

VERVE

THE
SPIRIT
OF
TODAY'S
WOMAN

THE POWER ISSUE

MUKESH AND NITA AMBANI

INDIA'S 50 MOST
INFLUENTIAL WOMEN

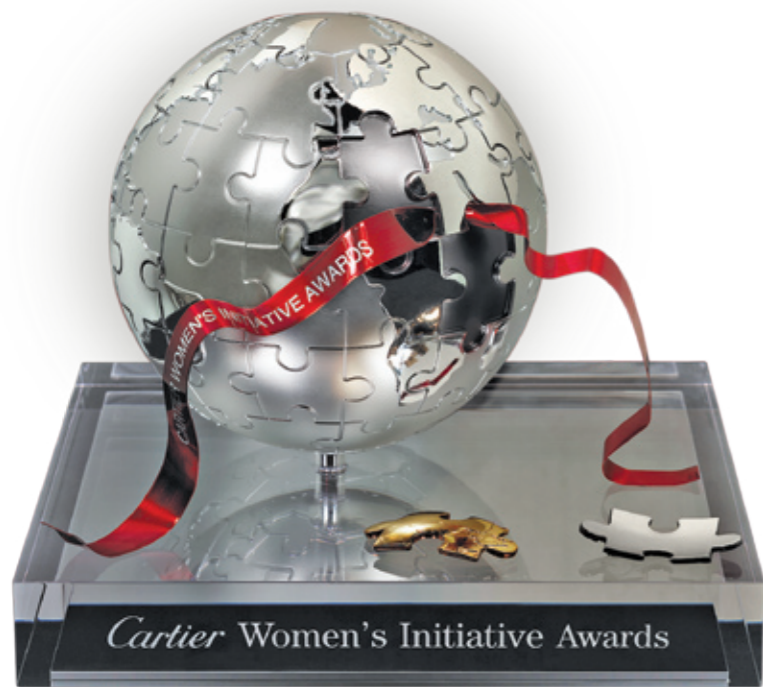
Cartier empowering women

“Cartier has faith in the driving force of women and as a jeweller, women have shaped our history”

—BERNARD FORNAS, PRESIDENT AND CEO OF CARTIER INTERNATIONAL

Woman, Entrepreneur: two words which are not often associated but which hold promises of great change. Cartier has been committed to supporting women in business, and in 2006 launched its unique annual competition, the Cartier Women’s Initiative Awards, in partnership with the Women’s Forum, McKinsey and INSEAD Business School. This annual, international business plan competition, aims to honour five female entrepreneurs, one per continent, and provide these laureates not only with financial backing but also quality coaching service and an international network.

“Women represent 60 per cent of our staff and 52 per cent of our managers: we believe it to be our role to encourage them to reach their full potential. Entrepreneurial values are part of Cartier’s genetic code and as a jeweller, women have shaped our history! This shared belief explains our early commitment to the Women’s Forum in creating the Cartier Women’s Initiative Awards. We extend our



support to women business leaders all over the globe by providing them a set example of successful women who have followed their ambitions and achieved their goals,” says Bernard Fornas, President and CEO of Cartier International.

The objective of the Cartier Women’s Initiative Awards is to identify, to encourage and to accompany women entrepreneurs around the world. Fifteen entrepreneurs, three per continent, are selected on the basis of the application form in the first round, and five winners, one per continent, are nominated in the second round after careful evaluation of their detailed business plans and verbal presentation. Between these two rounds, the candidates are coached by McKinsey and INSEAD, and after the finals, the five winners are offered additional coaching for a year as well as \$20 000.

Since its creation, the Cartier Women’s Initiative awards have helped support 40 female entrepreneurs in the development of their start-up businesses. The awards ceremony this year is set to take place on October 14 in Deauville, France.

The Cartier Women’s Initiative Awards is part of a broader company philosophy which includes both philanthropy and social responsibility: the support of contemporary art through the Foundation Cartier pour l’Art Contemporain, the promotion of ethical jewellery practices through the Council for Responsible Jewellery Practices, the support of global charity organisations and the fight against international counterfeiting.

“Our Corporate Social Responsibility programme is about responsible ways of doing business and our Philanthropy projects are additional programmes we believe to be important to promote our vision of the world. In that sense, the Cartier Women’s Initiative Awards is part of our philanthropy policy, closely linked to our corporate social responsibility.” said Mr. Fornas.

Since it was founded, Cartier, the committed jeweller, has always been dedicated to helping society and supporting charitable causes across the globe. This commitment took off in 2006, with the Cartier LOVE Initiative, a generous initiative based on Cartier’s emblematic Love collection. The funds generated helped support global charity organizations focusing on child welfare in all fields of health, food, culture, education and protecting children’s rights.

In India, Cartier has joined hands with the well-esteemed Habitat for Humanity India – Women IndiaBUILDS campaign. The aim of Habitat for Humanity is to construct and provide safe, decent and affordable shelter for the less fortunate citizens in India. Women IndiaBUILDS (WIB) is a Habitat for Humanity initiative and allows women with means to



GREEN MANGO

An initiative that is bearing fruit

Green Mango, brainchild of 2007 Cartier Laureates Nandini Pandhi and Yasmina McCarty, has made serious headway in its bid to put small businesses on the map and has been on target in its goals for expansion, with the launch of a second operation in Bangalore last year. The Hyderabad and Bangalore sites now list 33,000 businesses, generating over 100,000 leads and an average 2,000 rupees of additional income for artisans and small businesses in these cities. 'Winning the Award was certainly a catalyst for Green Mango,' says McCarty, 'since it gave us the confidence to conceptualise our project and brought real impetus to our development. Most importantly, the prize money served to fund the first version of our Hyderabad site.'

In light of the needs in India, which counts millions of informal businesses that can benefit from a platform to access new clients,

Green Mango is set for healthy growth. 'Like all start-ups, we face challenges, but we've had great support from Lisa Long, who coached us and helped with recruitment, and who now sits on our advisory board. The Award also brought key publicity assets and contacts through the Women's Forum, which we have appreciated,' Yasmina explains. Boosted by their initial success, the co-founders believe more than ever in their vision and the social impact of helping low-income entrepreneurs to increase revenues and build a better life for their families. 'We're now planning to expand to yet more cities in India and will be bringing our concept to cell phones,' they report. Not only has their seedling sprouted, it is effectively bearing fruit.

Nandini Pandhi and Yasmina McCarty



Kimberley Ong, 2009
Laureate Asia



Mr. Bernard Fornas with the Laureates of the CWIA 2009

help women in need. The WIB committee comprises women from influential and successful backgrounds, who come together to provide support to enable women from poor families acquire simple, decent and affordable homes by mobilizing resources and volunteers.

Giving back to the community has always been a priority for Cartier. Habitat for Humanity, India has embarked on an ambitious programme to build 50,000 houses through the IndiaBUILDS campaign. For Cartier, it was a natural choice to support the Women IndiaBUILDS programme and help contribute to building homes for the underprivileged and empower these women to lift themselves and their families from their circumstances.

Cartier sees itself as part of the community and it is natural that it should make a contribution to its existence by giving something back. Cartier's pioneering spirit, responsibility, generosity and reciprocity towards women is a sign of confidence in the role they play in society and world development. ♾