Cartier announces the 21 finalists of the 2020 edition of the Cartier Women’s Initiative.

With the announcement of the 2020 Cartier Women’s Initiative finalists, Cartier is reaffirming its commitment to women impact entrepreneurs leveraging business as a force for good.

Since 2006, the Cartier Women’s Initiative has helped these women 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 social and environmental impact as defined by the United Nations Sustainable Development Goals. For the past 14 years, the Cartier Women’s Initiative has accompanied 240 promising female entrepreneurs hailing from 56 different countries and has awarded over 3 million USD to support their businesses.

21 finalists – women social impact entrepreneurs running the top 3 businesses per region – were selected amongst 1200 applications from 162 countries. It is the first time that countries such as Australia, Benin, Denmark, New Zealand and Sweden are represented in the program.

The 7 laureates will be announced in early June 2020.

“Creating opportunities for women and empowering them is not only what we believe is right, it also tells who we are: a Maison both anchored in reality and open to the world, thus perfectly aware of our responsibility. A responsibility all the more important given these uncertain times. At Cartier, we believe it is crucial to support young businesses and start-ups through to a more stable period. And this is what we intend to keep doing, fully aware that these women are making a concrete and durable impact, therefore paving the way for a better future.”

Cyrille Vigneron, President and CEO of Cartier International

The laureate from each region will take home US $100,000 in prize money; whereas the second and third runnerups will receive US $30,000. Finally, the 7 laureates and 14 finalists will all benefit from financial advisory services, 1:1 strategy coaching, media visibility and international networking opportunities, as well as a place on an INSEAD executive education programme.
For more information on the program and footage of the fellows, please visit:
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, leathergoods 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

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.

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About the Hoffmann Global Institute for Business and Society
The Hoffmann Global Institute for Business and Society is leading the effort to align INSEAD with the UN Sustainable Development Goals, or SDGs. To achieve this, the Institute researches and develops innovative business models, explores sustainable operations, engages our global alumni community and inspires a diverse group of future leaders. The Institute strives to make INSEAD a sustainable school that leads by example and empowers others to do the same.

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