

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

Dubai, March 8th, 2022

Cartier Women's Initiative celebrates its 15th anniversary in Dubai

For its 15th anniversary, Cartier Women's Initiative has brought together its global community of changemakers in Dubai to recognize their remarkable achievements and collectively shape the future of the programme, looking back on its evolution and footprint.

Since its creation in 2006, the Cartier Women's Initiative has supported **262** women changemakers hailing from **62** countries and has awarded a total of **\$6,440,000** in prize money to support their businesses, all driven by a common conviction: Solving the most pressing global challenges.

The Cartier Women's Initiative World Reunion kicked off on March 6, 2022, in the company of global thinkers and doers to celebrate the extraordinary achievements of women leveraging business as a force for good.

Hosted by **Tiffany Dufu**, Founder and CEO at the [Cru](#), a training organization for women in the United States, the celebration began with a concert of the Italian-Brazilian conductor **Simone Menezes**, offering a poetic repertory of beautiful masterpieces to pay tribute to all these wonderful women impact entrepreneurs.

This exceptional musical moment was followed by an introductory speech of **Cyrille Vigneron**, President and CEO of Cartier International, who reaffirmed the Maison's strong commitment towards women's empowerment, congratulating the outstanding evolution of the programme and encouraging to continuing the quest for a more equitable and thriving world. "I am thrilled to celebrate the 15th anniversary of the Cartier Women's Initiative. During all these years this initiative has brought together a community of passionate social entrepreneurs, who have developed successful business models improving lives around them. This community is a constant source of awe and inspiration". **Cyrille Vigneron, President and CEO of Cartier International**

The ceremony also welcomed special guests: **Guo Jingjing**, world diving champion and pioneering woman and **Yara Shahidi**, actor and producer, who, as changemakers, respectively shared their visions of gender equality and women's empowerment and highlighted the social and environmental impact the new generation seeks to have on the world.

Following these powerful speeches, **Cyrille Vigneron** and **Sophie Doireau**, CEO of Cartier Middle East, India and Africa, celebrated the **9 Impact Awardees** - former Cartier Women's Initiative fellows who have been selected for the extraordinary impact their businesses have created over the years. Then, they proceeded to announce the first-place awardees of the 3 Impact Awards Categories: **Improving Lives, Preserving the Planet and Creating Opportunities**, which are based on the **United Nations Sustainable Development goals**.

The event was also an opportunity to honor the 10 Cartier Women's Initiative **Community Champions** - the mentors, judges and coaches that serve as their valued allies.

Beyond the ceremony, Cartier Women's Initiative organized, from March 6th to March 8th, a **series of workshops, Meet & Learn and networking sessions** for its community to allow participants to meet passionate changemakers from around the world, spark new collaborations and tackle shared challenges.

THE 3 FIRST-PLACE IMPACT AWARDEES

IMPROVING LIVES

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

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

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 3 SECOND-PLACE IMPACT AWARDEES

IMPROVING LIVES

Nneka Mobisson, Nigeria, 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 \(cartierwomensinitiative.com\)](#)

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 \(cartierwomensinitiative.com\)](#)

CREATING OPPORTUNITIES

Carmina Bayombong, Philippines, InvestEd

InvestEd is a Success Platform that provides low income, high potential students the 3Cs they need to succeed- capital, coaching and community.

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

THE 3 THIRD-PLACE 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 \(cartierwomensinitiative.com\)](#)

PRESERVING THE PLANET

Lorna Rutto, Kenya, EcoPost

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

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

CREATING OPPORTUNITIES

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 \(cartierwomensinitiative.com\)](http://cartierwomensinitiative.com)

The first-place awardee will take home **US \$100,000 in grant**, while the second- and third-place awardees 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

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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

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

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>

