



#BestofDavos: Kantar and Women Political Leaders’ “Reykjavik Index for Leadership” named by World Economic Forum

30th January: London: Women Political Leaders (WPL), the global network of female politicians, and Kantar, the world’s leading data, insights and consulting company, launched the Reykjavik Index for Leadership at the annual Women Leaders Global Forum in November 2018, which was named ‘Best of Davos’ by WEF today.

The Reykjavik Index for Leadership measures the extent to which society is comfortable with women in leadership as compared to men in leadership. The full report is available to [download here](#).

The Index – the first of its kind to measure attitudes and perceptions of suitability for leadership – was presented by Kantar Public’s Global CEO, Dr Michelle Harrison and discussed throughout the week with panels chaired by the Founder and President of Women Political Leaders, Silvana Koch-Mehrin. These panels included:

- Former President of the European Commission, Former Prime Minister of Portugal and Non-Executive Chairman of Goldman Sachs, Jose Manuel Barroso;
- Former Prime Minister of New Zealand and member of Women Political Leaders’ Global Advisory Board, Helen Clark;
- CEO and Member of the Advisory Board of Merck Healthcare, Belen Garijo;
- Member of the Board for Integrity and Legal Affairs, Volkswagen AG, Hiltrud Werner;
- President of Legal and Corporate Affairs, Salesforce, Amy Weaver;
- Special Envoy on Women, Peace and Security of the African Union Commission, Bineta Diop;
- Former Vice President of the EU Commission, Board Member of Salesforce, Neelie Kroes

The average Reykjavik Index for Leadership score for the G7 in launch year is 66, with the findings showing two groupings of countries: the UK, France, Canada and USA with ‘higher’ indices and a group of three that are a step change below: Japan, Germany and Italy.

Country	Index Score
G7 Average	66
UK	72
France	71
Canada	71
USA	70

Japan	61
Germany	59
Italy	57

The Index evaluates the G7 group of nations and 20 different industries and public professions, surveying the attitudes of more than 10,000 people.

For more details about the Index, its findings and the wider report, please contact Grace Lown at Kantar Public via Grace.Lown@Kantar.com

---End---

About WPL

Women Political Leaders (WPL) is the global network of female politicians. The mission of WPL is to increase both the number and the influence of women in political leadership positions. WPL members are women in political office – Presidents, Prime Ministers, Cabinet Ministers, Members of Parliaments, Mayors. Membership is free and members are honoured by their participation. WPL strives in all its activities to demonstrate the impact of more women in political leadership, for the global better. <https://www.womenpoliticalleaders.org/about/>

About Women Leaders Global Forum

Women Leaders Global Forum is co-hosted by WPL and the Government and Parliament of Iceland. The 2019 Forum will be held in Reykjavik, 18-20 November. The Forum's mission is to provide a platform where women leaders discuss and share ideas and solutions on how to further advance society, increase equality between women and men and promote and positively develop the number of women in leadership positions. The event features keynote speakers, all internationally recognised for their contribution to advancing society, and 400 invitation-only delegates from over 100 countries. For further information, please visit: <https://womenleaders.global/>

About Kantar

Kantar is one of the world's leading data, insight and consultancy companies. Working together across the whole spectrum of research and consulting disciplines, its specialist brands, employing 30,000 people, provide inspirational insights and business strategies for corporations and governments in 100 countries. Kantar is part of WPP and its services are employed by over half of the Fortune Top 500 companies. For further information, please visit us at www.kantar.com.

[Twitter](#): [Facebook](#): [LinkedIn](#)

About World Economic Forum Annual Meeting, Davos, Switzerland

The World Economic Forum was founded in 1971 as a not-for-profit organization. At the Annual Meeting, the heads and members of more than 100 governments, top executives of the 1000 foremost global companies, leaders of international organisations and non-governmental organisations alongside prominent cultural, societal and thought leaders come together at the beginning of each year to define priorities and shape global, industry and regional agendas.