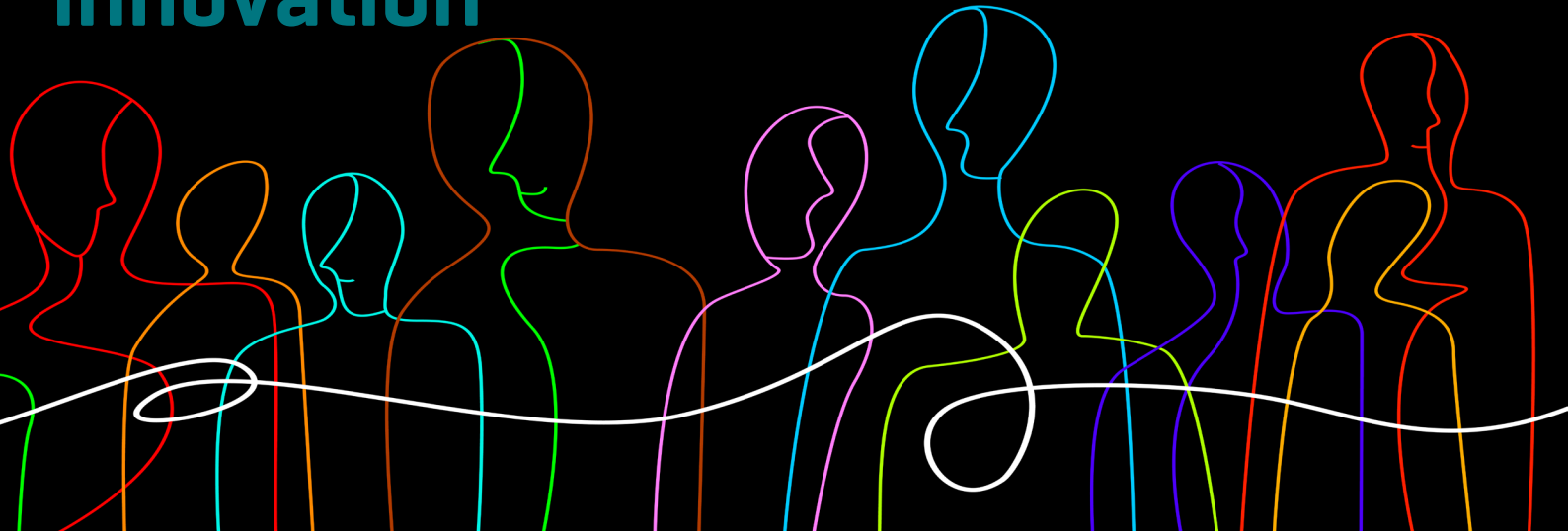


Why diversity drives innovation

connect the people



A Brew Your Own Event

Co-workers should look nothing like yourself. Whether you are starting a business or hiring to expand, you can add value and innovation power to your company by making sure that the team has a broad mix of culture and competences, colour and gender.

Join this Brew Your Own to hear about the research, get tips on how to achieve diversity and meet companies who aim to mix it up

What

Research shows that companies that hire across gender, ethnicity, sexual orientation and disability are twice as likely to file patents and to announce new products as companies, which are monocultures. Companies with above average ethnic and racial diversity show financial returns 35 percent above the median for their country and industry. Gender diversity alone improves financial returns by 15 percent.

Who

- FLORENCE VILLESECHE, Associate Professor, PHD, CBS: The evidence for the value of diversity, and how small teams can expose themselves to differing views.
- LIVA ECHWALD-TIJSSEN, Founder, Female Founders of the Future: Tips on how to design your start-up team for diversity from the ground up.
- CHARLES HENRI GAYOT, CEO, StepUp Solutions. How we got from hiring diverse staff members to creating a fully functional team.
- LAURA WINTEMUTE, Founder, Homestead. Advice on how to hold on to talented staff from foreign countries and cultures.

Who for

Entrepreneurs, researchers and students with interest in starting a business or joining a start-up.

<https://biopeople.eu/calendar/event/why-diversity-drives-innovation-a-brew-your-own-event/>

Biopeople's privacy policy:

<https://biopeople.eu/about/personal-data-protection/gdpr-english-short-version/>

Join us and get a chance to

- network
- get insights about the value of diversity in start-up teams and about how to achieve a healthy mix.

When

3 March 2020
15:00-17:30

Location

COBIS
Ole Maaløes Vej 3,
2200 - Copenhagen N

Organiser

Biopeople &
Copenhagen Science City



Denmark's Life Science Cluster