

## War in Ukraine

PAGE 19

“A new Iron Curtain has come down across Europe”  
GIDEON RACHMAN

“We should be ploughing fields, not fighting Russians”  
OLEG USTENKO, ZELENSKY ADVISER

“Tech groups must be held to account over propaganda”  
MARIETJE SCHAAKE

# Markets rattled by push for Russian crude ban as refugee crisis mounts

◆ Berlin resists bid to bar imports ◆ Brent touches \$139 before falling back to \$120 ◆ Putin seeks to enlist Syrian fighters

NAOMI ROVNIK AND NEIL HUME — LONDON  
HUDSON LOCKETT — HONG KONG

Oil and natural gas prices see-sawed yesterday after a US push to ban Russian crude faced German resistance, leaving markets rattled by the threat of energy sanctions cascading through the global economy.

On an extraordinary day of trading volatility, the international benchmark Brent crude surged to a high of \$139 — a level last seen 14 years ago — before falling back to around \$120.

The spike came after Joe Biden's administration signalled it was open to a freeze on Russian imports, setting aside reservations over the hit to consumers. But the cost of crude fell after Olaf Scholz, German chancellor, expressed reluctance to restrict trade of “essential importance” to Europe's economy.

Natural gas prices were also roiled by the debate, climbing as high as €345 a megawatt hour before slipping back to trade at about €214. A year ago, natural gas was trading at €16.

With concern rising over the humanitarian crisis in Ukraine, Biden hosted a two-hour call with the leaders of France, Germany and the UK to raise pressure on Vladimir Putin, Russia's president, and co-ordinate a response.

The discussions followed another day of grinding battle in Ukraine, where Russian forces continued to bombard frontline cities while attempting to address the severe logistical issues that have hampered their ground offensives, particularly in the north.

A senior US defence official said nearly 100 per cent of the Russian troops massed on Ukraine's borders had moved into the country and that Putin was trying to bring foreign fighters, including from Syria, to Ukraine to bolster his forces.

Even before Russia invaded Ukraine last month, stockpiles of many commodities were running low as the global economy began to throw off the



A woman and child fleeing Ukraine arrive at the border in Medyka, Poland, yesterday — Visar Kryeziu/AP

constraints of coronavirus lockdowns. The Ukraine war has deepened concerns over a supply crunch.

“Global oil markets are in the throes of the biggest crisis for decades,” said Ehsan Khoman, head of emerging markets research for EMEA at MUFG. “Oil's rally will accelerate inflation, rates will

go much higher, financial conditions will tighten significantly, consumers will be squeezed and corporate activity will be jolted. Recessionary territory is on the horizon.”

Yesterday's volatility spread across commodity markets. In one of the most extraordinary moves ever seen on the London Metal Exchange, the benchmark nickel contract surged more than 70 per cent to a 15-year high of above \$50,000 a tonne, as those holding short

positions rushed to cover their trades. The sharp moves across markets came after Antony Blinken, US secretary of state, said Washington was in “very active discussions” with European allies over an oil ban.

Russia's economy has been battered by trade curbs and a corporate boycott that has spread to all aspects of consumer life, from Disney films and Ikea furniture to spare parts for cars. But Moscow has continued to receive strong

backing from China, which has bucked global calls to condemn the invasion. Wang Yi, foreign minister, defended China's “everlasting friendship” with Russia and criticised the US for trying to establish an “Indo-Pacific version of Nato”. He reaffirmed an “unequivocal message to the world that China and Russia jointly oppose attempts to revive the cold war mindset”.

Additional reporting by Erika Solomon in Berlin and Myles McCormick in Houston

### Main developments

- ◆ China defended its friendship with Russia and accused the US of trying to set up an ‘Indo-Pacific Nato’
- ◆ Details emerged of refugee destinations, with 1mn received by Poland and 180,000 entering Hungary
- ◆ EY said it would axe its business in Russia, the third Big Four firm to ditch its operations in the country
- ◆ A former British climate minister has quit as chair of EN+, the metals group founded by Oleg Deripaska
- ◆ Derivatives market price changes increased fears that cover against a Russian default might not pay out

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## Orban's Kremlin reversal narrows election contest

The war in Ukraine has landed Viktor Orbán with an identity problem, say observers. With a month to go before a general election, Hungary's prime minister has been forced to denounce Russia after promoting close ties for decades. The opposition is keen to capitalise on the U-turn. It knows that older voters who lived under Soviet domination until the collapse of communism in 1989 remain very sensitive to threats from the east. **Russia stance rethought** ▶ PAGE 3

## Kyiv rejects Putin's proposal for 'humanitarian corridors' to Russia

GUY CHAZAN AND JOHN REED — LVIV

Ukraine and the west poured scorn on Vladimir Putin's proposal for so-called humanitarian corridors out of frontline cities yesterday, describing it as a cynical offer as Moscow's armed forces continued to bombard urban areas.

Russia offered to suspend attacks on Kharkiv, Kyiv, Sumy and Mariupol but most transport corridors out of the cities led to Russia. Moscow claimed its offer followed “a personal request” from Emmanuel Macron, but the French president condemned it as “moral and political cynicism” and said he had failed to persuade Putin of the need for a ceasefire. Ukrainian officials said bombing continued after the supposed ceasefire time despite the offer.

Iryna Vereshchuk, Ukraine's minister for reintegration, urged Russia to

“stop manipulating” world leaders and open genuine routes for safe passage.

Macron discussed the humanitarian crisis with his German, US and British counterparts yesterday. Berlin said they had agreed that the protection of civilians was their “utmost priority” as they again called on Russia to “immediately end its attack on Ukraine”.

Several proposals for a ceasefire have failed to take hold since the weekend, highlighting the seemingly irreconcilable distance between Ukraine's and Russia's positions as they entered a fourth round of ceasefire talks in Belarus.

During 12 days of war, Russian forces have targeted civilian infrastructure in crowded cities, hitting schools, hospitals and residential buildings.

Foreign defence analysts said that in offering to evacuate Ukrainian cities, Russia could be exploiting humanitarian

issues to distract diplomatic partners.

Civilian protests against Russian rule in cities such as Kherson have underlined the extraordinary challenges Russia faces in occupying Ukraine's urban areas. Valery Zaluzhny, commander-in-chief of Ukraine's armed forces, said: “No matter how many miles the enemy has advanced into our territory, he won't be able to hold it.”

Andriy Kluchko, who lives in Kharkiv, said: “Of those who are left . . . no one is going to want to go to Russia.”

Solomiia Bobrovska, MP for Ukraine's opposition Holos party, dismissed the humanitarian corridor idea as “bullshit” designed for Russian TV. “Nobody wants to evacuate to Russia and Belarus because they are killing Ukrainians.”

Additional reporting by Erika Solomon in Berlin

Corridor publicity stunt page 2

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### World Markets

STOCK MARKETS				CURRENCIES				INTEREST RATES					
	Mar 7	prev	%chg	Mar 7	prev	Mar 7	prev		price	yield	chg		
S&P 500	4247.43	4328.87	-1.88	\$ per €	1.088	1.092	€ per \$	0.761	0.757	US Gov 10 yr	147.58	1.76	0.05
Nasdaq Composite	13054.42	13313.44	-1.95	\$ per £	1.314	1.322	£ per €	1.208	1.211	UK Gov 10 yr		1.30	0.10
Dow Jones Ind	33023.35	33614.80	-1.76	€ per ¥	0.828	0.826	¥ per €	125.487	125.373	Ger Gov 10 yr		-0.02	0.05
FTSEurofirst 300	1651.90	1713.80	-3.61	¥ per \$	115.385	114.815	£ index	82.680	82.858	Jpn Gov 10 yr	111.00	0.14	-0.01
Euro Stoxx 50	3512.22	3556.01	-1.23	¥ per £	151.563	151.763	Sfr per €	1.216	1.214	US Gov 30 yr	111.80	2.17	0.02
FTSE 100	6987.14	7238.85	-3.48	Sfr per \$	1.007	1.003	€ per \$	0.920	0.916	Ger Gov 2 yr	104.13	-0.68	0.05
FTSE All-Share	3884.43	4023.90	-3.47										
CAC 40	5982.27	6061.66	-1.31										
Xetra Dax	12834.65	13094.54	-1.98										
Nikkei	25221.41	25985.47	-2.94										
Hang Seng	21057.63	21905.29	-3.87										
MSCI World \$	2896.52	2942.45	-1.56										
MSCI EM \$	1144.91	1172.56	-2.36										
MSCI ACWI \$	679.32	690.75	-1.65										

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WAR IN UKRAINE

# Orban rethinks Russia stance in effort to boost re-election bid

PM's criticism of Moscow comes as opposition stresses his Putin links

MARTON DUNAI — BUDAPEST

Viktor Orban has long delighted in displaying some of the EU's clearest pro-Russia credentials. Now war in Ukraine is forcing Hungary's prime minister to shift his position as he tries to stay in step with voters a month before the country's general election.

Orban has for a decade promoted an "eastern opening" of close business and political ties to Russia, while blocking Ukraine's Nato and EU ambitions owing to a dispute with Kyiv over the rights of ethnic Hungarians in the country.

But since Moscow's invasion, Orban has denounced Russia and shown some solidarity with Kyiv — a tacit admission the conflict has made his own position more vulnerable, according to analysts and political opponents. Many supporters of Orban's Fidesz party are markedly cooler on Russia than Orban himself.

"Fidesz had not reckoned with such a difficult situation arising in the campaign," said Robert Laszlo, from the think-tank Political Capital in Budapest. "They have an identity problem now, which is decidedly risky for them."

The latest polls ahead of the April 3 election show Orban and Fidesz leading by a narrow margin against an opposition that has for the first time united behind a single candidate, Peter Marki-Zay. Some pollsters are reporting a shrinking Fidesz advantage, others a growing margin, with about a quarter of the electorate undecided.

According to a 2019 study published by the Tarki research institute, Hungarian public opinion warmed to Russia considerably under Orban, with support rising to its highest level since the communist era. But in a Euronews poll published this week, 60 per cent of respondents said the country had grown too close to Russia and that this now prevented it from doing more for Ukraine.

Meanwhile, anecdotal evidence suggests that despite years of Fidesz messaging, many older voters who lived under Soviet domination until the collapse of communism in 1989 remain sensitive to threats from the east.

"I used to vote for Orban, but his love of Putin always unnerved me," said Albert Kovacs, a retired public servant. "It's high time to end that love affair. Make no mistake: the Russians have smelled blood. I lived most of my life under Russian influence and I am not returning there."

The opposition is seeking to capitalise on Orban's previous warmth towards Moscow, saying the premier has left Hungary open for "Russian spies". Marki-Zay has called Orban "Putin's poodle" and has advocated a much less ambivalent stance towards the EU, fol-

lowing years of antagonism between Budapest and Brussels.

The premier "first supported everything Putin did, then lo and behold, he declared Putin an aggressor," Marki-Zay told protesters gathered outside the Budapest headquarters of Russia's International Investment Bank earlier this week. "We demand that he stop his policy of neither here nor there and more Hungary once and for all in the west, Europe, Nato."

Orban has now backed fast-tracking Ukraine's EU membership and sanctions against Russia. But he has said Budapest would stand by a cheap Russian gas supply deal "as long as I am premier" and remains opposed to Hungary's participation in military support.

Even with the Russian invasion well under way, Orban has also defended Paks 2, Hungary's €12.5bn finance-and-build agreement with Rosatom, Russia's state nuclear monopoly, for a new nuclear power plant. Fidesz MEPs last week approved a European parliament resolution banning any co-operation with Rosatom, which could in effect kill the project, only for the premier to defend Paks in a subsequent interview.

Meanwhile, as Fidesz struggles to maintain its balancing act between Moscow and the west, deputy prime minister Zsolt Semjen signalled Ukraine should be in the sphere of neither. Ukraine's sovereignty and integrity was important for it to be "a buffer state between the Russian empire and the EU", he told a campaign rally this week.

"If Ukraine was a member of Nato, we would already have a world war on our hands," Semjen was quoted as saying.

Gabor Torok, an independent political analyst, said the war was a headache for Fidesz, because its voters "for the first time in [years] . . . are divided over a key issue". It would be hard for Orban to balance preserving friendly relations with Moscow while keeping Hungary within the Nato and EU fold, he added.

Orban is not yet cornered politically: his new narrative, in which he presents Hungary's reluctance to extend military aid to Ukraine or admit Kyiv to Nato as serving the cause of peace, has resonated with voters, analysts say.

More than two-thirds of Hungarians want the country to stay out of the conflict completely, according to the Euronews poll — in line with Orban's policy. But despite Fidesz efforts to reframe the narrative, voters remain confused and the party is losing its sense of direction amid the sudden change of rhetoric, said Laszlo.

"Fidesz had pummelled the message of 'there will be no war, we will defend cheap energy' so intensely that they have a hard time reversing it. That can and does cause a credibility deficit."



'I used to vote for Orban, but his love of Putin always unnerved me'

On the move: refugees from Ukraine wait for a train to Budapest in Zahony, Hungary, yesterday. Inset, Viktor Orban  
Darko Vojnovic/AP

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FT FINANCIAL TIMES



Lethal weapons

## Hungary allows transit of arms after premier's U-turn

MARTON DUNAI — BUDAPEST  
JAMES SHOTTER — WARSAW

Hungarian premier Viktor Orban will allow lethal weapons to be transported through Hungary en route to Ukraine, provided they transit via another Nato state before reaching the war-torn country.

Orban had faced criticism from local opposition and international partners for refusing to participate in the transport of weapons or allowing such shipments to be routed through Hungary to neighbouring Ukraine.

"The government authorises the transport of military equipment and platforms designed to deliver lethal force . . . by land and air to another federal member state," said a government decree issued "in connection with the Ukraine crisis" yesterday.

Since the Russian assault on Ukraine began, Orban has defended his no transit policy, saying Hungary was "committed to peace" and that such transports would expose ethnic Hungarian areas in western Ukraine to Russian aggression.

Orban has built friendly ties with Moscow since assuming power in 2010,

a policy that he recently reversed in preparation for next month's elections.

Poland's government, which has been working with the US to provide fighter jets to Kyiv, yesterday announced it was putting forward legislation that would create an 8bn zloty (\$1.7bn) fund to help those fleeing the war in Ukraine.

More than 1.5mn have fled Ukraine since it was invaded by Russia last month, and Poland's border guard said yesterday that more than 1mn had entered Poland.

The influx has sparked a huge humanitarian effort in Poland, with families taking in refugees and companies turning facilities into reception centres.

Under the plan, the Polish government would pay Polish families taking in refugees about 1,200 zloty a month for up to two months, and will also make one-off payments of 300 zloty to each refugee.

The plan will also give Ukrainians the right to work in Poland for the next 18 months, with the possibility of further extension, and also grant them access to the country's health and social service systems.



# CAN GENDER DIVERSITY DRIVE BOTTOM-LINE GROWTH?

## I AM JESSICA ALSFORD

Head of Global Sustainability Research

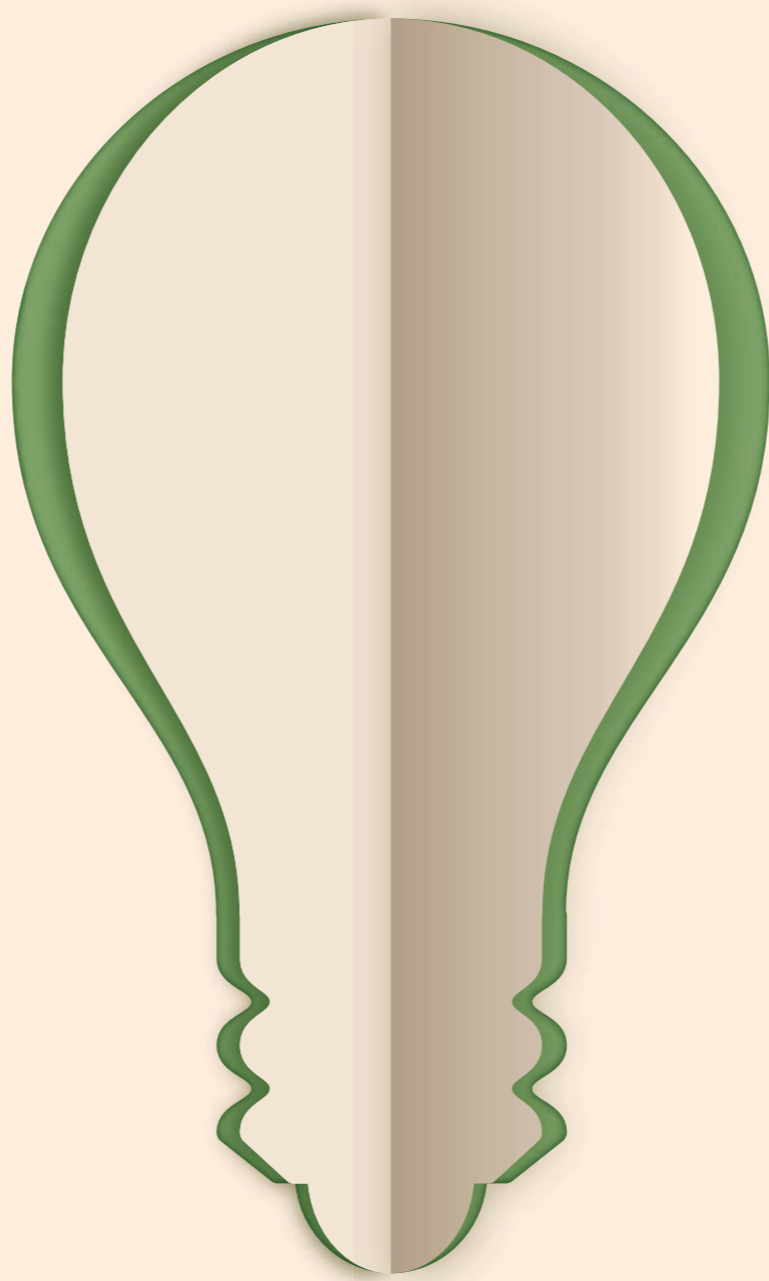
The trend line is clear: Over the past eight years, stocks in more diverse companies have outperformed their benchmarks—even after controlling for size, yield, profitability and risk. To help investors identify the most gender-diverse companies, we developed the Holistic Equal Representation Score (H.E.R.S.), a proprietary framework that looks at gender diversity from many angles, taking into account industry-specific biases and regional differences. The relationship between gender diversity and performance is likely to become more pervasive, as women play increasingly more prominent roles in the workplace, and in turn, the global economy.

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# Companies & Markets

## Deloitte and EY join moves by Big Four to exit Russia

- Accounting firms hive off operations
- About 15,000 staff will be affected

MICHAEL O'DWYER — LONDON

EY will axe its 4,700-person business in Russia, becoming the third of the Big Four accounting firms to announce a divorce from its operations in the country since the invasion of Ukraine.

It was followed by its rival Deloitte, which announced yesterday that it would separate its operations in Russia and Belarus from its global network and would cease to do business in the countries. PwC and KPMG had announced similar moves on Sunday night, citing the Russian government's actions in Ukraine. The withdrawals are the most significant exits of professional services firms from Russia since the conflict began last month.

**'In light of the escalating war, the EY global organisation will no longer serve Russian . . . clients'**

"In light of the escalating war, the EY global organisation will no longer serve any Russian government clients, state-owned enterprises or sanctioned entities and individuals anywhere in the world," EY said yesterday.

The firm said it had begun a restructuring to separate its Russian member from the group. "This is not something we take lightly," it said, calling the war "shocking and abhorrent".

EY's Russian staff account for about 1.5 per cent of its global workforce of 312,000. It also employs 700 in Ukraine. Between them, the Big Four have about 15,000 staff and partners in Russia.

Punit Renjen, global chief executive of Deloitte, said splitting the Russian and Belarusian business was the "right decision" but that his firm's 3,000 professionals in the countries had "no voice

in the actions of their government[s]". Deloitte would "honour our commitments and obligations to global financial markets and multiple regulatory bodies", he said, suggesting that it would continue at least some of its existing Russia-related work.

The Big Four are structured as networks of locally owned partnerships, with most of the profits retained in each country, meaning that EY, KPMG and PwC's Russian operations will continue to exist as standalone entities under new names.

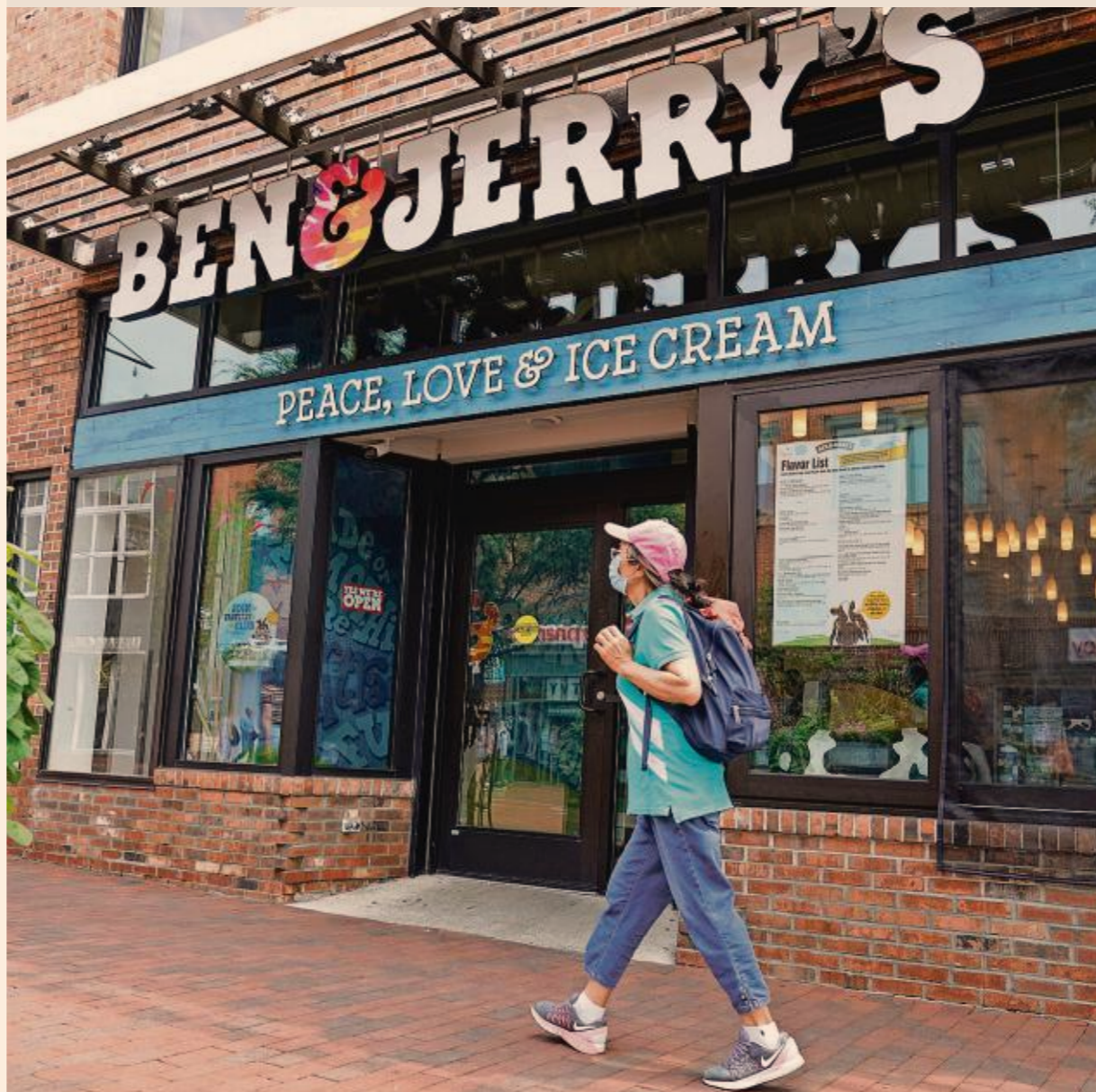
None of the Big Four said how long the separations would take but people at two of the firms said they could take about six months because of the legal and practical complexities. The newly independent Russian firms will be free to work for both domestic and international clients. They are not bound by western sanctions imposed on hundreds of Russian companies and individuals.

Remaining in the Big Four networks posed potential problems for the Russian firms because they faced criminal punishment if they dropped clients to comply with the western sanctions by which their international colleagues were bound. Auditors in the country also face significant penalties if they resign from contracts with state-owned entities, said people in the industry.

Accountants and consultants that have announced they will pull back from Russia are likely to face scrutiny this week over the detail of their plans. Neither PwC nor KPMG committed to ending overseas audit work for Russian state-owned entities, for example.

Also yesterday, international law firm Norton Rose Fulbright said it was exiting Russia. The firm, which has 50 lawyers in the country, said it was "closing our Moscow office as quickly as we can". *Additional reporting by Kate Beioley*

**Healthy option** Unilever bows to pressure on obesity with pledge to publish nutrition scores



Unilever, the maker of Ben & Jerry's ice cream, says that it will set out the targets by October — Charles Krupa/AP

JUDITH EVANS — LONDON

**Unilever is to publish nutrition scores for its food portfolio, which includes ice creams Ben & Jerry's and Magnum and Hellmann's mayonnaise, against external health metrics and set new targets following pressure from investors over obesity.**

The pledge to assess performance against six measures, including the UK's "high in fat, sugar and salt" definition and Europe's Nutri-Score, comes after institutional investors including Candriam, the €150bn asset manager, tabled a shareholder resolution on the issue.

The world's largest ice cream maker will set out targets by October, and said it would be the first global food group to publish nutritional performance in this way. It will assess performance globally and for 16 key markets by product volume and revenues. Nestlé, its larger rival, has been

working on new standards. An internal report last year said more than 60 per cent of the group's mainstream food and drink products do not meet a "recognised definition of health".

Catherine Howarth, chief executive of ShareAction, an investor group that pushed Unilever for the changes, said: "The transparency promised sets a new standard for the industry. We hope and expect others will follow."

Investors with \$215bn in assets including Candriam, Trinity Health, the US healthcare provider, and the Greater Manchester Pension Fund tabled a resolution in January ahead of Unilever's annual meeting due in May, urging the FTSE 100 consumer-goods group to set ambitious targets for selling more healthy foods.

Ignacio Vazquez, senior manager of healthy markets at ShareAction, said at the time that despite Unilever's strong sustainability record, "the health profile of the food and drink

products it sells remains a blind spot".

"This is surprising as the rapid growth of regulation means that health is a critical [environmental, social and governance] issue presenting a real financial threat to its business," said Vázquez.

The resolution has now been withdrawn, and Unilever said that it would work closely with ShareAction and its Healthy Markets Initiative. Hanneke Faber, president of Unilever's foods division, said the changes would "set a new benchmark for nutrition transparency in our industry".

Unilever's existing targets for its food and refreshment arm, which has €20bn of annual revenues, include doubling the number of products providing "positive nutrition" by 2025.

The World Health Organization says that obesity has almost tripled since 1975, but some health measures are contentious, especially in relation to products seen as "treats".

## Former UK Tory minister Barker resigns as EN+ chair

NEIL HUME — LONDON

Greg Barker, a former Conservative minister, has resigned as chair of EN+ as the Russian metals group considers carving out its international operations into a new company.

Barker joins an exodus of City of London grandees and executives from boards of companies with close Russian ties amid growing alarm over the civilian toll of Vladimir Putin's invasion of Ukraine.

Until now Barker had resisted cutting ties with EN+. Founded by Russian oligarch Oleg Deripaska, EN+ controls Rusal, the biggest aluminium producer outside China.

He said last week that his resignation would lead to the resignation of the entire board and the termination of a deal that freed the company from US sanctions imposed in 2018.

However, Barker has come under pressure to step down because of EN+'s links to Deripaska, with some MPs calling for him to be removed from the House of Lords if he did not quit.

He bowed to that pressure yesterday, with EN+ saying that Barker had tendered his resignation and would leave the company once he had completed a transition to his replacement Christopher Bancroft Burnham, the company's senior non-executive director.

At the same time the company said it was studying plans to spin off its international assets. These include bauxite mines in Guinea and a refinery in Ireland that produces a raw material for aluminium smelters across Europe.

"The group wishes to emphasise that the strategic review is at a preliminary stage and any future course of action will be subject to further consideration as well as discussions with the relevant regulatory bodies and key stakeholders," it said.

EN+ and Barker declined to comment on reports that he had sought a role at the international spin-off company.

Barker became non-executive chair of EN+ just before the company's London listing in 2017. In 2018, the US imposed sanctions on EN+ and Rusal, which Deripaska controlled at the time, over the oligarch's ties to the Russian government, sparking turmoil on global aluminium markets.

Deripaska relinquished control of the groups in 2019 in a deal that was brokered by Barker, who became executive chair, in exchange for the US lifting sanctions on the companies.

## Sanctions' damage reveals limits to sparing oligarchs and energy

INSIDE BUSINESS

FINANCE

Jonathan Guthrie



Sanctions are blowing holes in the Russian economy. World powers, led by the US, have imposed curbs ranging from an overseas asset freeze on the Russian central bank to a ban on buying sparkling wine from a bottler in Crimea. On Sunday, US secretary of state Antony Blinken said the allies were discussing a ban on Russian exports of crude oil.

The rouble has collapsed, bond default risk has spiked, the Moscow stock exchange has closed and Russian oil trades at ever-deeper discounts to Brent. The barbaric invasion of Ukraine fully justifies economic warfare against Russia. Financial sanctions are sometimes dismissed as token gestures. In this case, they are doing real damage.

In the process, some fallacies about these curbs have become clear. That should help western banks and businesses stay out of trouble, and developed democracies to deploy new sanctions, which should include the embargo on Russian energy exports, more effectively.

The main fallacy is that sanctions can be targeted at Vladimir Putin and his inner circle of cronies and related businesses. That inner circle is becoming too expansive to merit the description. In the past fortnight, the grouping led by the US, EU and UK added the names of

about 400 Russians to sanctions lists, according to World-Check, a risk intelligence database. The tally of newly sanctioned organisations, most of which are companies, is more than 600.

Numerous Russian oligarchs and their companies have been left out, including one particularly glaring example in the UK. But any businesses controlled by sanctioned groups are, by definition, sanctioned too. You have to work out who they are before you can stop dealing with them. This is difficult, given the lack of transparency around Russian companies. The real total would run to several thousand.

Business in corrupt former Soviet regimes is partly organised under the "krysha" principle. The big man in your district typically pays a regional boss to shelter under his metaphorical roof, or "krysha". The regional boss then remits to a national oligarch who pays protection money to a powerful politician. The dictator sits at the apex of the overlapping roofs.

This is a helpfully flexible system for sanctions-dodging regimes. When sanctions prevent one oligarch or organisation from dealing with the west for the godfather, an unsanctioned stooge may be deputised to do so instead.

Banks cannot be sure who they are dealing with. The result, says the boss of one large City institution, is that "a lot of organisations are simply redlining all Russians". This is the famed "chilling effect". The chilling effect is particularly icy in the sphere of payments because international banks are rightly terrified of the US authorities. Thanks to their extraterritorial reach and the

dominance of the dollar as an international currency, US prosecutors and regulators can make things very hot for banks that dodge sanctions.

Because of the chilling effect, I am told, some big international banks are quietly shunning Russian peers who remain on global payments messaging system Swift after the expulsion of seven big lenders.

The fallacy this illustrates is that sanctions can be fine-tuned to spare the Russian energy sector from damage. The US and EU have sought to provide energy companies and their affiliates with a carve-out from sanctions. The reason is that Germany and Italy are heavily dependent on Russian gas. Despite the carve-out, Urals oil is trading at increasingly steep discounts to Brent, reflecting reticence among foreign buyers.

Russian slaughter of Ukrainian civilians obliges the west to intensify sanctions. The US is right to threaten Russia with an oil export embargo. This is better than simply imposing a stoppage on all energy exports without warning.

The case is different to freezing the assets of the Russian central bank. The allies needed to move on this immediately to reduce Russia's capacity to make precautionary sales of its assets. Gold and bonds represent a stock of value. Oil exports, by contrast, are a continuous flow of income. The west can impose sanctions if Russia refuses to de-escalate and negotiate.

Game theory points to offering Putin exit ramps, as Sven Behrendt of GeoEconomics, points out. Sanctions hawks disagree. But this is always the sensible way to deal with an enemy that you hope to force into retreat rather than destroy. Tactics are needed to win financial wars as well as the military kind.

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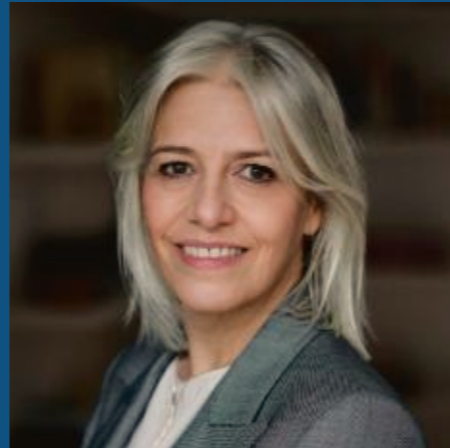


# FOUR THINGS EVERY WOMAN NEEDS TO KNOW ABOUT MONEY

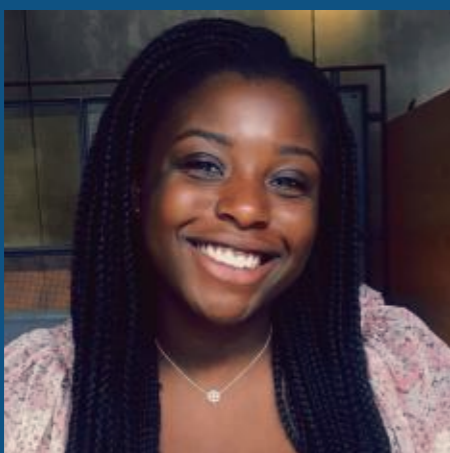
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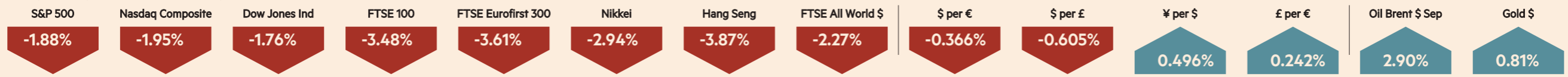




MARKET DATA

WORLD MARKETS AT A GLANCE

Change during previous day's trading (%)



Stock Market movements over last 30 days, with the FTSE All-World in the same currency as a comparison

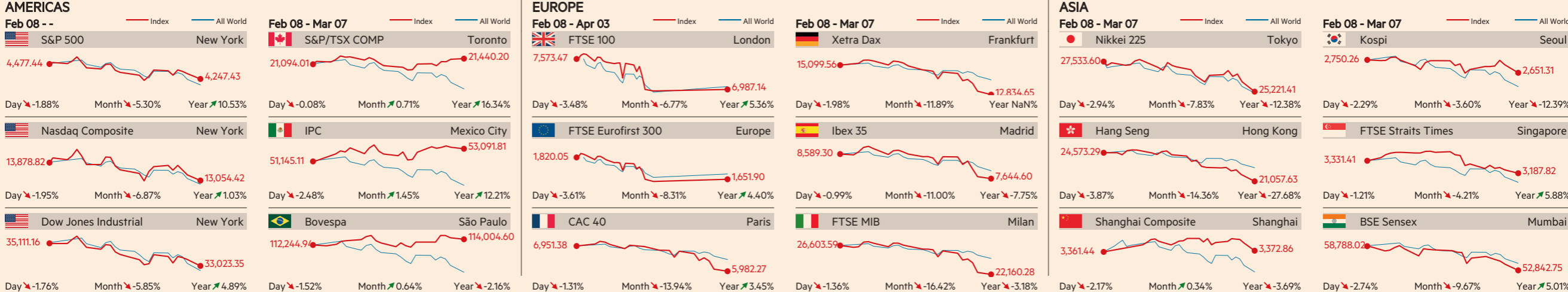


Table with columns for Country, Index, Latest, and Previous values for various global markets.

(c) Stock (if) Unavailable. 1 Correction. \* Subject to official recalculation. For more country coverage please see www.ft.com/worldindices. A fuller version of this table is available on the ft.com research data archive.

UK STOCK MARKET: BIGGEST MOVERS

Table of UK stock market movers categorized by sector: AMERICA, EURO MARKETS, TOKYO, and UK STOCK MARKET: BIGGEST MOVERS.

UK MARKET WINNERS AND LOSERS

Table of UK market winners and losers with columns for Index, %Chg, %Chg YTD, and Industry Sectors.

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Table of currency exchange rates for Dollar, Euro, Pound, and other major currencies.

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FTSE GLOBAL EQUITY INDEX SERIES

Table of FTSE Global Equity Index Series with columns for Index, No of stocks, US \$, Day, Mth, YTD, Total, YTD G, Div, Mar 7, Yield, %.

FTSE GLOBAL EQUITY INDEX SERIES

Table of FTSE Global Equity Index Series with columns for Index, No of stocks, US \$, Day, Mth, YTD, Total, YTD G, Div, Mar 7, Yield, %.

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UK RIGHTS OFFERS

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Data provided by Morningstar | www.morningstar.co.uk



Figures in £m. Earnings shown basis. Figures in light text are for corresponding period year earlier. For more information on dividend payments please visit www.ft.com/marketsdata

Placing price. \*Introduction. †New issue. Annual report/prospectus available at www.ft.com/ftm. For a full explanation of all the other symbols please refer to London Share Service notes.

MARKET DATA

FT500: THE WORLD'S LARGEST COMPANIES

Table of FT500 companies with columns for Stock, Price, Day Chg, High, Low, Yld, P/E, MCap. Includes Australia (AS), Canada (CS), China (HK), Germany (DE), Hong Kong (HS), India (IN), Japan (JP), Korea (KS), Spain (ES), Taiwan (TW), and US (US).

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Table of official interest rates for various countries and currencies.

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Table of energy prices for oil, gas, and coal.

BAK COMMODITIES

Table of bakery commodity prices for wheat, flour, and sugar.

Table of international stock markets with columns for Stock, Price, Day Chg, High, Low, Yld, P/E, MCap. Includes Australia (AS), Canada (CS), China (HK), Germany (DE), Hong Kong (HS), India (IN), Japan (JP), Korea (KS), Spain (ES), Taiwan (TW), and US (US).

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Table of index-linked bond prices and yields.

BONDS: TEN YEAR GOVT SPREADS

Table of ten-year government bond spreads for various countries.

BONDS: INDEX-LINKED

Table of index-linked bond prices and yields.

Table of international stock markets with columns for Stock, Price, Day Chg, High, Low, Yld, P/E, MCap. Includes Australia (AS), Canada (CS), China (HK), Germany (DE), Hong Kong (HS), India (IN), Japan (JP), Korea (KS), Spain (ES), Taiwan (TW), and US (US).

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Table of index-linked bond prices and yields.

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Table of ten-year government bond spreads for various countries.

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BONDS: GLOBAL INVESTMENT GRADE

Table of global investment grade bond prices and yields.

GILTS: UK CASH MARKET

Table of UK gilt prices and yields.

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Table of UK FTSE actuarial indices for various durations.

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Large advertisement for Morningstar Equity Research, featuring the text 'Equity Research from Morningstar' and 'Make credible investment decisions... methodology across our qualitative and quantitative universes.' Includes the Morningstar logo and website information.











# Lex.

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## Russia/oil embargo: substitute and reduce

As Russia's military vice closes on Ukraine, the west has countered with giant economic pincers. The US has proposed an import ban on Russia's crude and refined-oil products. Nearly half of that country's oil production of 11mn barrels a day is exports, about 5 per cent of world output.

How could the US-led coalition of sanctions allies cover the supply shortfall if the embargo goes ahead?

Brent prices reflected the scale of challenge, spiking at almost \$140 a barrel, before settling at \$125 at noon in London. Massive disruption may lie ahead. Oil provides almost a third of the world's primary energy supply, BP data say. The proposed embargo makes the most recent big threat to supply, a 2019 drone attack on Saudi Arabia's main refinery, pale into insignificance.

World oil prices will get some relief if Chinese and Indian refineries buy Urals crude, which is trading at a steep discount to Brent. The allies could also rely on strategic reserves. Before Christmas, the US offered about 50m barrels to the world markets. Last week, the International Energy Agency announced another co-ordinated release from consumer nations – including the US – of 60mn barrels.

Before this, IEA stockpiles held 1.5bn barrels of oil. That may sound like a lot. But distribution bottlenecks, especially on US pipelines, hamper quick withdrawals, says Richard Bronze of consultancy Energy Aspects.

Opec+ and US onshore shale oil drillers are obvious suppliers of substitute oil in the medium term. Most of the spare capacity of Opec+ is in Saudi Arabia and the UAE, totalling 3.1mn barrels a day, thinks Rystad Energy. Awkwardly, Russia is a member of the cartel and would doubtless oppose higher production. It might also block any international attempt to reach a nuclear agreement with dormant Opec member Iran. An accord here could add another 1mn barrels of oil to the daily supply.

US shale drillers would need to pump more oil in the event of embargo.

All the measures described above would still leave sanctions allies with a shortfall. That gap could only be covered in the short term by dialling back demand in response to soaring

prices. Longer term, the only route for the democratic world is to invest heavily in renewables, nuclear energy and liquefied natural gas.

History shows it takes years to reduce demand for crude.

## Commodities traders: self-sanctioning

Traders are scrambling to clear their books of Russian oil.

Even before US secretary of state Antony Blinken on Sunday raised the spectre of sanctions, opprobrium heaped on Shell, which bought Russian crude at a record discount to the global benchmark, had rendered it toxic.

Ironically, sanctions would improve the lot of oil traders such as Trafigura, Vitol and Glencore. This is an industry accustomed to dealing with rogue oil states such as Iran and Venezuela and is well-versed in applying sanctions. They are baked into contracts and stipulate clear rules for enforcement of force majeure provisions.

Sans sanctions, fear and disruption are spawning price volatility and spooking buyers. Shell was berated after its trading arm bought 725,000 barrels of Urals, Russian flagship crude, from commodity trader Trafigura at a discount of \$28.50 to Brent, the global oil benchmark. It subsequently pledged the profits to a charitable fund.

There are other factors. Many parts of the supply-to-market chain are self-sanctioning. Banks, similarly reluctant to be involved, are no longer willing to issue letters of credit or provide finance. Anecdotal, harbour masters are taking it upon themselves to refuse to unload ships' Russian oil cargoes. Uncertainty as to whether a trade agreed today will be possible later has further slowed deals.

Refineries in markets such as China or India may be seen as less fastidious buyers. But they too face challenges. Freight costs have risen exponentially and financiers may balk at upfront payment. Supply disruptions are inevitable. So too are higher prices.

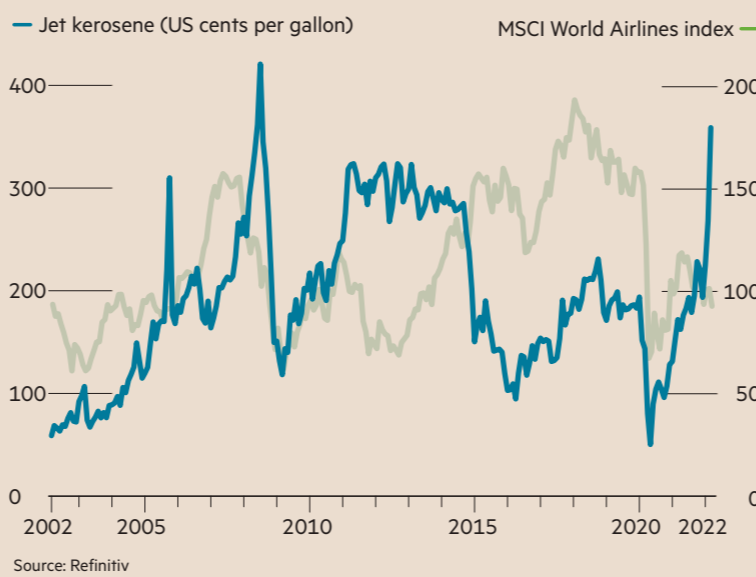
UK natural gas prices, having spent much of the past year hovering around 50-60p per therm, surged yesterday, closing at 520p, around 10 times the level for much of last year.

Governments, fretting at the impact of sanctions on citizens, might take

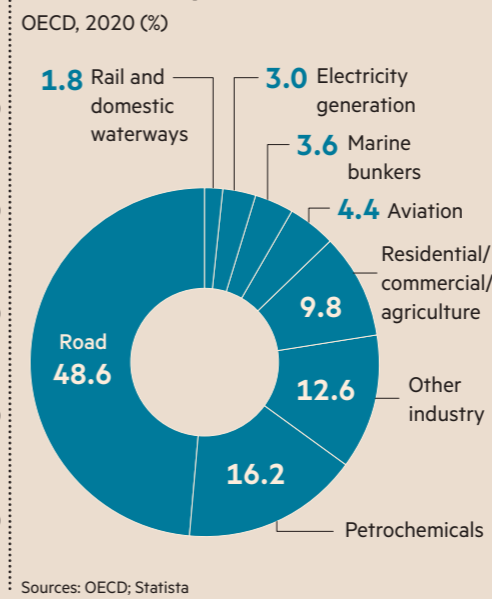
## Transport: thumped at the pump

Airline shares respond particularly strongly to oil price changes. But road transport groups are by far the fuel's biggest users, accounting for nearly half of global demand. Higher prices will squeeze businesses and households, even though the energy intensity of the world economy has fallen sharply in recent decades.

### Aviation stocks are sensitive to fuel prices



### Oil demand by sector



Just as aviation was soaring away from the pandemic, it has flown into a fresh storm. Yesterday, the cost of crude leapt on the prospect of a US-led embargo on Russian oil exports.

Global prices have risen nearly two-thirds since the start of the year. Airline shares nosedived yesterday. No wonder. Aviation is the most oil-intensive sector of all, according to ING. For every €1mn of value added output, Europe's aviation industry uses 60 terra joules of energy. Shipping is close behind, followed by the chemicals industry.

Fuel accounts for 25-40 per cent of airline operating costs. Many airlines have hedges in place. London-listed Wizz Air, normally a holdout, said yesterday that it too would cap its

fuel cost exposure. But pricier fuel, and the need to fly longer routes to avoid Russian and Ukrainian airspace, will still hurt airlines.

Commercial aviation cannot usually rely on passing on extra costs to customers. Northern Europeans are desperate to travel but also constrained by a broader jump in their cost of living. European nations have, meanwhile, given some flag carriers financing to hold down prices in the form of pandemic bailouts.

Other transport companies will be hit too. Fuel is about a tenth of bus companies' costs, although demand for public transport should increase as travellers are priced out of their cars.

Shares in UK-listed public transport companies Go-Ahead and FirstGroup

fell 3.31 per cent and 3.75 per cent, respectively, yesterday. Logistics companies will also be in the spotlight, although the typical "costs plus margin" contracts should allow them to pass on higher fuel expenses.

For many developed economies, the situation is less bleak than during previous oil price spikes. A shift to services and greater energy efficiency has reduced intensity – total energy consumption per unit of GDP – by more than a third globally since 1990.

Yet higher transport costs will ensure the effect of more expensive crude will be felt across the economy. Household budgets will be stretched and business profits will be squeezed.

If the oil price rise is sustained, the pain will be widely shared.

note. Self-sanctioning is already under way: taking the moral high ground is not that big a step.

## Russian bonds: default is yours

Russia is well on its way to complete isolation from the US, EU and countries allied with them. One of the few areas where this might save Russia money, at least in the short-term, is sovereign bond coupons. On Sunday, the finance ministry said it might not be able to make these payments as a result of sanctions from both sides.

A technical default on Russian sovereign dollar debt could begin when a coupon on dollar bonds falls due next

week. That would deepen the pain for foreign investors that have helped finance Vladimir Putin's government.

Russian government debt remains low by international standards. But there are still \$39bn of dollar-denominated bonds outstanding. If payments worth \$107mn due on the 16th of March are missed, Russia then has a 30-day grace period in which to pay. Bonds issued after 2018 have fallback clauses that allow payment in roubles. But creditors may not be able to accept these. The world's big banks and clearing houses are closing their doors to Russian business.

Government dollar bonds due to be repaid in April are trading at 20 cents on the dollar. One-year credit default swap prices currently suggest a 70 per cent probability of default. The payout

for CDS holders is unclear. If a default occurs, bonds would typically be auctioned. But prices would reflect sanctions as much as Russian creditworthiness – or the lack of it.

Russian businesses may be better placed to pay some foreign creditors, depending on the nature of sanctions.

Rosneft and Gazprom have about \$3.3bn of Eurobond principal payments due in the next few days. Unconfirmed reports suggest that the gas giant could make payments via a Luxembourg-based special purpose vehicle.

No foreign investor should count on such payments if they are based in a country engaged in the economic war against Russia. The prudent course, given the uncertainties, is to assume they will have to be written off.

## Occidental/Icahn/ Buffett: billionaires' club

Two elderly multibillionaires can tell a tale of boom and bust in the oil patch from different perspectives. In 2019, Occidental made a risky \$55bn bet buying rival Anadarko.

The financing was tight enough that Occidental brought in Warren Buffett. His Berkshire Hathaway group provided \$10bn in preferred stock at an 8 per cent dividend. Cantankerous activist Carl Icahn was peeved enough with the acquisition to buy up nearly a tenth of Occidental. He eventually got two board seats at the company. That was just as the pandemic crashed the global economy, sending oil prices hurtling towards zero. Occidental managed to skirt bankruptcy.

Yesterday, Icahn announced that he had sold all his Occidental shares and that his trio of board representatives had resigned. Meanwhile, Buffett has recently accumulated about a tenth of Occidental's shares. Occidental's share price has jumped more than six times since its 2020 nadir. Oil prices have surged well past \$120 per barrel.

As Icahn scoops his winnings off the table, Buffett appears to believe elevated commodity prices are here to stay. Occidental's Anadarko deal registered temporarily as an impressive M&A debacle. It lost its investment grade rating. In the two years since then, Occidental has whittled down its gross debt load from \$40bn to \$30bn. It now aims to retrieve its investment grade rating.

Icahn's windfall, which could exceed \$1bn based on filings on when he bought and sold shares, would never have existed if Occidental had gone under. Two smaller oil drillers, Whiting and Oasis, did go bankrupt in 2020. Both restructured by handing over their equity to creditors. The pair announced a \$6bn merger yesterday to cement their resurgence.

Yet Occidental shares are not back at their 2018 highs.

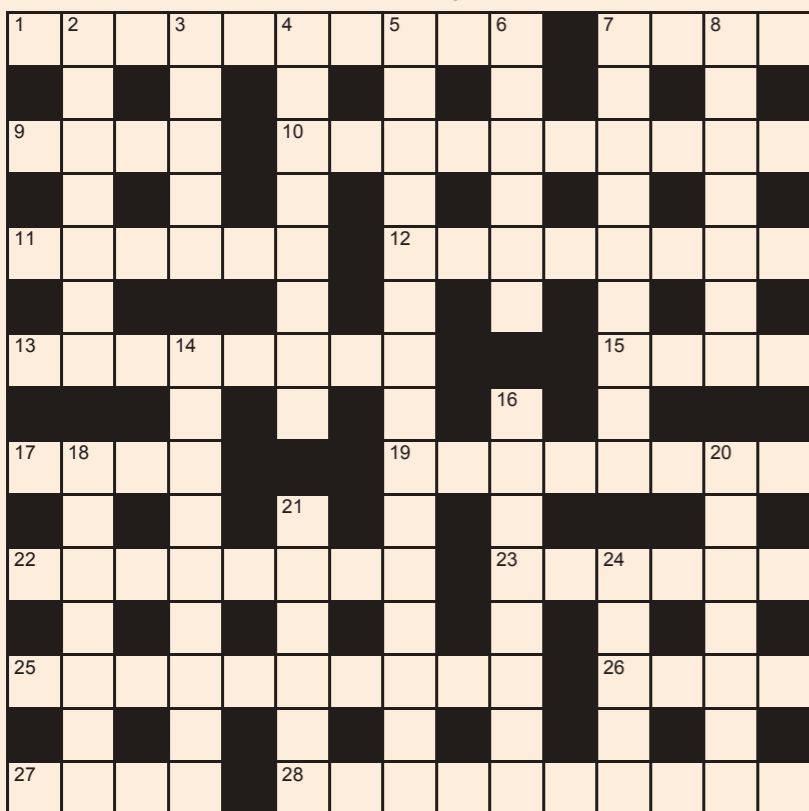
By ploughing a few billion more into Occidental in the last several weeks, Buffett has shown he has more faith in its management than Icahn ever did.

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## CROSSWORD

No 17,037 Set by GURNEY



### ACROSS

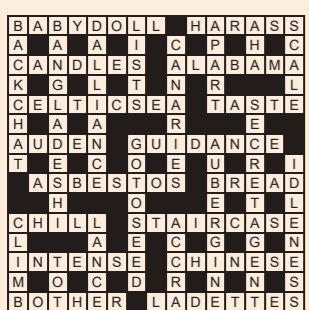
- 1 Love Nablus, exotic, mysterious, unlike this puzzle, one hopes! (10)
- 7 Fish limit getting around resistance (4)
- 9 Just starting, find useful Japanese index showing mountain name (4)
- 10 Cunning, pen in unusual entries (10)
- 11 Something wrong with a peninsula (6)
- 12 Legacy perhaps of dictator's attitude to come into view (8)
- 13 Vessels, modified, foil all threats initially (8)
- 15 Joke about northern group (4)
- 17 Willing to consider musical work, European, on periphery (4)
- 19 Attribute of required standard, extremely trusty (8)
- 22 Antagonise a learner – that is needless primarily, battle regularly lost (8)
- 23 Perhaps Mercury's scheme, out of this world? (6)
- 25 Van meal bit off? Maybe yes, maybe no (10)
- 26 Comfort from herbal medicine (4)
- 27 Wizard entertaining millions – a high point (4)
- 28 Compete, given award we're told for initiative (10)

### DOWN

- 2 New country group, based on test ignoring India, seen as indifferent (7)
- 3 Dislike arising from leader leaving speaking platform (5)
- 4 In a picture, six upset America and supporter (8)
- 5 Annual transfer of allotted space, we hear – Doris maybe kind of tense (8,7)
- 6 Feature writer, outspoken, supported by Liberal papers (6)
- 7 Go at a clue in different way – making a list (9)
- 8 Neglected animal track – sad (3-4)
- 14 Strange generation, losing love for fruit (9)
- 16 Device, electronic say, provides regular traveller with parking for month (8)
- 18 European note Conservative finds controversial (7)
- 20 Have an impact, about right – one's garden feature (7)
- 21 Pledge to include artist's style of music (6)
- 24 A doctor with little hesitation identifying warning colour (5)

## JOTTER PAD

Solution 17,036



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# Women in Business

Tuesday March 8 2022

www.ft.com/reports

## Upheaval in workforce reshapes career paths

The pandemic hit working women hard. *Kate Bassett* asks experts how to explore new options

In the middle of the pandemic, Crystal Eisinger reinvented her career. She quit a senior marketing job at Google, used her savings to buy her favourite local café, and became chief executive of a music-streaming start-up, Keakie.

"Big corporations are a brilliant training ground but they can also be hierarchical and slow moving," she says. "Lockdown forced me to get off the treadmill, identify what was making me unhappy and make some dramatic changes." Now, Eisinger is raising £3mn for Keakie's pre-Series A funding round and has revamped the café, Urban Pantry, in Chiswick, London.

She is one of many who have re-evaluated their careers. In last year's so-called Great Resignation, swaths of workers left their jobs for better paid and/or more fulfilling work. "Unexpected events or shocks like the pandemic create fertile

conditions for major career changes by causing us to reflect on our priorities," says Herminia Ibarra, organisational behaviour professor at London Business School, and author of *Act Like a Leader, Think Like a Leader*. "Faced with mortality, we ask the big existential questions and gather the courage to make changes."

Lockdown also disrupted ties to jobs and workplaces, she adds. "It's easier to consider doing something else when you are no longer immersed in the social circles and daily routines of your job."

A study last year by McKinsey, the consultancy, found women globally had been disproportionately affected by the pandemic, with more women than men intending to change job or downshift. A Catalyst survey in 2020 had found that 62 per cent of female employees said Covid-19 would hurt their prospects for promotion at work.



Crystal Eisinger: 'Increase your tolerance to uncertainty' — Anna Gordon, for the Financial Times

A career pivot is a "necessarily messy journey of exploration", says Ibarra. She suggests it should involve small, practical steps to discover new options, rather than leaping into the unknown and hoping for the best.

Start with a simple exercise, advises Jeremy Borys, a US-based managing director at global consulting firm Alix-Partners. First, ask yourself: What do I want? What do I hope for? What can I deal with? What do I not want?

To move forwards, you also need to look back, he says. Think about the jobs you have done, the companies you have worked for and people you have worked with. What did you really enjoy? "Don't limit your definition of what the next role could be and don't be blinded by salary or title," says Borys. "When you're doing something meaningful and fulfilling, the other things will come."

Next, build your network. Instead of your safe and established network of friends and family, reconnect with the people you used to know — former colleagues, even people you went to school with. These "weak ties", as Ibarra calls them, will help you think creatively about the future, open new doors, and avoid pigeonholing you.

Sarah Ellis, co-founder of careers adviser Amazing If and co-author of *You Coach You*, says "curious career conversations" are critical to a successful pivot. "Talk to people who are where you'd like to be. They'll help you identify how you can transfer your talents in a useful way, and understand whether your assumptions about a career match the reality."

To test the water, take on a new project at work or an extracurricular activity to boost skills and knowledge — whether that is volunteering, a part-time course or a side-hustle. The point is to try things out, experiment and adjust along the way. You don't have to make a massive change overnight.

After the Great Resignation, employers have embarked on the Great Hiring, *Continued on page 3*

### Inside

#### Brooke Masters

How the pandemic rewrote the home-front contract for couples with dual careers

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The London impresario gave the performance of a lifetime when theatreland went dark

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#### Bye bye banter?

Patience is running out over 'just joking' excuses for bad behaviour

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#### Arundhati Bhattacharya

The Indian banker turned tech CEO on leading, learning and body language

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#### Hybrid-working costs

Why the 'back to the office' budget does not add up for UK staff

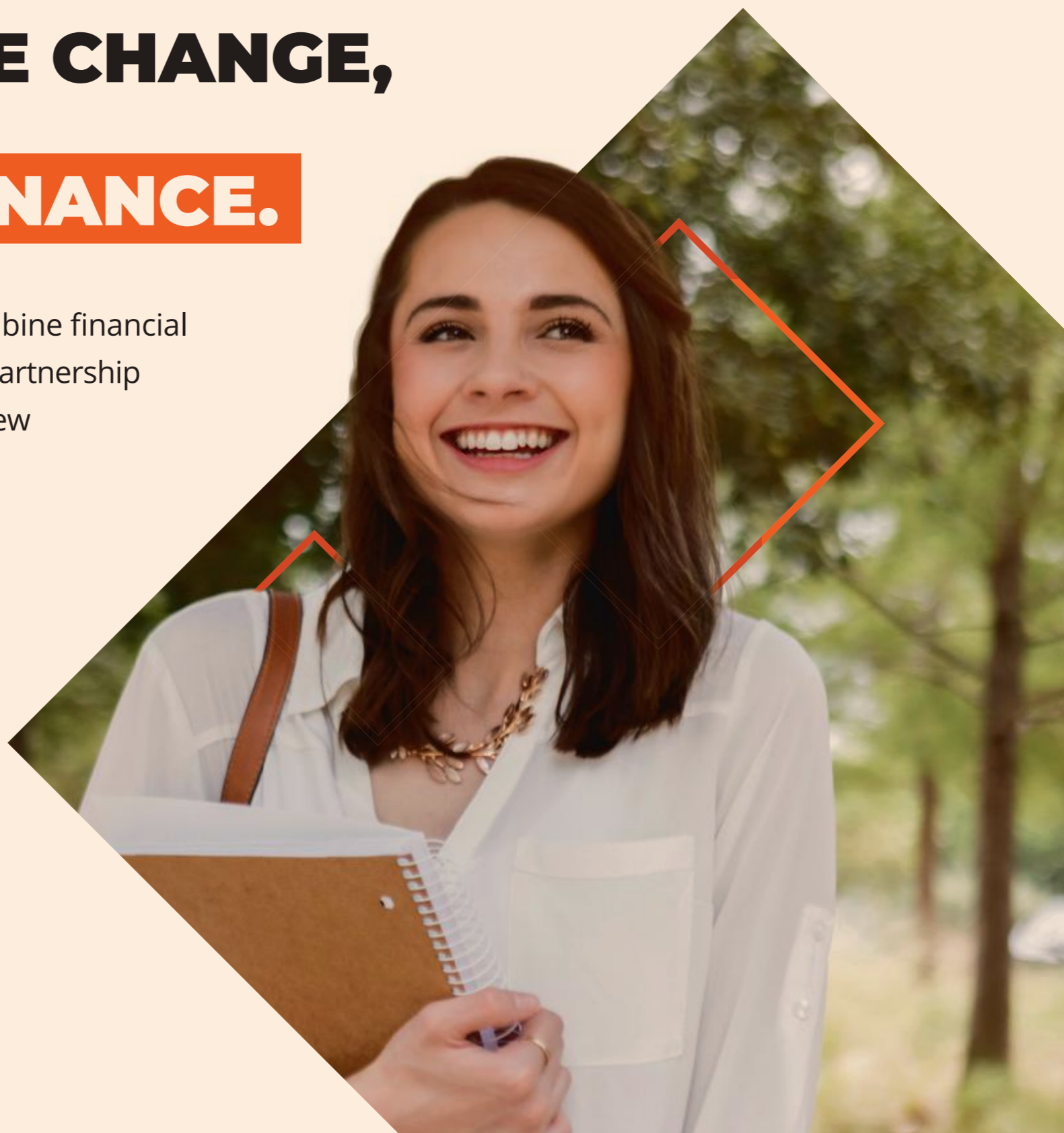
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## Women in Business

## Lessons I learnt by quitting the newsroom for a classroom

## OPINION

Lucy Kellaway

Most salaried workers share two things: a dislike for their jobs and a reluctance to leave them. Breaking through the inertia takes something big. For some people, lockdown provided that push – the experience of being incarcerated at home, with their nearest and dearest on Zoom, made many take action. But, for me, the spur arrived five years earlier when my father died. I remember returning to work days after his death, looking around the office where I'd worked for over three decades and thinking: "enough".

Ten years earlier still, when my mum died suddenly, I'd also flirted with leaving. I felt tired of journalism and wanted to do what she'd done and teach in a secondary school.

But weeks passed and I did nothing. I decided I was too old (I was 47). I was frightened of the drop in income and the loss of status and so I buried the idea and went back to doing what I'd always done.

Ten years on, and I found I had less to lose. My children had mainly left home and by then I had had it with journalism. And as for any perceived loss in status – I simply didn't care.

So I quit and now, five years later, I find myself no longer a pampered columnist but an increasingly confident teacher. Over the same period, I've watched more than 500



From 'pampered columnist' to 'increasingly confident teacher': Lucy Kellaway left the FT to retrain as a teacher – Charlie Bibby/FT

other people of a similar age retrain through the charity I co-founded, Now Teach. All gave up a career they were good at and all started again in the classroom, at the bottom.

From my own experience, and from watching the others, I've learnt four lessons about change and about how to get the most from it.

The first is that you need to get the timing right: staying does not necessarily mean a lack of imagination

In return for a 75 per cent pay cut I got the delight of learning everything all over again. The results were sometimes terrifying

or courage – it may be the right choice, for now. I don't wish I'd shifted careers ten years earlier. Jobs need to fit around lives, and I had a newly bereaved aged father to care for. Delaying does not matter – which leads to my second lesson.

It is never too late to change career (unless, perhaps, you are over 60 and considering becoming a professional footballer). As long as one's health holds out, there is much more time

than people tell us. I trained as a teacher when I was 58 and thought then it was my last chance. I now suspect I could have done it 10 years later and made a decent fist of it.

The third lesson is that, if you are planning on change, be radical about it. Since leaving journalism, I've done "big change" – swapping the newsroom for the classroom – and "small change" – when I moved from one school to another. Merely tweaking one's career

by moving employer in the same field strikes me as both risky and probably not worth it. In a school, you might like the staff and the students more than the old ones, or you might not. Either way, you have to work out different IT systems and different cultures for uncertain gain.

By contrast, big radical change offers untold benefits. In return for a 75 per cent pay cut, I got the delight of learning everything all over again. The results were sometimes terrifying – being unable to take an electronic register without losing control of your slides is not funny when watched by 30 hostile 13-year-olds. But the shock of the new has jolted me out of all my old malaise and made the world seem shinier and newer.

Which leads to my final point: if you wait until the stakes are fairly low (ie, you really need to get out of your old job and can afford a pay cut), and if you do something radical, it really doesn't matter if you hate it. It will still be worth it. I know this less from my own experience – I like teaching at least as much as I thought I would – and more from other Now Teachers.

Some simply didn't take to teaching. They never really learnt how to control the class or discovered they did not like teenagers very much. A few missed their old lines of work. But I have not met a single one who wished they had not done it at all. Everyone learnt something – about children, about education, and about themselves. They not only briefly had a new career, but a whole new take on life. At the very least, it is a great way of having a late midlife crisis – and means that you can move on to the next thing refreshed and revived.

## Patience runs out over misplaced 'banter'

## Culture

Mean, even vicious, transgressions are defended as jokes. But they can be insidious, reports Amy Bell

In 2017, frustrated by a culture of systemic sexual harassment and discrimination in Californian politics, former lobbyist Adama Iwu organised an open letter to call it out. Signed by more than 140 women and published in the LA Times, the letter resonated far beyond California and beyond people working in politics.

Has behaviour changed since then? Not much, says Iwu, now in corporate government relations. "It feels like we're dealing with the same things. Maybe they have better buzzwords, hide it better – they joke about it almost."

Recent reports, such as the UK police watchdog's investigation into London's Metropolitan Police and the Anglo-Australian miner Rio Tinto's review of its workplaces, have highlighted the harm caused by pervasive harassment and bullying behaviour. Yet, too often, it can be brushed off by perpetrators as mere "banter" – playful chit-chat that, they argue, upsets only those colleagues who cannot take a joke. "The term 'banter' should be retired," says Laura Bates, writer and founder of the Everyday Sexism Project, where women submit stories of discrimination and harassment. "It's completely misleading . . . it's like a catch-all, a cloak drawn over what people know to be unacceptable language and prejudice."

While a necessary public conversation about the prevalence of such behaviour has opened up, it has also resulted in a backlash, Bates adds. "[There is] almost a sense of 'go on then, report me'. There's an awareness that it's socially unacceptable . . . but, also, that impunity remains."

Michelle Last, an employment lawyer and partner at law firm Keystone Law in the UK, says: "We all know what's acceptable and what's not, but different people tolerate different things. It's perfectly fine to have banter about other things, but we can all have a laugh . . . without stepping into that danger zone."

The people making insensitive jokes and comments, often personal, are invariably those in the majority demographic in their workplace, who feel at ease in the existing culture, notes Last. Those targeted are almost always in under-represented or minority groups.

Bates sees a wide range of complaints submitted to the Everyday Sexism Project, from minor comments to unwanted sexual touching.

"If you have a culture where the low-level stuff is brushed off and accepted," she argues, "that normalises and



No laughing matter: a protest in London against harassment of women – Getty

smooths the way for more serious abuses not to be taken seriously." That is why employers and colleagues must address the issue, she says.

"Organisations have a bad habit of keeping certain people in positions because they're very successful," warns Last. However, it is better to deal with the main perpetrator sooner rather than later, because "they can leave such an amount of damage in their wake".

The person being targeted may leave, or may complain and seek compensation – a situation that will be exacerbated if it emerges that previous complaints were ignored. And the perpetrator can end up leaving the business, too. Some organisations set up "tip lines", which may be operated by third parties, and anonymously report incidents. But Iwu argues these do not work, because it is hard to take action as a result.

'Some people are just jerks and they don't care, and you can't change that'

Adama Iwu

She says: "You have to show that you have processes in place that are going to treat the person who complains fairly – and the person who is accused fairly."

Bates argues that recording and tracking allegations helps organisations recognise if there is a serial offender who is simply moved on to another department, or if there is a problem in one particular part of the organisation.

What should an individual do if they

are picked on with offensive comments or worse? Everyone has an idea of how they would respond, says Bates, until the moment it happens: "Some people panic, some freeze. Some fear career damage if they speak up." She advises keeping a record of what was said, witnesses, and copies of emails or messages, so that you have evidence if you choose to report it.

In some cases, just a quiet word is required. Speak up if you feel you can, says Iwu. "I have learned it's easier for me to pull someone aside later and say, 'hey, this is what I heard – I don't know if you meant that'. Or, 'you used this term, I don't know if you realise the connotation, or how that might be offensive.'" Often, people were not aware, and they appreciate you saying something discreetly, she says. But not always: "Some people are just jerks and they don't care, and you can't change that."

In male-dominated working environments, men are arguably in a strong position to call out sexist behaviour. But recent research by non-profit advocacy group Catalyst shows how the power dynamics and cultural norms of work culture inhibit men from intervening.

Asked how they would respond to sexist incidents, 86 per cent of men surveyed said they wanted to interrupt them, but only 31 per cent felt confident in their ability to do so.

Yet challenging apparently minor transgressions is important because they have an accumulative effect, says Bates. "Have a private word, say 'I've seen this is happening, I want you to know it's not OK. What do you want to do? Because if you want to report it I will support you'."

## Upheaval in workforce reshapes career paths



Continued from page 1

as companies try to rebuild talent. With businesses reporting a skills shortage, this may also be a good time to change direction in your current organisation.

"Employers should offer staff the chance to explore different opportunities and jobs inside the company – or risk losing them," says Aniela Unguresan, co-founder of the Edge Certified Foundation, based in Switzerland, which assesses gender equality in the workplace.

"People who go through career shifts are generally more flexible, more agile, more resilient and more courageous," she explains. "Those are fundamental

and necessary skills in today's workplace."

In a period of change, there will be dead ends, false starts and unexpected turns. But it is better to try out a variety of options. "You will never have perfect information or get to the point where a pivot is 100 per cent guaranteed to work out well," adds Ellis.

It has been six months since Eisinger left Google for the top spot at Keakie. At times, she says, what kept her going was the insight of Ginni Rometty, former chief executive of IBM, that growth and comfort rarely coexist.

In short: "You have to increase your tolerance to uncertainty," says Eisinger.

## What employers need to know

**Encourage self-discovery** The post-Covid era will involve career change – wanted or not. Allow staff the opportunity to recharge and reinvent. "Organisations should give people time for self-reflection," says Aniela Unguresan, at Edge.

Indeed, UK fintech Monzo Bank, is to offer its 2,200 staff a paid three-month sabbatical every four years, as it rethinks how staff should balance working life after the pandemic.

**Stay connected** If you do lose employees, be sure to stay in touch. They may be exploring interesting new initiatives, and may even one day rejoin your organisation with new perspectives and ideas. "Nurture your alumni," says Sarah Ellis, at Amazing If. "Your former employees can be your advocates as well as your future talent."

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