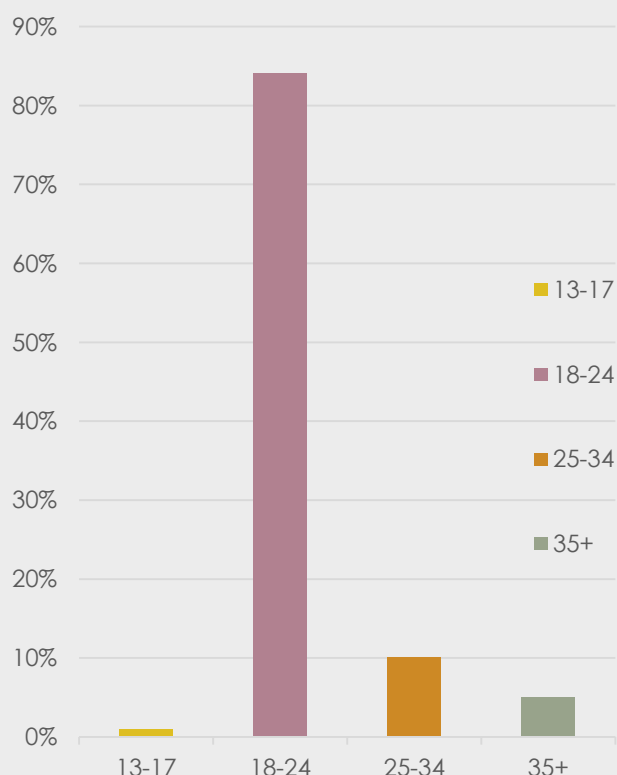
Global Sustainability Goals

By lowering the threshold for women in Sweden to start saving, and showing that anyone can invest in the stock market, we hope to **empower women** to take an active role in their life, **reduce income segregation**, and **prevent informal employment**.

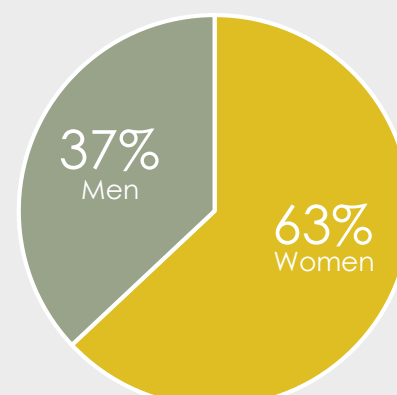
Our Procedure

We wanted to get out there, meet organizations and schools, talk to young women and inspire them to **invest in their future** by beginning to save and invest. However, because of Covid-19, we instead created a **social media platform** and recorded a **video podcast with inspiring guests**. As a result of several **collaborations and competitions** we have reached our goal. The results have been awesome!

Viewer demographic: age



Viewer demographic: gender



[1] SCB, 2019, *Inkomster och skatter: Inkomstrappport 2017 - Andelen med låg ekonomisk standard ökar.*

[2] Movestic Liv och Pension, 2016, *Unga kvinnor - ekonomiskt självförtroende och framtiden.*

[3] Lind, T., 2019, *Financial literacy, motivated reasoning and gender.*