

WOMEN OF TOMORROW

**femella**

# CORPORATE IDENTITY DOSSIER

MAY 2024



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*femella* is a non-profit organization founded in July 2022 in Switzerland. It serves as a platform that connects aspiring and ambitious young women – **'the women of tomorrow'**. femella is committed to building a strong network, fostering the potential of its members, and facilitating the growth and change of our generation.

We are a dedicated and hard-working team, consisting of 45 board members and 25 advisory board members,. Our network extends to partner companies, such as **Axpo, Bain & Co., McKinsey & Co., PwC, and LGT.**

With a thriving community of over 160 members in Zurich, femella is expanding to become the international networking platform for the women of tomorrow. By September 2024, femella will have hubs in **Denmark, Germany, Switzerland, and the United Kingdom.**



# OUR DRIVERS

## VISION

We seek **to cultivate a strong generation of future female leaders.**

Our community shall be **characterized by integrity and solution-driven actions.**

As such, we envision a **world where women choose collaboration over competition,** fostering a **respectful and motivating environment.**

## MISSION

We aim to **unite and empower** the women of tomorrow by **creating a vibrant platform**

Here, ambitious young women from **diverse backgrounds** can come together and grow.

We are committed to **making a positive, sustainable impact** on both our **present and future generations.**

## VALUES

**Authentic** Members

**Drive** for Change

Strong **Performance**

**Solution-Driven** Initiatives

Supportive **Community**



# OUR GUIDING PILLARS

## CONNECT

- femella connects its members through its '**connect**' events to create a **culture of collaboration, knowledge-sharing, and trust**.
- Our connect events occur **several times a month**, ensuring **continuous engagement** and **networking opportunities**. They consist of activities, such as **sports lessons, art sessions, and much more**.
- Additionally, we host a **grand end-of-the-year connect event**, which is not only a highlight for our members but also **welcomes external guests**.

## LEARN

- At femella we believe that **knowledge and skills are power**. Thus, we are dedicated to **empowering our members through our 'learn' events**.
- Together with professional coaches, we organize **workshops** that cover both **soft and hard skills** - such as leadership, financial wellbeing and sustainability management.
- Furthermore, we **build bridges to potential employers**, such as **AbbVie, Google, IWC Schaffhausen, and Siemens**, through company visits.

## GROW

- femella aims to **catalyse growth opportunities** – for our members and our **our environment**. To do so, we organize at least **one annual public event, our 'grow' event**.
- Our first 3 grow events attracted **over 200 attendees** each, with guests from **all generations and genders**. They are united in their desire to **push boundaries and tackle challenges** related to diversity in everyday life.
- Our third pillar is also a **reminder**, that we want our mission to reach many **people all over the globe**.



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# STRUCTURE OF FEMELLA

## FEMELLA GLOBAL

- **11 Board Members**, organised in **4 teams**: Business Development, Communication & Marketing, Finance & Partnership, Legal
- **10 Advisory Board Members**: C-level executives, legal experts, founders, and media moguls
- Focused on the **strategic development of new initiatives**, the **coordination of all hub activities**, and the **further expansion**

### DENMARK HUB

- Based in **Copenhagen**
- **10 Board Members, organised in 5 teams**: Business Development, Events, Communication & Marketing, Finance & Partnership, Legal
- **2 accomplished Advisory Board Members**
- Focused on local activities and community

### GERMANY HUB

- Based in **Berlin & Munich**
- **8 Board Members, organised in 5 teams**: Business Development, Events, Communication & Marketing, Finance & Partnership, Legal
- **1 accomplished Advisory Board Member**
- Focused on local activities and community

### SWITZERLAND HUB

- Based in **Copenhagen**
- **12 Board Members, organised in 5 teams**: Business Development, Events, Communication & Marketing, Finance & Partnership, Legal
- **3 accomplished Advisory Board Members**
- Focused on local activities and community

### UNITED KINGDOM HUB

- Based in **London**
- **9 Board Members, organised in 5 teams**: Business Development, Events, Communication & Marketing, Finance & Partnership, Legal
- **3 accomplished Advisory Board Members**
- Focused on local activities and community



# OUR MEMBERS

## THE “FEMELLAS”- HAVE INTERDISCIPLINARY BACKGROUNDS

- Economics
- Law
- Medicine
- STEM
- Public Affairs

## CHARACTERISTICS OF A FEMELLA: SHE

- is between **20-30 years old**
- excels as **a do-er**, is **open-minded** and has **high ambitions**
- **contributes to our mission** and **shapes her generation**
- **identifies as female**



# OUR BRAND IDENTITY

femella's identity is characterized by a vibrant presence. At femella, our focus is on empowering young women. We are active and driven to make a difference, and this dynamic energy should be reflected in femella's visual world. Our brand stands out with round shapes and bold color combinations, creating a visually impactful and meaningful experience.

The femella logo serves as the face of our brand. It is a text-based representation available in our three brand colors. The circular element of the logo symbolizes the unity of all femellas and represents our solidarity. However, since it is not completely closed, it suggests that there are always more opportunities for self-development and growth. The fonts used in the femella world are characterized by a touch of minimalism, modernity, and a sense of freedom.

The carefully selected colors reflect the core characteristics and values of our brand. They not only provide an appealing visual aesthetic but also convey the emotions and messages we stand for:

- Blue: Represents our core value of "Learn," evoking clarity and security.
- Pink: Represents our core value of "Connect," enhancing the positive feelings within our community.
- Green: Represents our core value of "Grow," reinforcing the potential for growth.

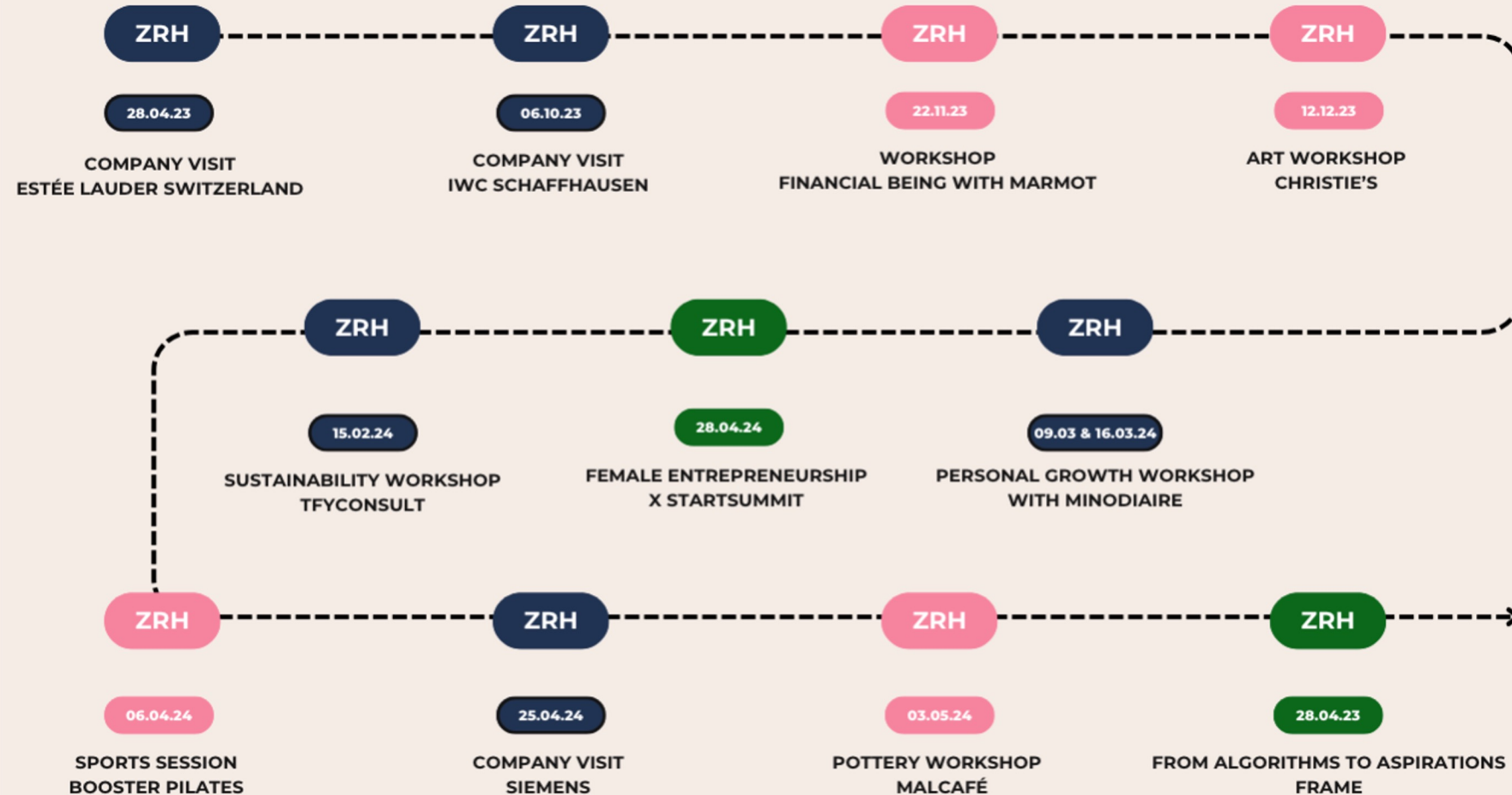


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# SOME OF OUR EVENTS



# SPONSORS, PARTNERS & COLLABORATIONS IN SWITZERLAND

## FINANCIAL SPONSORS

- AXPO (ZRH)
- Bain & Company (ZRH)
- LGT (ZRH)
- McKinsey & Company (ZRH)
- Promotion Tools (ZRH)
- PwC Switzerland (ZRH)
- Unilever (ZRH)

## EVENT PARTNERS

- Investment Club of the University of Zurich (ZRH)
- Medical Women Switzerland (ZRH)
- Start Global from HSG (ZRH)
- Women In Natural Sciences from ETH (WINS; ZRH)

## COLLABORATIONS

- Investment Club of the University of Zurich (ZRH)
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