

Cartier
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Cartier celebrates the 2024 awardees of its impact entrepreneurship program, the Cartier Women's Initiative, and unveils the 2025 edition's details.

Paris, May 23, 2024 – The awardees of the 2024 Cartier Women's Initiative and the program details for its 2025 edition were unveiled on Wednesday, May 22, during the annual awards ceremony, which took place this year in Shenzhen, China.

2024 AWARDEES CELEBRATED AS "FORCES FOR GOOD"

This year's Cartier Women's Initiative theme, "Forces for Good", mirrors the program's ambition to broaden its reach and foster a more just and equitable world. It emphasizes the importance of collective action to deliver change, for good.

The Cartier Women's Initiative Awards Ceremony, hosted by writer and gender equality champion, Sandi Toksvig, opened with an evocative performance by the dance department of [the Zhejiang Conservatory of Music](#). By echoing this year's theme of the Cartier Women's Initiative, the ensemble provided a poignant reflection on the power of unity.

The evening progressed with a conversation with Cyrille Vigneron, CEO and President of Cartier, who pointed out how proud the Maison is to continue supporting this vibrant community of changemakers to multiply its collective impact and reaffirmed Cartier's deep conviction that when women thrive, humanity thrives.

The ceremony also welcomed esteemed guests of honor: Karlie Kloss, supermodel, entrepreneur, and philanthropist, alongside Guo Jingjing, Olympic diving champion, advocate for public welfare and environmental protection. As catalysts for change, they discussed their perspectives on gender equality and emphasized the significance of inclusion for everyone to be empowered to realize their potential.

The celebration offered a moment to explore the inspiring journeys of the 2024 fellows, whose creativity and entrepreneurial spirit combine to address the most crucial social and environmental challenges of our time.

The ceremony concluded with the revelation of the first, second, and third-place awardees across 11 categories, including 9 regional awards and 2 thematic awards: the "Science & Technology Pioneer Award" introduced in 2021, and the "Diversity, Equity & Inclusion Award" inaugurated in 2023.

The venue was filled with distinguished leaders, heads of nonprofit organizations, and representatives from international bodies, all eager to collaborate and act. Together with the awardees celebrated that evening, they embodied those "Forces for Good", whose creativity, and determination inspire hope for a brighter future for generations to come.

THE 2025 EDITION OF THE CARTIER WOMEN'S INITIATIVE FULLY DEDICATED TO IMPACT

Scheduled for May 22, on the occasion of the Women's Pavilion, at the World Expo in Osaka, Kansai, Japan, the 2025 edition of the Cartier Women's Initiative will honor former fellows whose ventures have successfully developed, showcasing significant, measurable impacts within their fields.

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I N I T I A T I V E

This ceremony will recognize nine impact awardees in categories that are based on the [United Nations' Sustainable Development Goals](#), namely, Improving Lives, Preserving the Planet, and Creating Opportunities.

Through this special edition, dedicated to scaling impact, the Cartier Women's Initiative intends to underscore the critical importance of long-term commitment for impact-driven enterprises. It will also highlight the key role that substantial financial support (\$100,000 per award) and amplified support from the network of fellows play in nurturing their journey.

**Since its inception in 2006, the Cartier Women's Initiative has expanded to encompass 11 categories, including 9 regional awards and 2 thematic awards: the "Science & Technology Pioneer Award" launched in 2021, and the "Diversity, Equity & Inclusion Award" introduced in 2023. For these categories, a distinguished jury selects the top three applicants, awarding 1st, 2nd, and 3rd place \$100,000, \$60,000, and \$30,000 in grant funding respectively. Beyond the financial rewards, these awardees join the "Fellows" community. This affiliation grants them access to tailored mentoring and coaching, media visibility, networking opportunities and education courses from the leading business school INSEAD, further empowering them in their entrepreneurial journey.*

List of 2024 awardees in annex.

Photos of the evening upon request.

For more information about the program and fellows
[Homepage | Cartier Women's Initiative \(cartierwomensinitiative.com\)](#)

For all media enquiries, please contact Cartier's Corporate Communications Department:
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W O M E N ' S
I N I T I A T I V E

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 lie. Jewelry, high jewelry, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature. Cartier is part of the Richemont Group and has a worldwide presence through its network of flagships and boutiques, authorized retail partners, and online.

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 executives in its Executive Education programs.

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, the Hoffmann Global Institute for Business and Society supports research on business and society, inspires and equips future leaders, engages with its global alumni community and external partners to expand its impact, and aspires 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>

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Cartier Women's Initiative – 2024 Awardees

The eleven first-place awardees

- Latin America and the Caribbean: Marlene Molero Suárez, Peru, ELSA
- North America: Julia Taylor, United States, GeekPack
- Europe: Mira Nameth, United Kingdom, Biophilica
- Francophone Sub-Saharan Africa: Isabelle Kamariza, Rwanda, Solid'Africa
- Anglophone and Lusophone Africa: Titi Adewusi, Nigeria, 9ijakids
- Middle East and North Africa: Salma Bougarrani, Morocco, GREEN WATECH
- East Asia: Jiwon Park, South Korea, SAIB
- South Asia and Central Asia: Mansi Jain, India, DigitalPaani
- Oceania: Simran Kaur, New Zealand, Girls That Invest
- Science & Technology Pioneer Award: Lynne Lim, Singapore, NousQ
- Diversity, Equity & Inclusion Award: Sadriye Görece, United States, BlindLook

The eleven second-place awardees

- Latin America and the Caribbean: Isabela Chusid, Brazil, Linus
- North America: Jessica Menon, United States, Equilo
- Europe: Amaia Rodríguez, Spain, Gravity Wave
- Francophone Sub-Saharan Africa: Jessica Long, Senegal, Maad
- Anglophone and Lusophone Africa: Claire Van Enk, Kenya, Farm to Feed
- Middle East and North Africa: Rania Gaafar, Egypt, ADVA
- East Asia: Emily Yu, China, Ginger Ah
- South Asia and Central Asia: Ira Guha, India, Asan
- Oceania: Alison Harrington, Australia, Resparke
- Science & Technology Pioneer Award: Ninna Granucci, France, Green Spot Technologies
- Diversity, Equity & Inclusion Award: Akshita Sachdeva, India, Trestle Labs

The eleven third-place awardees

- Latin America and the Caribbean: Mercedes Bidart, Colombia, Quipu
- North America: Kyla Bolden, Canada, Wiz Kid Learning
- Europe: Laura Harnett, United Kingdom, Seep
- Francophone Sub-Saharan Africa: Victoria Munguti, Rwanda, HeptaPay
- Anglophone and Lusophone Africa: June Muchuku, Kenya, Plumbee
- Middle East and North Africa: Shahira Youssef, Egypt, Chitosan Egypt
- East Asia: Xintong Du, China, VoiceChanger
- South Asia and Central Asia: Marina Tran-Vu, Vietnam, EQUO
- Oceania: Frances Bilbao, Australia, Mums Matter Psychology
- Science & Technology Pioneer Award: Monika Tomecka, Scotland and Poland, uFraction8
- Diversity, Equity & Inclusion Award: Erica Cole, United States, No Limbits