
Cartier
W O M E N ' S
I N I T I A T I V E

20 YEARS

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20 YEARS OF EMPOWERING WOMEN ENTREPRENEURS

From its inception, the Cartier Women's Initiative has carried a conviction that lies at the heart of the Maison: when given the means to lead, innovate and create, women can redefine the future. What began in 2006 as a bold commitment, an initiative fully funded by Cartier to recognise and support promising women entrepreneurs, has blossomed over the years into a global community and a transformative force for impact.

As the programme evolved, its ambition deepened. By its 10th anniversary, the Cartier Women's Initiative had already expanded its reach and strengthened its foundations, marking a shift towards a further strategic and long-term model of support. Grant funding grew, new learning opportunities emerged, and the programme's role in shaping women's leadership journeys expanded. In the years that followed, the initiative grew the number of award categories to support more women impact entrepreneurs. The creation of the Cartier Women's Initiative community in 2019 affirmed a core truth – that the programme's greatest strength lies in the solidarity, shared experience and mutual inspiration that unite its members.

A defining step came with the introduction of the one-year fellowship programme in 2020, shifting the initiative from recognition to acceleration. Rooted in mentorship, learning and personal growth, this comprehensive programme offers rigorous academic training, in-depth business coaching, executive leadership development, and essential well-being support. It effectively transforms laureates into lifelong fellows, fostering a powerful community committed to collective advancement.

As global challenges intensified, the initiative continued to evolve. The Science & Technology Pioneer Award, launched in 2021, highlighted women shaping the future of innovation. Celebrations at the Women's Pavilion in Dubai in 2022 and in Osaka, in 2025, shed a light on former fellows whose work is creating lasting, measurable impact. These moments honour progress while inspiring the wider ecosystem to move forward with renewed purpose.

All these milestones lead naturally to 2026, when the Cartier Women's Initiative will celebrate its 20th anniversary under the theme of "Lighting the path". A fitting tribute to the women who are sparking change with courage, creativity and conviction. They are shining examples, illuminating the path through uncertainty, while laying the foundations of a more just and sustainable tomorrow.

This anniversary is more than a celebration. It is a reaffirmation of our commitment. The achievements of these women transcend borders and generations. Their journeys shape a future that is more inclusive, more resilient and honours progress while inspiring the wider ecosystem to progress with invigorated commitment.



THE MISSION

DRIVING CHANGE BY EMPOWERING WOMEN IMPACT ENTREPRENEURS

The Cartier Women's Initiative aims to shine a light on women impact entrepreneurs and provide them with the necessary financial, social, and human capital support to grow their businesses and build their leadership skills.

THE CARTIER WOMEN'S INITIATIVE IS GUIDED BY THE FOLLOWING PRINCIPLES:

- 1 Empowering changemakers:** We believe women can be extraordinary change agents, and we leverage business as a force for good.
- 2 Creating opportunities:** We contribute by creating opportunities for everyone. Talent is universal, but opportunities are not.
- 3 Commitment to growth:** We are constantly learning. We leave room for the possibility that there is something we have not yet learnt that could make us even better.
- 4 Community-centred vision:** We see beyond ourselves and care for the communities that we serve and communities that we are a part of.

HOW DOES IT WORK?

The programme features **10 awards**, comprising nine regional awards and one thematic award, which recognise and support women impact entrepreneurs from around the world who leverage business as a force for good:

■ NINE REGIONAL AWARDS:

Latin America and the Caribbean, North America, Europe, Francophone Sub-Saharan Africa, Anglophone and Lusophone Africa, the Middle East and North Africa, East Asia, South Asia and Central Asia, and Oceania.

■ ONE THEMATIC AWARD:

A Science & Technology Pioneer Award that recognises disruptive solutions built around unique, protected or hard-to-reproduce technological or scientific advances.

WHO CAN APPLY?

The programme is open to women-run and women-owned businesses from any country and sector that aim to create **significant sustainable social and/or environmental impact** on society, delivering meaningful solutions to the most pressing global challenges.

WHAT IS THE CARTIER WOMEN'S INITIATIVE SELECTION PROCESS?

Applications are screened for eligibility and shortlisted based on the Cartier Women's Initiative selection criteria. In-depth due diligence is conducted for the top five applicants in each category, offering the jury panel a comprehensive memorandum before they hear applicant presentations, followed by a Q&A.

Based on the selection criteria, the jury selects and ranks the top three applicants per category, who are then confirmed as fellows. Within each category, there is a ranking from first to third place, which is announced during the awards ceremony.



WHO FORMS THE JURY OF THE CARTIER WOMEN'S INITIATIVE?

The jury is composed of volunteer members carefully nominated and selected based on their extensive experience in the entrepreneurship ecosystem, notable business achievements, and dedication to supporting women.

Jury members play a key role in reviewing applications, selecting fellows and providing feedback. They also extend valuable support and connections to the entrepreneurs.

Each jury panel consists of four jury members, representing diverse backgrounds such as entrepreneurs, investors, former fellows, venture philanthropists, academic experts and industry leaders.

WHAT SUPPORT IS PROVIDED TO THE CARTIER WOMEN'S INITIATIVE FELLOWS?

The Cartier Women's Initiative provides fellows with the necessary financial, social and human capital support to help them achieve their goals and scale their impact.

■ FINANCIAL SUPPORT:

The programme offers significant grant funding, with first-place awardees receiving USD \$100,000, second-place awardees receiving USD \$60,000 and third-place awardees receiving USD \$30,000.

■ SOCIAL CAPITAL SUPPORT:

Beyond financial backing, all fellows also benefit from media visibility, networking opportunities and lifelong access to a vibrant community.

This global network includes **over 520 impact leaders** from around the world, including current and former fellows, mentors, jury members, and coaches, all of whom actively support one another in creating positive change worldwide.

The community offers fellows a safe, supportive and collaborative space where they can learn, help each other and build meaningful connections through the private community platform, as well as virtual and in-person events.

In addition, the programme partners with impact entrepreneurship and investment organisations to amplify fellows' networks within the global entrepreneurship ecosystem, expanding their access to opportunities and partnerships.

■ HUMAN CAPITAL SUPPORT:

The Cartier Women's Initiative offers comprehensive human capital support to fellows, including a year-long fellowship programme for impact entrepreneurs. This programme includes training in impact entrepreneurship with INSEAD business school, leadership communication development, customised business training, executive leadership coaching, and well-being support. Additional resources in human capital support include regular peer-learning sessions, workshops and resources, all accessible to former fellows as well. The Cartier Women's Initiative fellowship programme is structured into three distinct phases, each designed to empower fellows with the tools and skills needed to excel in their entrepreneurial journey:

01

VISIBILITY & STANCE (JANUARY – MAY)

Fellows participate in communication and media training in preparation for the awards ceremony.

02

CELEBRATE & CONNECT (JUNE)

Fellows convene for in-person INSEAD Women's Impact Entrepreneurship Programme. Fellows, community and ecosystem members gather for a week of workshops, networking opportunities and celebration at the awards ceremony.

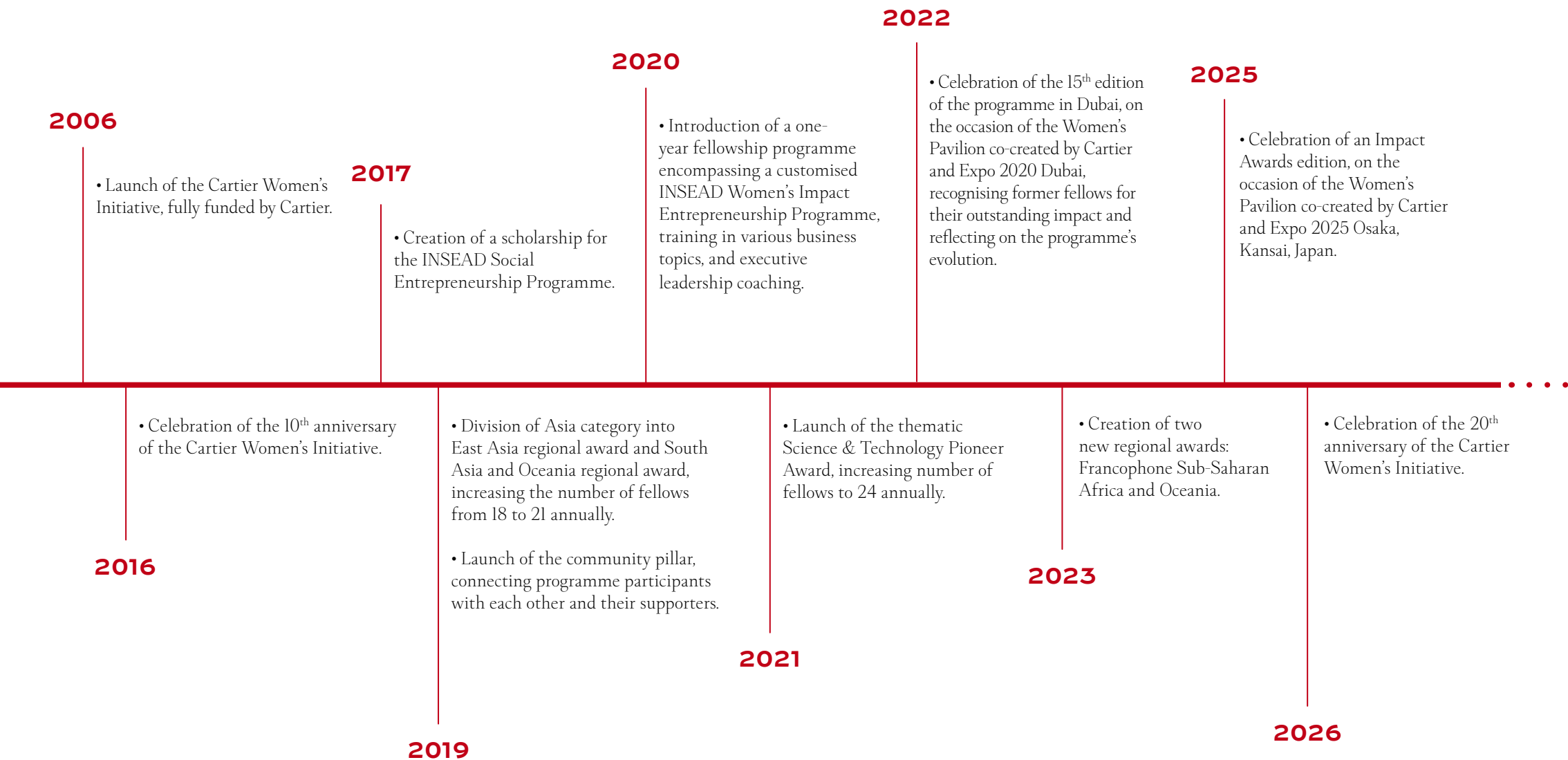
03

SKILLS & LEADERSHIP (JULY – DECEMBER)

1:1 business training, executive leadership coaching, along with individual well-being sessions.

A parental stipend is available throughout the duration of the fellowship, for fellows with children under six years old.

KEY MILESTONES



AN INTERNATIONAL PROGRAMME WITH IMPACT

Women have always had a pivotal role in the Maison, and Cartier was among the first luxury Maisons to recognise the importance of supporting women impact entrepreneurs.

From the beginning, Cartier committed to helping women reach their full potential, fostering a more inclusive society and driving meaningful change. This commitment to women's empowerment, rooted in the very DNA of the Maison, highlights Cartier's uniquely pioneering spirit.

Today, the Cartier Women's Initiative stands out among other programmes, thanks to its impact-driven and holistic approach. Beyond financial support, the Cartier Women's Initiative offers a comprehensive fellowship, well-being support and lifelong access to a vibrant community, supporting long-term solutions and positive change.



IMPACT FIGURES (AS OF 30 SEPTEMBER 2025)

20 years on, the Cartier Women's Initiative has evolved into a holistic leadership programme that has supported **330 impact entrepreneurs** hailing from **66 countries**.

For **20** years, the programme has provided **a total of USD \$14,100,000** in financial support to fellows' impact businesses.

The programme has established a **strong network of 520+ active community members** spanning nearly 80 countries.

The Cartier Women's Initiative has played a **crucial role in supporting fellows' businesses to thrive**: 66% of all fellows' impact businesses are still operating and 9% have been merged or acquired¹. According to the 2025 Fellow Survey, 76% of recent fellows² had **increased their revenue** and 44% have **entered new markets** since completing the fellowship; moreover, 66% have **raised additional financing** in 2024.

At the completion of their fellowship, 97% of 2024 fellows reported **increased self-confidence**, 94% reported **improved business skills**, 94% reported **stronger leadership skills**. 100% of 2024 fellows felt a **sense of belonging** to a global community and 84% reported receiving **10 or more useful connections**.

¹ 2025 census of the status of CWI fellows and the impact businesses presented to CWI as of 30 September 2025.

² Recent fellows are fellows from the past three editions (2021, 2023, and 2024).



THE 2026 FELLOWS

The Cartier Women's Initiative is honoured to announce the 30 fellows selected for this year's edition, representing the top three businesses for each of the nine regional awards and for the thematic award.

These fellows are recognised for their remarkable achievements and meaningful solutions to the most pressing global challenges.

This year, for the first time, the Cartier Women's Initiative has recognised a woman impact entrepreneur from Nepal.

The Cartier Women's Initiative awards ceremony will be held on 10 June 2026, in Bangkok, Thailand. Home to a rapidly growing and dynamic startup ecosystem, Bangkok is a hub of entrepreneurship, innovation, technology and creativity, for Thailand and beyond.

The first-place awardees will take home **USD \$100,000** in grant funding, while the second- and third-place awardees will receive **USD \$60,000** and **USD \$30,000**, respectively.

In addition to the grant funding, all 30 fellows will also benefit from a year-long fellowship programme, media visibility, networking opportunities and lifelong access to a vibrant Cartier Women's Initiative community.



FELLOWS FOR **LATIN AMERICA AND THE CARIBBEAN**



Cristina Campero Peredo
PROSPERiA
MEXICO

PROSPERiA leverages artificial intelligence to prevent avoidable blindness, closing a critical eye care gap in Latin America where millions lose their sight each year from preventable conditions such as diabetic retinopathy and glaucoma. Founded by CEO Cristina Campero Peredo to overcome long wait times and specialist shortages, the company's platform, retinIA, delivers clinically validated screenings in minutes at primary care clinics and workplace settings without specialised staff. Since launch, retinIA has screened more than 150,000 patients – over half of whom had never received eye care before – detecting vision-threatening conditions in 57% of cases.

Beyond eye care, the retinIA offers a unique, non-invasive window into microvascular health. By analysing retinal images, PROSPERiA is building a scalable approach to early risk assessment for systemic conditions, including cardiovascular and neurodegenerative disease.

“ Our vision is to democratise access to high-quality healthcare through technology, reaching those most at risk but least likely to receive care. ”

*Cristina Campero Peredo, CEO and co-founder,
PROSPERiA*



Maricruz Larrea Perez
FARMTASTICA
CHILE

Farmtastica grows fresh vegetables year-round in controlled urban farms located close to consumers. Cities increasingly struggle to secure reliable supplies of fresh produce as traditional agriculture depends on long, fragile supply chains that drive waste, emissions and loss of freshness. Led by CEO Maricruz Larrea Perez, Farmtastica relocates production to the end of the supply chain, building modular farms in urban spaces such as malls and parking lots. By growing vegetables year-round in controlled environments, Farmtastica is dramatically shortening the distance from harvest to plate, reducing food loss, improving flavour and strengthening urban food resilience. The impact is already measurable. Since early 2025, Farmtastica has saved more than 43,000 litres of water each month and preserved nearly 6,000 square metres of arable land, showing how cities can grow more food while using fewer resources.

“ We are creating today the agriculture of tomorrow. ”

*Maricruz Larrea Perez, CEO,
Farmtastica*



Natalia Cano
DOCOKIDS
COLOMBIA

Docokids is a Colombian healthcare company providing parents with 24/7 paediatric guidance through WhatsApp, making expert child healthcare easier to access. When a child falls ill, families without timely access to a paediatrician face fear and uncertainty. In parts of Latin America, paediatric specialists are scarce, pushing parents towards emergency rooms for non-urgent concerns or forcing them to miss work to seek care. Misinformation online further increases stress and the risk of delayed treatment.

Co-founded by paediatrician Natalia Cano, Docokids connects families directly to certified paediatricians, offering immediate, reliable guidance without travel or long waits. More than 450,000 questions have been answered through the platform, which uses artificial intelligence and data science to significantly boost doctors' efficiency. Docokids has helped families across 90% of Colombia and 39 other countries and reduced unnecessary emergency visits by 91%.

“ Each conversation we enable transforms a moment of uncertainty into connection, guidance and real impact for a child and their family. ”

*Natalia Cano, co-founder and CEO,
Docokids*

FELLOWS FOR NORTH AMERICA



Keely Cat-Wells
MAKING SPACE
UNITED STATES

Making Space is a talent acquisition and learning platform helping companies train, hire and retain disabled professionals. Professionals with disabilities experience nearly double the unemployment rate of non-disabled peers because of inaccessible systems, bias and training gaps. Meanwhile, employers face critical labour shortages. Founded by Keely Cat-Wells after she experienced disability discrimination firsthand, Making Space connects these needs through accessible, employer-backed training aligned to real jobs, while helping companies build more inclusive workplaces.

To date, Making Space has supported more than 10,000 disabled professionals and placed 300 into jobs, while boosting programme participants' projected lifetime earnings by more than USD \$1.1 million each. Beyond the numbers, the impact is deeply personal as 90% of learners report a renewed sense of self-worth as they prepare to enter or re-enter the workforce.

“As disabled people, we are forced to innovate in response to an inaccessible society. That innovation often results in new systems that work better for everyone.”

*Keely Cat-Wells, founder and CEO,
Making Space*



Alba Forns
CLIMATIZE
UNITED STATES

Climatize is a financial platform enabling everyday people to invest in renewable energy projects and advance the clean energy transition. While concern about climate change is widespread, many people feel powerless to act. Meanwhile, small and mid-sized renewable energy projects – especially in rural and underserved communities – struggle to secure funding, often overlooked by traditional investors. Climatize bridges this gap by allowing individuals to support vetted clean energy projects with as little as USD \$10, with the potential to earn a return.

The platform, co-founded by Alba Forns, has already channelled over USD \$14 million into renewable energy projects. To date, more than 3,000 investors have participated, helping avoid an estimated 300,000 tons of emissions over the lifetime of funded projects, turning individual concern into collective, measurable impact.

“People care deeply about climate change but often feel powerless. Through our platform, we are democratising investment in renewable energy.”

*Alba Forns, co-founder and chief operating officer,
Climatize*



Vanessa Castañeda Gill
SOCIAL CIPHER
UNITED STATES

Social Cipher builds social-emotional learning games and curricula that help neurodivergent children embrace their identities and advocate for themselves. Co-founded by Vanessa Castañeda Gill, an autistic person herself, Social Cipher was inspired by her own experiences of feeling anxious and excluded while growing up.

Autistic and ADHD youth face higher risks of depression and poor long-term outcomes, challenges often intensified in classrooms where teachers lack inclusive, engaging resources. Social Cipher addresses this through a three-part approach: interactive games starring an autistic protagonist, a neurodivergent educator-designed curriculum, and a dashboard that helps teachers understand student progress without imposing neurotypical norms. Between August 2024 and January 2025, Social Cipher reached more than 16,000 educators through free resources and webinars, directly supported 693 educators and helped nurture social and emotional skills in 507 students.

“We want neurodivergent kids to feel seen, confident and empowered to be themselves.”

*Vanessa Castañeda Gill, co-founder and CEO,
Social Cipher*

FELLOWS FOR EUROPE



Hahyeon Park
OMENA TECHNOLOGIES
FRANCE

Omena Technologies is a digital menopause care company helping women navigate this critical life stage with expert guidance and personalised support. The company was co-founded by Hahyeon Park, recognising that while menopause affects every woman, many face it alone, coping with years of symptoms that disrupt sleep, work, and sexual and emotional wellbeing. Stigma, misinformation and limited medical support also leave millions of women feeling dismissed or lost.

Omena offers personalised programmes, community and direct access to certified health professionals through in-app chat, helping women better understand their symptoms and feel cared for throughout the journey. Since launch, the platform has reached nearly 500,000 women and continues to grow rapidly, with 98% reporting they feel better supported and 89% experiencing symptom relief – meaning better sleep, improved physical health and renewed confidence.

“ Our vision is to make menopause care as mainstream and accessible as pregnancy care. ”

*Hahyeon Park, co-founder and chief product officer,
Omena Technologies*



Angela Ursem
FOOD FOR SKIN
NETHERLANDS

Food for Skin is a Dutch skincare brand creating 100% natural, plant-based products with a transparent, low-impact production chain. Co-founded by experienced brand-builder Angela Ursem and her skin therapist sister Cathy, Food for Skin was born out of growing frustration with greenwashing and overcomplicated beauty routines. Many consumers feel overwhelmed by unclear claims, questionable ingredients and pressure to buy more. Food for Skin's products use only ingredients that truly support the skin, many sourced from food industry leftovers, and are based on a simple three-step routine.

Certified as a B Corp, the company produces locally and prioritises recycled and minimal packaging. Over four years, it has reduced carbon dioxide emissions by 30% compared to conventional products and cut packaging by 40%, proving that skincare can be effective and genuinely sustainable.

“ Our mission is to make people feel confident in their skincare, lifting the mental load of wondering what is right for their skin and the planet. ”

*Angela Ursem, co-founder and CEO,
Food for Skin*



Elise Thorel
MARIE CURRY
FRANCE

Marie Curry is a French restaurant and catering service that employs immigrant women, helping them rebuild their careers while sharing their cultural heritage. In France, women often struggle to progress beyond invisible, low-paid roles in the food industry, particularly those from immigrant or refugee backgrounds. Co-founded by Elise Thorel, Marie Curry offers an alternative – a safe, professional space where women's culinary talents are valued and visible, which includes inviting every team member to contribute to menu creation, drawing on the cuisines of their countries of origin.

Since 2020, Marie Curry has created 19 jobs, generated over USD \$1.9 million in income and offered more than 20 internships, opening doors to confidence, independence and, for some, the courage to launch their own businesses.

“ Our vision is that all women, regardless of their background, can confidently express and make a living from their culinary talents. ”

*Elise Thorel, co-founder and co-manager,
Marie Curry*

FELLOWS FOR **FRANCOPHONE SUB-SAHARAN AFRICA**



Alice Ndeh
NKWA
CAMEROON

Nkwa is a financial services platform helping individuals and small businesses in Francophone Africa build financial resilience through disciplined saving and smart money management. Across the region, millions of families and entrepreneurs live outside formal banking systems, relying on irregular income and informal savings groups that make it difficult to plan, invest or respond to emergencies.

Led by Alice Ndeh, Nkwa transforms everyday savings into a powerful financial identity. Users save towards personal or business goals through the app, creating a transparent, behaviour-based financial record that enables budgeting, goal tracking, and – when appropriate – access to small, responsible credit. By anchoring financial services in real saving habits, Nkwa helps users stay in control rather than fall into debt.

Since launch, more than 70,000 users have saved over USD \$8 million on the platform, with thousands using Nkwa to manage emergencies, invest in their businesses and build long-term stability.

“ Our vision is to help underserved communities build lasting financial security, starting with the habit of saving. ”

*Alice Ndeh, chief technology officer,
Nkwa*



Mylène Flicka
IRAWO
BENIN

Irawo is an online learning platform that supports Africa's workforce through practical, expert-led programmes. From frontline staff to emerging leaders, Irawo equips professionals to meet the demands of a fast-changing economy.

The continent's potential is held back by skill gaps. Businesses struggle to grow while professionals complete long, theoretical training that leaves them unprepared for workplace challenges. Mylène Flicka built Irawo to change that reality. The platform combines practical upskilling with a peer learning community, career support tools and partnerships with employers. Participants learn by doing, completing real-world tasks in tech, artificial intelligence, marketing and leadership.

Trusted by organisations like Facebook, Canal+ and the Mastercard Foundation, Irawo's impact spans 18,000-plus learners, with a strong alumni network.

“ Africa's future depends on how fast and how well we train its talent. Irawo is the infrastructure that makes it possible. ”

*Mylène Flicka, founder and CEO,
Irawo*

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Adeline Pelage
BISCUITERIE BOBO
CAMEROON

Biscuiterie Bobo is revolutionising the African biscuit industry by producing locally made, preservative-free snacks that turn homegrown crops into affordable alternatives to imported foods. Co-founder Adeline Pelage launched the company to address Central Africa's dependence on imported snacks, which limits opportunities for local farmers and raises costs for consumers. Instead, Biscuiterie Bobo transforms local crops such as sweet potato into products tailored to regional tastes.

Over 100 direct and indirect new jobs now exist thanks to Biscuiterie Bobo, with women constituting 60% of its workforce. The company also works with more than 100 smallholder farmers, helping them increase incomes and reduce crop losses by processing surplus harvests locally. Today, Biscuiterie Bobo sources more than 80% of its raw materials locally, turning everyday snacks into a driver of economic opportunity and food sovereignty.

“ By transforming local crops, we create dignified jobs and stronger communities. ”

*Adeline Pelage, co-founder and CEO,
Biscuiterie Bobo*

FELLOWS FOR **ANGLOPHONE AND LUSOPHONE AFRICA**



Susan Namirimu
MTINDO
UGANDA

Mtindo is revitalising Uganda's apparel industry to create stable employment for women. In northern Uganda, limited job opportunities leave many women without a reliable income, trapping families in poverty and restricting access to basic needs. At the same time, demand for garment manufacturing is growing, but local businesses lack skilled tailors and production capacity.

Led by Susan Namirimu, Mtindo is turning this missed opportunity into local jobs for women through a twin model: Mtindo Academy equips unemployed young women with practical tailoring skills, while Mtindo Studio provides paid work producing garments for local and international brands, ensuring skills translate directly into income. In total, Mtindo has trained 227 women, created 50 jobs per year and increased tailors' incomes by 38% – earnings and opportunities that ripple through families and communities.

“ *Mtindo envisions a world where communities are transformed because women are employed and empowered.* ”

*Susan Namirimu, CEO,
Mtindo*



Céleste Tchetgen Vogel
eWAKA
KENYA

eWAKA is an electric mobility platform transforming last-mile delivery across Africa with clean, affordable and professional fleet services. In African cities, young people, women and informal workers seeking delivery work face high barriers: fuel-powered motorcycles are expensive, licenses are hard to access and running costs are rising. All the while, small businesses struggle with unreliable and costly logistics.

Co-founded by Céleste Tchetgen Vogel, eWAKA provides license-free electric bikes bundled with charging, maintenance, theft protection and training, enabling riders to earn income from day one while helping businesses move goods more reliably. The impact extends beyond individual riders: more than 1,170 green jobs now support over 2,400 family members, while nearly 900,000 deliveries have avoided 22,000 metric tons of carbon dioxide emissions – showing how inclusive logistics can create economic and environmental gains.

“ *By combining mobility, training and technology, we're moving people towards economic freedom and climate resilience.* ”

*Céleste Tchetgen Vogel, co-founder and CEO,
eWAKA*



Louisa Gathecha
BOTTLE LOGISTICS
KENYA

Bottle Logistics is a Kenyan waste management company recycling post-industrial and post-consumer glass into cullet (a glass-making raw material) and reusable glass bottles for local manufacturers, supporting a circular glass economy. Kenya generates 310,000-plus tons of glass waste annually, but recycles less than 35%. Meanwhile, glass manufacturers and beverage companies face recycled glass shortages and rising packaging costs. Co-founded by Louisa Gathecha, Bottle Logistics' automated model collects, processes and returns glass into local production, reducing environmental harm, lowering costs and uplifting livelihoods by employing informal waste collectors.

Since opening, the company has recycled over 66,400 metric tons of glass, created more than 350 jobs and avoided more than 11,000 tons of carbon dioxide emissions. Moreover, by replacing virgin sand with recycled glass, it is reducing pressure on one of the world's most over-used natural resources.

“ *We are building a sustainable, transparent and ethical supply chain that protects communities and keeps glass in use.* ”

*Louisa Gathecha, CEO,
Bottle Logistics*

FELLOWS FOR THE MIDDLE EAST AND NORTH AFRICA



Vriko Yu
ARCHIREEF
UNITED ARAB EMIRATES

Archireef is a nature tech company restoring degraded marine ecosystems to conserve biodiversity and support sustainable development. Active restoration is urgently needed, as over half of the world's reefs are already lost. However, traditional restoration methods can be slow with limited scalability, and can lead to unintended damage. Co-founded by Vriko Yu, Archireef's proprietary "Reef Tiles" are 3D-printed from ocean-friendly terracotta and designed for simple deployment without heavy machinery. Private businesses and governments invest in its scalable, nature-based restoration solutions as part of their biodiversity net gain strategies.

The results are striking: corals planted on Archireef structures show a 95% survival rate after three years – more than four times higher than traditional methods. The company has restored over 12,000 square metres of marine ecosystems, rescued 20,000 coral fragments and increased local biodiversity by up to 40%, with fish abundance rising more than sixfold.

“ We turn marine biodiversity into measurable performance – for a nature-positive future. ”

*Vriko Yu, co-founder and CEO,
Archireef*



Salma Tammam
REME-D
EGYPT

Reme-D develops affordable, high-quality diagnostic tests to improve disease detection in underserved regions. Many healthcare facilities in low-income countries lack testing tools due to high costs and fragile infrastructure. This leaves infectious diseases such as hepatitis and HIV undiagnosed, allowing illness and transmission to persist. Reme-D's solution is locally developed molecular diagnostic kits that are rapid, reliable and designed to work without refrigeration in hot climates.

Founded by Salma Tammam, Reme-D's solutions are six times more affordable and three times faster than imported alternatives, helping health systems stretch scarce resources. In less than three years, the company has supported testing for more than 550,000 patients, developed 30 diagnostic products, created 50 skilled jobs and trained eight lab technicians.

“ Reme-D's solutions are invaluable for low-resource regions, which often lack local supply and rely on expensive, imported diagnostics with added shipping and currency challenges. ”

*Salma Tammam, founder and CEO,
Reme-D*



Nidal Tafah
MIRRIAH
MOROCCO

MIRRIAH empowers smallholder farmers in rural Morocco with an affordable, solar-powered irrigation system that allows them to grow more food while using less water. In arid regions, many farmers rely on costly, fuel-powered pumps to irrigate tiny plots of land, leaving them vulnerable to rising fuel prices, water scarcity and debt. Co-founded by rural engineer Nidal Tafah, MIRRIAH designs off-grid smart irrigation kits that run on renewable energy and are tailored to the specific needs of each smallholding, replacing fuel dependence with clean energy.

To date, MIRRIAH has supported around 800 farming families, helping them save 9.6 million cubic metres of water, optimise 1,300 hectares of land and produce 50,000 tons of food. The company has also created 150 green jobs, while supporting 30 women's cooperatives in transitioning to solar power, turning fragile farms into resilient livelihoods.

“ Our vision is a just green transition that includes even the smallest farmer... ensuring no one is left behind. ”

*Nidal Tafah, CEO and co-founder,
MIRRIAH*

FELLOWS FOR EAST ASIA



Ting Ye
BLOOMGEM
CHINA

BloomGEM pioneers bio dye solutions for the fashion and beauty industry, creating safe, vibrant colours with a lower environmental impact. Traditional dyeing methods include toxic chemicals, high heat and large amounts of water, polluting ecosystems and risking workers' health. While working in the industry, co-founder and CEO Ting Ye became concerned about the harmful chemicals used to produce beautiful garments, but found that natural alternatives required reinvention to work in factories.

BloomGEM closes that gap by offering end-to-end bio-solutions based around synthetic biology, natural resources and innovative dyeing approaches, which eliminate petrochemicals, work at lower temperatures and slot easily into existing production lines. Its solutions lead to an 80% drop in harmful chemicals, lowering the toxic load in wastewater that threatens aquatic ecosystems, and improve working conditions by cutting dyeing temperatures by half.

“ We create beauty that heals – protecting people, preserving the planet and restoring our oceans. ”

*Ting Ye, co-founder and CEO,
BloomGEM*



Hyojeong Kim
NOMADHER
SOUTH KOREA

NomadHer is a global community mobile application empowering women to travel solo with confidence, safety and connection. Founded by seasoned solo traveller Hyojeong Kim, NomadHer was inspired by a simple insight: while solo travel can be deeply empowering, many women hesitate due to safety concerns. NomadHer removes that barrier by offering a trusted, women-only space where travellers can connect, share advice and find verified travel companions.

The platform also supports women-led tourism businesses that often lack visibility and access to international markets, redirecting travel spending towards local, women-run experiences and creating meaningful economic impact. Since its launch, NomadHer has grown into a global community of more than 400,000 women, generated over USD \$100,000 for women-owned businesses and built 100 partnerships, promoting safe and inclusive tourism.

“ At NomadHer, we believe in creating a world where any woman, if she wishes, can travel solo, safely, confidently and freely. ”

*Hyojeong Kim, Founder and CEO,
NomadHer*



Jeklin Kim
GEMGEM THERAPEUTICS
SOUTH KOREA

GemGem Therapeutics develops rehabilitation games powered by artificial intelligence that help children with disabilities improve hand function through play. Children with conditions such as cerebral palsy often struggle to access consistent, affordable therapy, particularly in rural or low-income areas. GemGem Therapeutics brings therapy into everyday life by turning repetitive exercises into engaging games children want to play. Led by Jeklin Kim, a former game designer and mother of a child with cerebral palsy, the company blends lived experience with game design expertise. Its mobile-based games adapt to each child's ability using smartphone cameras, with no special equipment required.

Since 2023, 1,508 children have completed personalised programmes, with 76% showing improved hand function within a month. 38% of these users come from underserved communities. Their caregivers also saved time through fewer clinic visits and easier at-home therapy.

“ Our vision is to make high-quality rehabilitation accessible to every child, regardless of geography or income. ”

*Jeklin Kim, CEO,
GemGem Therapeutics*

FELLOWS FOR SOUTH ASIA AND CENTRAL ASIA



Prakriti Gautam
KHETIPATI ORGANICS
NEPAL

Khetipati Organics is an agro-processing company working with indigenous communities and smallholder farmers to reduce food waste and strengthen rural livelihoods in Nepal. In rural Nepal, farmers often lose a large share of their harvest due to limited processing, storage and difficulty accessing markets, forcing many families to leave farming behind for other livelihood opportunities. Founded by Prakriti Gautam, Khetipati Organics keeps value at the farm gate. The company works directly with farmers to turn surplus and seasonal produce into dried fruits, powders and high-altitude spices, creating a reliable income while offering consumers clean, traceable ingredients.

Since inception, Khetipati Organics has processed more than 320 metric tons of produce, partnered with over 1,600 smallholder farmers and created 100-plus long-term jobs, most filled by women and youth – helping rural communities stay rooted, resilient and economically secure.

“ We make these smallholder farmers’ work visible, valuable and viable. ”

**Prakriti Gautam, co-founder and CEO,
Khetipati Organics**



Monika Shukla
HUMBLE BEE
INDIA

Humble Bee empowers rural women in India through sustainable, tech-enabled beekeeping that boosts incomes while restoring biodiversity and climate resilience. Many smallholder women farmers face poverty, climate stress and limited opportunity. Meanwhile, pollinators essential to food systems are declining. Humble Bee tackles both challenges with one solution: bees. Co-founded by Monika Shukla, the organisation enables women to become beekeepers through precision-engineered, high-quality and affordable hives, digital guidance and on-the-ground migration and harvesting support, paired with a fair buyback system that guarantees market access.

To date, the company has trained more than 2,500 women, helping them to build stable livelihoods while strengthening local ecosystems. Participating beekeepers currently earn an average additional USD \$500 per year, with pilot regions reporting 15-25% increases in crop yields due to improved pollination.

“ By embedding pollinators into farming, we are rewriting the rural economy for women, communities and the climate. ”

**Monika Shukla, co-founder and CEO,
Humble Bee**



Divya Kamerkar
PINKY PROMISE
INDIA

Pinky Promise is an artificial intelligence-enabled digital clinic providing fast, affordable access to sexual and reproductive healthcare for women in India. Inspired by the country’s high smartphone use, co-founder Divya Kamerkar launched the app to serve the 260 million Indian women who are unable to see a gynaecologist due to specialist shortages, social stigma and high out-of-pocket costs: a situation that leads to preventable conditions such as reproductive cancers.

Pinky Promise’s chat function enables women to connect discreetly with a qualified gynaecologist, receive advice and obtain a prescription within minutes for just USD \$1. In the past year, the app has opened access for women who had long gone without care: 53% had never visited a gynaecologist and most lived in underserved areas. Of these, more than 80% reported improved health outcomes, demonstrating the power of timely, accessible care.

“ All women should have access to quality, affordable and dignified sexual and reproductive healthcare. ”

**Divya Kamerkar, co-founder and CEO,
Pinky Promise**

FELLOWS FOR OCEANIA



Alexandra Cannizzaro
PLATFORM ZERO
AUSTRALIA

Platform Zero is a digital marketplace helping growers and wholesalers sell fresh produce faster to reduce food waste from farm to plate. Founder Alexandra Cannizzaro launched the company to tackle a major issue in the fresh produce industry, which still relies on paper-based processes despite moving at high speed. With little visibility into what is grown, sold or rejected, large volumes of surplus produce are sent to landfill, wasting food and driving emissions.

Platform Zero's digital solution connects growers and wholesalers to buyers in real time, helping surplus produce find a home before it is wasted. To date, Platform Zero has diverted more than 43,000 kilograms of produce from landfill, saving over 27,000 kilograms of carbon dioxide emissions.

“ Our mission is to reshape how fresh produce moves through the market – cutting costs, cutting waste and leading with transparency. ”

*Alexandra Cannizzaro, founder,
Platform Zero*



Ruby Riethmuller
WOMN-KIND
AUSTRALIA

Womn-Kind is a preventative mental health education platform supporting girls and gender-diverse youth to build wellbeing, leadership and belonging early in life. The need is urgent: in Australia, more than 60% of girls and young women aged 12 to 24 experience mental health challenges, with three-quarters of all mental illnesses developing before age 25. Founder and CEO Ruby Riethmuller was motivated to act after her own experience navigating anxiety and identity as an LGBTQIA+ woman.

Through mentors, online resources and in-person programmes, Womn-Kind reaches teenagers and young women in under-resourced communities who are too often left without support. To date, the organisation has helped more than 30,000 young people across Australia and 37 countries, with 60% living in regional, rural and remote areas.

“ Our focus is empowering a generation of girls and young women to grow into their identity, voice and confidence. ”

*Ruby Riethmuller, founder and CEO,
Womn-Kind*



Rosie Dumbrell
EVERFORM THERAPYWEAR
AUSTRALIA

Everform Therapywear is a femtech company creating wearable, non-invasive solutions to help women recover from incontinence, pelvic pain and prolapse. Globally, more than 200 million women live with incontinence. Childbirth, high-impact sport and ageing all contribute to pelvic health symptoms, yet many women delay care due to stigma, cost or poor access. Physiotherapy is the gold standard of care, but it is often out of reach.

Founded by women's physiotherapist Rosie Dumbrell after her personal experience with prolapse and incontinence, Everform offers an accessible alternative that supports recovery at the root cause, not just symptom management. Using patented medical-grade compression garments, Everform reduces leakage and discomfort, boosting women's confidence and reversing their symptoms. The benefits are felt in the environment too: by reducing reliance on disposable products, the company expects to divert around 750,000 pads from landfill each year.

“ I'm passionate about helping women get back to the things they love, without fear or limitation. We exist, so she CAN. ”

*Rosie Dumbrell, founder,
Everform Therapywear*

FELLOWS FOR **SCIENCE AND TECHNOLOGY PIONEER AWARD**



Vida Gabriel
TERRAFIXING
CANADA

TerraFixing has developed a direct air carbon capture technology designed for cold climates, producing high-purity carbon dioxide for remote communities and large-scale carbon removal to reverse global warming. Most existing carbon capture technologies only work in warm climates and require vast amounts of energy. Co-founded by engineer Dr Vida Gabriel, TerraFixing addresses this by designing carbon capture systems for cold, windy regions, where renewable wind power can also scale.

TerraFixing's chemical-free technology requires as little as 1.1 megawatt-hour of energy per ton of carbon dioxide captured, about a quarter of leading alternatives. It is enabling northern Canadian mine sites to pursue wind power agreements and has created 15 local jobs, with more than 100 additional roles planned in remote northern communities.

“ We’re leveraging cold climates to turn carbon removal into a practical climate solution. ”

*Vida Gabriel, co-founder and CEO,
TerraFixing*



Dali Rashid
GENOMINES
FRANCE

Genomines is a biotechnology company producing nickel from plants as a low-impact alternative to conventional mining for electric vehicle batteries. As demand for nickel rises with the energy transition, traditional mining causes more deforestation, toxic waste and high carbon dioxide emissions, while supply becomes increasingly concentrated. Co-founded by Dali Rashid, Genomines addresses this by using genetically enhanced plants to extract nickel directly from soil, avoiding open-pit mining and reducing reliance on environmentally damaging sources.

The company's approach cuts carbon dioxide emissions by 10 to 40 tons per ton of nickel compared to conventional mining (1-5 tons avoided to date) and avoids large volumes of toxic waste. It also has the potential to restore value to 3.5 million hectares of underutilised land unsuitable for agriculture.

“ By combining plant science with sustainable agriculture, we are building a scalable and responsible source of nickel for the energy transition. ”

*Dali Rashid, co-founder and chief technology officer,
Genomines*



Isabel Pulido
NANOFREEZE
COLOMBIA

NanoFreeze is a climate technology company creating natural refrigeration solutions that can cut energy use by up to 50%. Refrigeration is among the world's most emissions-intensive systems, consuming vast amounts of electricity and generating an estimated 2.95 billion tons of carbon dioxide emissions each year. When cooling fails, food and temperature-sensitive products spoil, driving waste, costs and insecurity, especially in regions with unstable electricity.

Co-founded by Isabel Pulido, NanoFreeze delivers a cleaner, more reliable alternative across both cold chain resilience and energy efficiency. The company's biodegradable, reusable cooling material keeps products cold for up to 200 hours (depending on the insulating material) without electricity, reducing spoilage during transport and storage. In parallel, NanoFreeze's technology can be applied to commercial refrigeration systems and industrial chillers that power facilities such as food and beverage plants, data centres and industrial sites, helping reduce electricity consumption and operational failures through improved thermal performance. The impact is measurable: to date, NanoFreeze has helped save more than USD \$760,000 worth of food and avoided over 46 kilowatt hours of energy use and 20 tons of carbon dioxide emissions per year.

“ Our dream is to decarbonise the refrigeration industry within six years in some territories. ”

*Isabel Pulido, co-founder and CEO,
NanoFreeze*

THE 2027 EDITION

The Cartier Women's Initiative is thrilled to announce the launch of its call for applications for the 2027 edition, opening on 16 April 2026, at 2PM (CEST) and closing on 16 June 2026, at 2PM (CEST).

The 2027 edition will include nine regional awards (Latin America and the Caribbean, North America, Europe, Francophone Sub-Saharan Africa, Anglophone and Lusophone Africa, Middle East and North Africa, East Asia, South Asia and Central Asia, and Oceania) and the Science & Technology Pioneer Award.

A total of 30 fellows, representing the top three businesses for each of the 10 awards, will be selected. These fellows will benefit from financial, social, and human capital support to scale their business and further develop their leadership skills.

These 30 visionaries will be announced in 2027 and celebrated during the Cartier Women's Initiative awards ceremony.



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.

Jewellery, high jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolise the convergence between exceptional craftsmanship and a timeless signature.

Today, Cartier is part of Richemont and has a worldwide presence through its network of flagships and boutiques, authorised retail partners, and online.

www.cartier.com

ABOUT INSEAD BUSINESS SCHOOL AND THE HOFFMANN GLOBAL INSTITUTE FOR BUSINESS AND SOCIETY

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 programmes.

Founded in August 2018, the Hoffmann Global Institute for Business and Society is at the forefront of aligning INSEAD with the United Nations 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.

www.insead.edu

<https://www.insead.edu/hoffmann-institute>

For more information on the programme and the fellows, please visit:

www.cartierwomensinitiative.com

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