



Sow it. Grow it. Reap it.

The Problem

The Wild Campo Alegre Reserve in Colombia, where biodiversity is significantly high, has faced deforestation due to man-made operations in the area, threatening the rich wildlife. The Wild Nature Foundation acquires and protects nature sites in Colombia and has now made it possible for people to help protect biodiversity in The Wild Campo Alegre Reserve by purchasing Wild stocks. But how do we get Danes to buy stocks in an organization that aims to prevent biodiversity?

The Solution

We join forces with someone that's already teaching Danes about investments while fighting another diversity problem—the lack of women in the stock market.

Female Invest is an organization that wants to minimize the gap between male and female investors and, in the long run, close the financial gender gap. They provide their members with masterclasses, a supportive community, and live events to achieve this. And just like The Wild Nature Foundation, they break ground when people buy stocks.

So how are these two causes tied together?

1. There's a lack of diversity in the space
2. You're encouraged to buy stocks
3. By investing, you take ground for a good cause



The Concept

People who sign up for Female Invest will automatically make their first investment a Wild-stock, which is included in the annual membership sign-up fee—making the Wild-stock their first step on their financial investment journey with Female Invest—fighting two diversity problems with one sign-up.

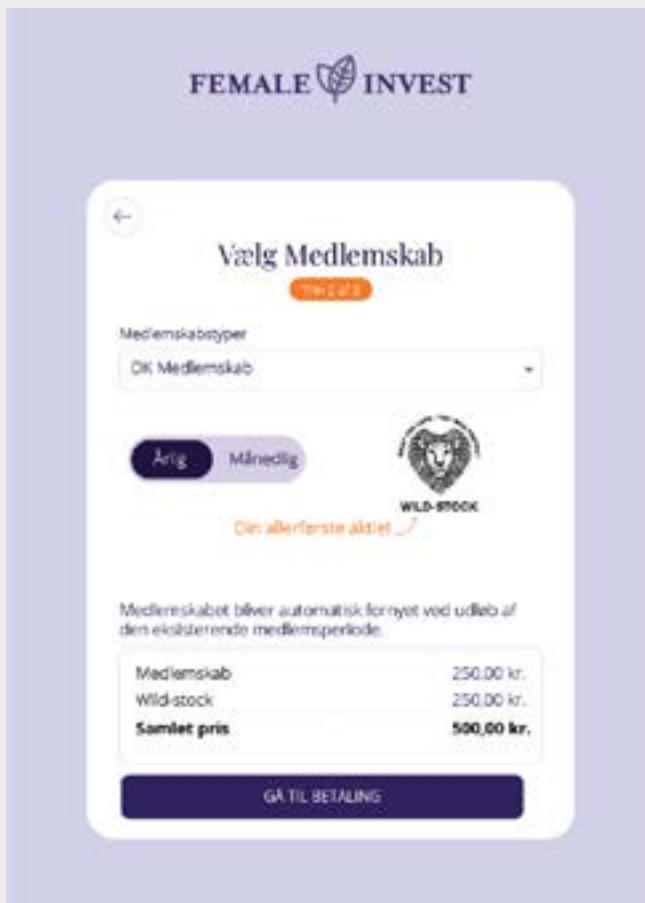


Image: Ritzau Scanpix

By having Wild Nature Foundation and Female Invest work together, we can transform the future of diversity in the biological and financial world.

*Collectively we can
sow seeds of change,
tend their growth, and
reap lasting benefits.*