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Nordea partnering to support integration in the Nordics

Nordea is partnering with Ashoka – the largest network for social entrepreneurs across the world – to bring about social change.

In a program called Hello Nordics that is launched today, we will support innovative social entrepreneurs with creative and impactful solutions for tackling integration in the Nordics, with focus on social and financial inclusion of those marginalized in society.

“Our customers, employees and communities are urgently calling for Nordic corporations to take the lead in modelling behaviours that contribute to society and leverage their scale for a greater good. Being the biggest bank in the region we want to actively contribute towards the wellbeing of society at large”, says Nordea Group CEO Casper von Koskull.

Ten social entrepreneurs have been selected – two each from Denmark, Finland, Norway and Sweden and two international – with different approaches to fostering integration and inclusion. During the next six months they will participate in an accelerator with the aim to significantly scale up their activities, primarily by entering one or several Nordic countries outside their origin.

As main partner Nordea will support the entrepreneurs with our employees’ expertise wherever needed, co-facilitate the modules during the program and host the final event.

“Hello Nordics is the first program of this kind in the Nordic region”, says Erik Feldt, Head of Community Engagement in Nordea. “Through this we seek to engage both customers and employees in a unique opportunity to have a positive impact on society.”

The accelerator looks for system changing solutions that can address the root cause of a problem in a systemic way by involving policy makers, lawmakers, communities and target groups. Examples of Ashoka fellows with systemic change solutions are Wikipedia founder Jimmy Wales and Nobel Peace Prize winner Kailash Satyarti who has created a global movement against child labour.

“Ashoka’s ambition is to create positive systemic change in society. With this partnership we bring together Nordea’s know-how, networks and expert employees with Ashoka’s experience, network of social entrepreneurs and innovative approach to support proven and impactful innovations to scale across the Nordic region,” says Emma Lindgren, head of Ashoka in Sweden and part of the Ashoka Nordic team.

Acando, Oliver Wyman and Vinge are also partners in the Hello Nordics program which will run until February 2019. To read more about the selected entrepreneurs and Hello Nordics click the link below:

<http://www.hello-europe.eu/nordics/>

For further information:

Erik Feldt, Head of Community Engagement, +46 733-57 71 10
Afroditi Kellberg, Chief Press Officer Sweden, +46-733-50 55 99