

# Cartier

## WOMEN'S INITIATIVE

Paris, January 24<sup>th</sup>, 2022

To celebrate its 15<sup>th</sup> anniversary, Cartier Women's Initiative releases its Impact Report

Since 2006, the Cartier Women's Initiative has helped women impact entrepreneurs to reach their full potential by shining a light on their achievements and providing them with the necessary financial, social and human capital support to grow their businesses and build their leadership skills. The program is open to women-run and women-owned businesses from any country and sector that aim to have a strong and sustainable positive impact on society as defined by the [United Nations Sustainable Development Goals](#).

In the spirit of continuous improvement and to mark the 15<sup>th</sup> anniversary of the program, the Cartier Women's Initiative has placed Impact at the heart of its 2022 edition, looking back on the program's evolution and its impact.

### I) The Cartier Women's Initiative Impact Report

Fifteen years on, the Cartier Women's Initiative has supported **262** women impact entrepreneurs hailing from **62** countries and has awarded a total of **\$6,440,000** in prize money to support their businesses. The fellowship has expanded **from funding five fellows in 2007 to 24 fellows in 2021**.

Since the launch of the community pillar in January 2019, aiming to support fellows by connecting them with a global network that can provide them with access to relationships, knowledge and capital, more than **260** community members have actively engaged with the community and **43** community events have been hosted.

In 2021, to assess the impact of the program across the globe, The Cartier Women's Initiative fielded a 40-questions online survey to its **228 former fellows**. This survey became the baseline for Cartier Women's initiative impact measurement.

With the launch of the Impact Report, which put the light on the powerful ripples of positive changes initiated by these women entrepreneurs, Cartier Women's Initiative is aiming to improve the program and expand opportunities to more women impact entrepreneurs worldwide.

Going forward, the program intends to create a **global network of diverse allies of the Cartier Women's Initiative community** that can amplify that impact by leveraging their unique strengths: their circle of fellows, their knowledge of the ecosystem, and their ability to activate different players.

### II) Impact Awardees

To celebrate furthermore the impact of the program, the Cartier Women's Initiative has unveiled for the very first time, **9 impact awardees** —former fellows whose businesses have achieved significant impact. The Impact Awards cover three categories: **Improving Lives, Preserving the Planet and Creating Opportunities**, which are based on the **United Nations Sustainable Development goals**. **Three former fellows** are recognized in each of these three categories.

## **THE 9 IMPACT AWARDEES**

### **IMPROVING LIVES**

#### **Rasha Rady, Egypt, Chefaa**

Chefaa has created an AI-powered, GPS-enabled digital platform to help chronic patients order, schedule, and refill their recurring medicines regardless of location or income.

[Rasha Rady | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

#### **Nneka Mobisson, South Africa, mDoc**

A mobile platform that provides people living with chronic disease with 24/7 access to virtual healthcare providers

[Nneka Mobisson | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

#### **Temie Giwa Tubosun, Nigeria, LifeBank**

A medical distribution company that uses data and technology to discover and deliver essential medical products to hospitals in Nigeria.

[Temie Giwa-Tubosun | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

### **PRESERVING THE PLANET**

#### **Joanne Howarth, Australia, Planet Protector Packaging**

Planet Protector Packaging manufactures environmentally responsible insulated packaging made from sheep waste wool for transport of temperature-sensitive goods.

[Joanne Howarth | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

#### **Lorna Rutto, Kenya, EcoPost**

EcoPost manufactures durable fencing posts using plastic waste, an environmentally friendly alternative to timber.

[Lorna Rutto | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

#### **Charlotte Wang, China, EQuota Energy**

EQuota is an energy optimization company that combines artificial intelligence and big data to deliver energy efficiency solutions.

[Charlotte Wang | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

### **CREATING OPPORTUNITIES**

#### **Carmina Bayombong, Philippines, InvestEd**

An investment platform providing student loans to underserved youth using a proprietary credit rating algorithm.

[Carmina Bayombong | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

#### **Carol Chyau, China, Shokay**

Shokay produces children's clothes and accessories, home furnishings and yarn using yak fiber purchased directly from the region's herder.

[Carol Chyau | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

#### **Fariel Salahuddin, Pakistan, UpTrade**

A bartering service enabling off-grid rural communities to exchange livestock for solar-powered water pumps and home systems.

[Fariel Salahuddin | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

The first prize awardee of each of the three Impact Award Categories will be announced during **the Impact Awards Ceremony, on March 6th, 2022** in the context of the **World Reunion at the WorldExpo 2020 in Dubai** which will celebrate the Cartier Women's Initiative and will collectively shape the future of the program.

Over three days, from March 6<sup>th</sup> to March 8<sup>th</sup>, Cartier Women's Initiative will be organizing **a series of case studies, workshops and Meet & Learn sessions** for its community, allowing them to meet passionate impact leaders from around the world, spark new collaborations and tackle shared challenges.

*"The Cartier Women's Initiative World Reunion is an opportunity to reaffirm the Maisons's commitment to our community of women's impact entrepreneurs, amplify the successes of these admirable women, and help them reach new heights in order to make the world a better and more equal place. Because when women thrive, humanity thrives"* **Cyrille Vigneron, President and CEO of Cartier International**

The first prize awardee will take home **US \$100,000 in prize money**, while the second and third runners-up will respectfully receive **US \$60,000** and **US \$30,000**.

Finally, the 9 awardees will each receive **human capital support** valued at **US \$10,000**.

For more information on the programme and footage of the fellows, please visit: [www.cartierwomensinitiative.com](http://www.cartierwomensinitiative.com)

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### **About Cartier**

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found. Jewellery, fine jewellery, watchmaking and fragrances, leathersgoods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Today, the Maison has a worldwide presence through its 265 boutiques.

[www.cartier.com](http://www.cartier.com)

### **About INSEAD Business School**

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas to develop responsible leaders who transform business and society. The school's research, teaching and partnerships reflect this global perspective and cultural diversity. With locations in Europe (France), Asia (Singapore), the Middle East (Abu Dhabi), and now North America (San Francisco), INSEAD's business education and research spans four regions. Each year, the school's 168 renowned faculty members from 41 countries inspire more than 1,100 degree participants and 12,400 executive in its Executive Education programmes.

[www.insead.edu](http://www.insead.edu)

### **About the Hoffmann Global Institute for Business and Society**

Founded in August 2018, the Hoffmann Global Institute for Business and Society is at the forefront of aligning INSEAD with the UN Sustainable Development Goals, or SDGs. In order to achieve this, we support research on business and society, inspire and equip future leaders, engage with our global alumni community and external partners to expand our impact, and aspire to make INSEAD a sustainable school that acts and leads by example.

<https://www.insead.edu/centres/the-hoffmann-global-institute-for-business-and-society>

