

# Leading Purpose-Driven Financial Ecosystems

FINANCIAL  
ALLIANCE  
FOR  
WOMEN

Annual  
Summit  
2022

HOSTED BY



NOV 2-3 LONDON

HYBRID EVENT

ONLINE, Public

IN-PERSON, Members and Stakeholders

The Financial Alliance for Women's Annual Summit is the premier event focused on the power of the female economy. Each year, the Alliance convenes financial, technology and real sector players to share business solutions for women's financial empowerment.

## Annual Summit 2022

### WHO ATTENDS

Summit attendees include banks, insurance, payment and asset management companies, big techs, fintechs, and telcos, as well as policymakers, development finance specialists and other ecosystem orchestrators.

### Summit Location

#### IN PERSON:

NatWest Bishopsgate  
Conference Centre  
250 Bishopsgate London  
EC2M 4AA United Kingdom

#### ONLINE:

<https://summit2022.financialallianceforwomen.org>

### Annual Summit 2022 - Leading Purpose-Driven Financial Ecosystems

This year's theme "Leading Purpose-Driven Financial Ecosystems" as emulated by Summit host NatWest Group's leadership on supporting female entrepreneurship in the UK, will be packed with new know-how, and engaging, interactive sessions both in-person and online. We will focus on areas that drive value to our members and their stakeholders, showcasing the latest strategies to develop and win the female economy including:

- Purposeful Leadership: Building businesses with purpose
- Orchestrating female-friendly entrepreneurial ecosystems
- Driving market development with gender data
- Hardwiring climate action: Lessons from women's markets
- Designing gender intelligent fintech
- Mobilizing angel and venture capital to invest in female founders and the female economy

On the second afternoon, attendees will participate in a policy advocacy session at the UK Parliament to discuss how financial services providers can mobilize market and policy action to support female entrepreneurship in their countries.

**REGISTER**

For more information and to view the full agenda Summit please visit our [website](#).

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## SUMMIT AGENDA

### WEDNESDAY November 2

#### Purposeful Ecosystem Playbooks

- Welcome Remarks
- Building Female Friendly Entrepreneurial Ecosystems in Europe
- Fireside Chat: Purposeful Leadership
- Integrating Purpose into Organizational DNA: 4 CEOs
- Leveraging Organization Superpower to Drive Female Friendly Entrepreneurial Ecosystems
- Data Driving Purpose: Gender Data Codes
- Hardwiring Climate Action: Lessons from Women's Markets
- Structured Networking
- Championing the Female Economy Awards 2022

### THURSDAY November 3

#### Gender Intelligent Financial Services Design

- Opening Remarks
- 2022 Fintech Research Findings
- Mobilizing Angel and Venture Capital to Invest in female founders and female economy focused companies
- Alliance Hackathon
- Closing Remarks
- Members Meeting
- Study Tour: UK Parliament

**REGISTER**

### SOCIAL MEDIA AND COMMUNICATIONS

For social media engagement throughout the event, please tag [@FAforWomen](#) and use the following hashtags:

[#2022AllianceSummit](#)

[#championthefemaleeconomy](#)

Hosted by



**NatWest  
Group**

For questions, support or additional information please email  
[summit@financialallianceforwomen.org](mailto:summit@financialallianceforwomen.org)