



We inform.
We entertain.
We connect.

EQUAL VOICE

by  Ringier

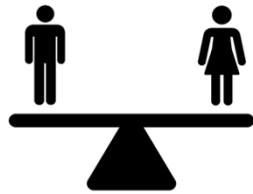


Ringier at a glance

- Established in 1833, family-owned company
- One of the largest multinational media corporations in Switzerland
- 7,000 employees in 19 countries
- More than 450 products cover newspapers and magazines, TV and radio channels, online and mobile digital businesses
- Turnover of CHF 953.7 million in 2020



EqualVoice – Management Summary



WHY: Ringier gives women and men an equal voice and is a driver of equality.

Instead of implementing quotas we use our journalistic influence and technology to promote gender equality. This is also something we embrace internally – men and women achieve more together than women and men alone.



WHAT: EqualVoice's goal is to increase the coverage of women in media.

The core of the initiative is the EqualVoice-Factor: A metric indicating the coverage of women and men in all the publications of Ringier and Ringier Axel Springer Switzerland. This supports editorial teams in positioning women and men in their publications. In addition, the launch of a female expert list, a national wide photo challenge and a magazine focusing on diversity and inclusion is supporting the initiative.

For more information: [EqualVoice Video](#)



WHO: Publisher Michael Ringier and CEO Marc Walder are heading the initiative.

The Advisory Board consists of: Simona Scarpaleggia (Global CEO EDGE Strategy), David Allemann (CEO & Co-Founder On), Nicole Burth (Head of Communication Services Swiss Post), Ingrid Deltenre (Media Manager), Tanja Grandits (Chef of the year 2019), Dr. Sabine Keller-Busse (President Personal and Corporate Banking und President UBS Switzerland), Carolina Müller-Möhl (President of Müller-Möhl Foundation), Franziska Tschudi Sauber (CEO Weidmann Holding AG), Christiane zu Salm (Media Entrepreneur & Advisor), Yann Borgstedt (Entrepreneur and Founder of the Womanity Foundation), Pascale Baeriswyl (Diplomat and Head of the Permanent Mission of Switzerland to the United Nations), Regula Bühler Fecker (Founding partner and strategist of Rod Communication) and Petra Ehmann (Head of Global Product Partnerships and Augmented Reality at Google Switzerland).

The Steering Committee is composed of: Dr. Annabella Bassler (Initiator, CFO Ringier), Katia Murmann (EiC Digital Blick Group), Michael Moersch (Head of Business Media RASCH), Nina Siegrist (Co-EiC Schweizer Illustrierte). EqualVoice will be implemented in all Ringier editorial offices and divisions.

EqualVoice – WHY

"You can't be what you can't see."

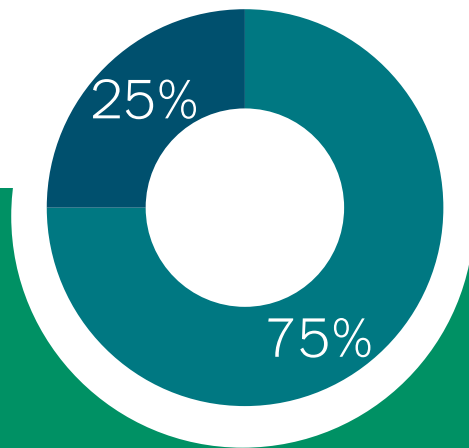
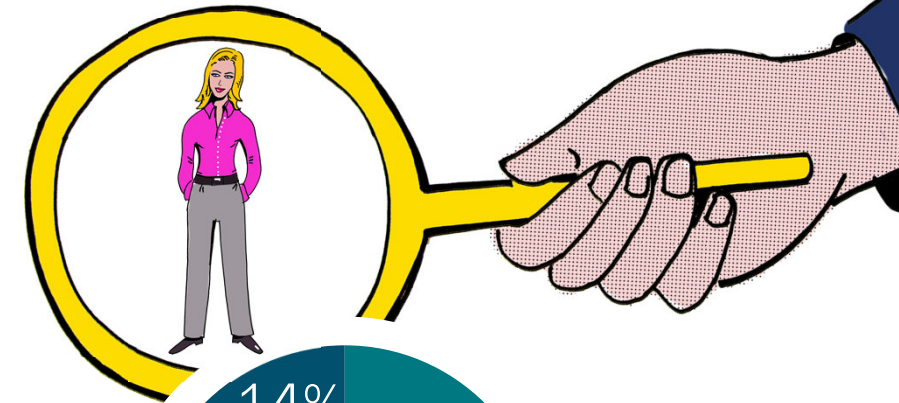
(Marian Wright Edelman)

- Of all articles in Swiss media, 75 percent are about men. Worldwide, this figure is even higher at 82 percent (Global Media Monitoring Project 2016).
- It is important to make women and their different life and career models visible.
- Instead of promoting quotas, we are using our journalistic and technological influence to advocate and implement gender equality.
- We are convinced that men and women can achieve more together than men or women by themselves. There are more women worth reporting on.
- Equal treatment of women and men is a highly relevant concern in our society. We want to use our media and our reach of 4.5 Mio. people/month in Switzerland to promote the topic and contribute to the positive change.

EqualVoice – WHAT

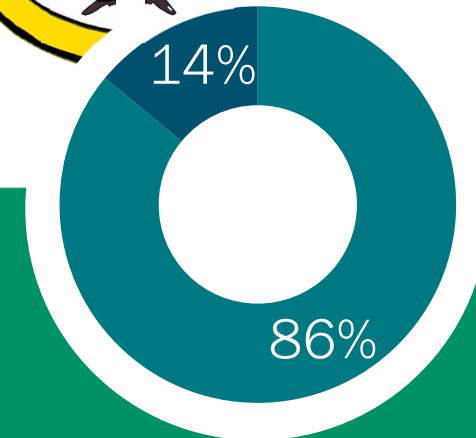
The **EqualVoice-Factor**

indicates the coverage of men and women within articles on all publishing brands of Ringier and Ringier Axel Springer Switzerland.



Teaser-Score

evaluates the representation of women and men in images, headlines and leads



Body-Score

analyses the article texts in terms of the male and female voices included

- The Ringier Semantic Engine analyses the citation of women and men in articles and the number of articles on a topic for all websites
- Image recognition automatically identifies and analyzes the person associated with the article (teaser image)
- There is a regular review of the accuracy of the algorithm and quality of the collected data to ensure overall quality within the EqualVoice-Factor

EqualVoice – WHO

The EqualVoice initiative, initiated by Ringier CFO Annabella Bassler, is headed by the publisher Michael Ringier and Ringier CEO Marc Walder. The equal representation of women and men in media is supported by all Ringier editors-in-chief in Switzerland and the EqualVoice Advisory Board.

EqualVoice Sponsors



Michael Ringier
Publisher



Marc Walder
CEO Ringier AG

Leadership Team



Annabella Bassler
Initiator, CFO Ringier AG



Katia Murmann
Eic Digital Blick Gruppe



Michael Moersch
Head Business Media RASCH



Nina Siegrist
Co-Eic Schweizer Illustrierte

Chefredaktionen



Christian Dorer
Eic Blick-Gruppe



Andreas Dietrich
Eic Blick-Gruppe



Steffi Buchli
Eic Blick-Gruppe Sport



Katia Murmann
Eic Digital Blick Gruppe



Gieri Cavelti
Eic Sonntagsblick



Andres Büchi
Eic Beobachter



Dirk Schütz
Eic Bilanz



Stefan Barmettler
Eic Handelszeitung



Stefan Regez
Head of consumer magazines



André Frensch
Eic LandLiebe



Gion Stecher
Eic Programmmedien



Leo Lüthy
Eic Glückspost



Werner De Schepper
Co-Eic Schweizer Illustrierte



Nina Siegrist
Co-Eic Schweizer Illustrierte



Daniel Hügli
Eic cash

Sales & Data



Thomas Passen
Chief Revenue Officer



Kilian Kämpfen
Chief Technology Data Officer

Advisory Board



Pascale Baeriswyl
Diplomat & Head of the Permanent Mission of Switzerland to the UN



David Allemann
CEO & Co-Founder On



Nicole Burth
Head of Communication Services Swiss Post



Simona Scarpaleggia
Global CEO EDGE Strategy



Tanja Grandits
Chef of the year 2020



Yann Borgstedt
Entrepreneur & Founder Womanity Foundation



Petra Ehmman
Head of Global Product Partnerships & Augmented Reality at Google Switzerland



Dr. Sabine Keller-Busse
President Personal and Corporate Banking and President UBS Switzerland



Ingrid Deltenre
Media Managerin



Christiane zu Salm
Meddia Entrepreneur & Advisor



Franziska Tschudi Sauber
CEO Weidmann Holding AG



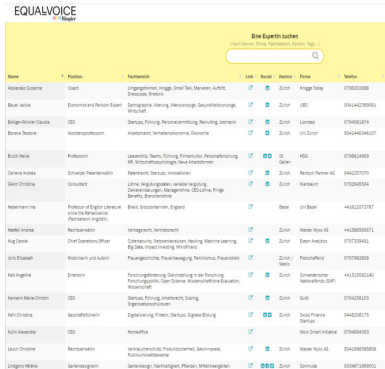
Carolina Müller-Möhl
President Müller-Möhl Foundation



Regula Bühler Fecker
Advertising Executive & Co-Founder of Rod Communication AG

EqualVoice – WHAT | Core Topics

Female Expert List



Name	Position	Field/Topic	Link	Social	Media	Phone	Twitter
Adriana Gasser	CEO	Unternehmen, Energie, Smart Tech, Menschen, Autos, Ökonomie, Ethik	🔗	📧	📞	Zürich	079302288
Bara Jelic	Executive and Personal Coach	Demografie, Migration, Altersvorsorge, Gesundheitsvorsorge, Ethik	🔗	📧	📞	Zürich	0544238955
Bridgette Claude	CEO	Status, Führung, Personalentwicklung, Recruiting, Internationales Management, Unternehmenskultur, Diversity	🔗	📧	📞	Zürich	0794622174
Bruna Rindler	Assistentin		🔗	📧	📞	Zürich	0544482407
Bruno Hübli	Professor	Leadership, Team, Führung, Personalität, Personalentwicklung, HR, Unternehmenskultur, New Business	🔗	📧	📞	Zürich	078864889
Carina Anden	Senior Personalist	Recruiting, Diversity, Innovation	🔗	📧	📞	Basel Nord	044207070
Caro Christa	Consultant	Life, Management, Vertrieb, Marketing, Digitalisierung, Strategien, Cloud, HR, People, HR Development	🔗	📧	📞	Zürich	078340304
Heidi Hübli	Professor of Digital Leadership and HR Development, Personalist, Strategist	HR, Digitalisierung, Digital	🔗	📧	📞	Zürich	043207128
Heidi Hübli	Personalist	Management, Leadership	🔗	📧	📞	Zürich	043207128
High Dora	Chief People Officer	Corporate, Management, Hiring, Remote working, Big Data, HR, Training, HR Analytics	🔗	📧	📞	Zürich	077291961
Lucy Quader	Business Unit Lead	Management, Marketing, HR, HR Analytics, HR Innovation	🔗	📧	📞	Zürich	079232033
Melanie	Director	Recruiting, HR, HR Development, HR Consulting, HR Analytics, HR Innovation, HR Transformation	🔗	📧	📞	Zürich	043207128
Marion Mäder	CEO	Status, Führung, Personalentwicklung, Unternehmenskultur	🔗	📧	📞	Zürich	079428110
Marion Mäder	Senior Personalist	Organizational Design, HR, HR Analytics, HR Innovation	🔗	📧	📞	Zürich	044207170
Marion Mäder	CEO	HR Analytics	🔗	📧	📞	Zürich	079428110
Marion Mäder	Senior Personalist	Management, Personalentwicklung, HR Analytics, HR Innovation	🔗	📧	📞	Zürich	044207170
Marion Mäder	Senior Personalist	Management, Personalentwicklung, HR Analytics, HR Innovation	🔗	📧	📞	Zürich	044207170

- Online list of female experts for journalists
- Workshop for female experts in collaboration with Susanne Ruoff and Christine Maier to support their public appearances and media inquiries

Magazine



- An EqualVoice magazine in collaboration with Carolina Müller-Möhl
- Facts & figures on diversity topics with top-class interview partners
- Raising awareness to diversity & gender stereotypes using scientific findings

Photo Challenge



- Launch of a Swiss photo challenge 2021 to achieve more diversity in pictures
- «You can't be what you can't see»
- Picture data base depicting the reality of working women and men and breaking up stereotypes

EqualVoices goes international



- EqualVoice goes East: International roll out within Ringier
- EqualVoice-Factor as a Service: Service for other media companies
- EqualVoice Media Summit 2021



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Thank you