

PRESS RELEASE

New Book "Activate Your Money" Launched in Multiple Countries to Empower Female Investors

Brussels, 18 November 2024 – Following an exciting international launch event in Brussels on Thursday, we are thrilled to announce the availability of the adapted and translated version of *Activate Your Money* across several countries, including France, Germany, Poland, and Spain. Authored by financial expert Janine Firpo, and localised and translated by BETTER FINANCE member organisations Adicae, DSW, Place des Investisseurs, and SII, this book aims to empower women by demystifying personal finance and the tools for values-aligned investing.

Activate Your Money is designed to equip readers eager to take control of their financial futures and invest ethically. The book simplifies complex financial terminology, outlines effective investment strategies, and provides the knowledge necessary to make an informed decision about climate-aligned investments. Starting with basic cash management and progressing through various asset classes, this book serves as a comprehensive guide to financial empowerment of female investors.

In addition to the book, readers will have access to an accompanying [website](#) offering additional resources to transition from knowledge to action, including guidance on starting and running investment clubs.

Janine Firpo is a seasoned values-aligned investor and social innovator, with a notable history at the intersection of women and finance. She has played pivotal roles at institutions such as Apple Computer, the World Bank, and the Bill & Melinda Gates Foundation. Currently, she is the lead investor in the Next Wave Impact Fund and board chair of Zebras Unite, dedicated to supporting women-led businesses and innovative financial models.

Activate Your Money is now available in bookstores and online retailers in Germany, Poland, Spain, and France. Join the movement to empower women investors and make your money work for you and the world.

For more information or to purchase the books, please use the links provided. The books are also available on Amazon and will soon be featured on the updated IfBC-EU website.

[English Edition](#)

[French Edition](#)

[German Edition](#)

[Polish Edition](#)

[Spanish Edition](#)

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