

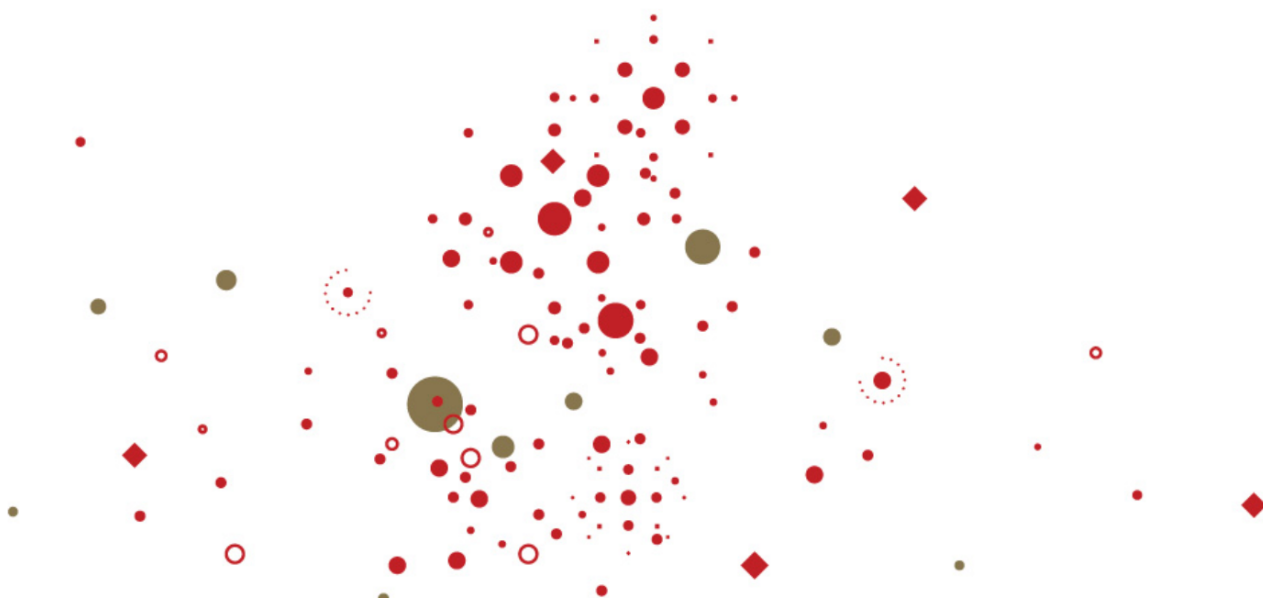


Cartier
W O M E N ' S
I N I T I A T I V E

Regional Awards
Science & Technology Pioneer Award
Diversity, Equity &
Inclusion Award

INNOVATION SOURCING
GLOBAL

IMPACT
HUB Amsterdam



SUMMARY

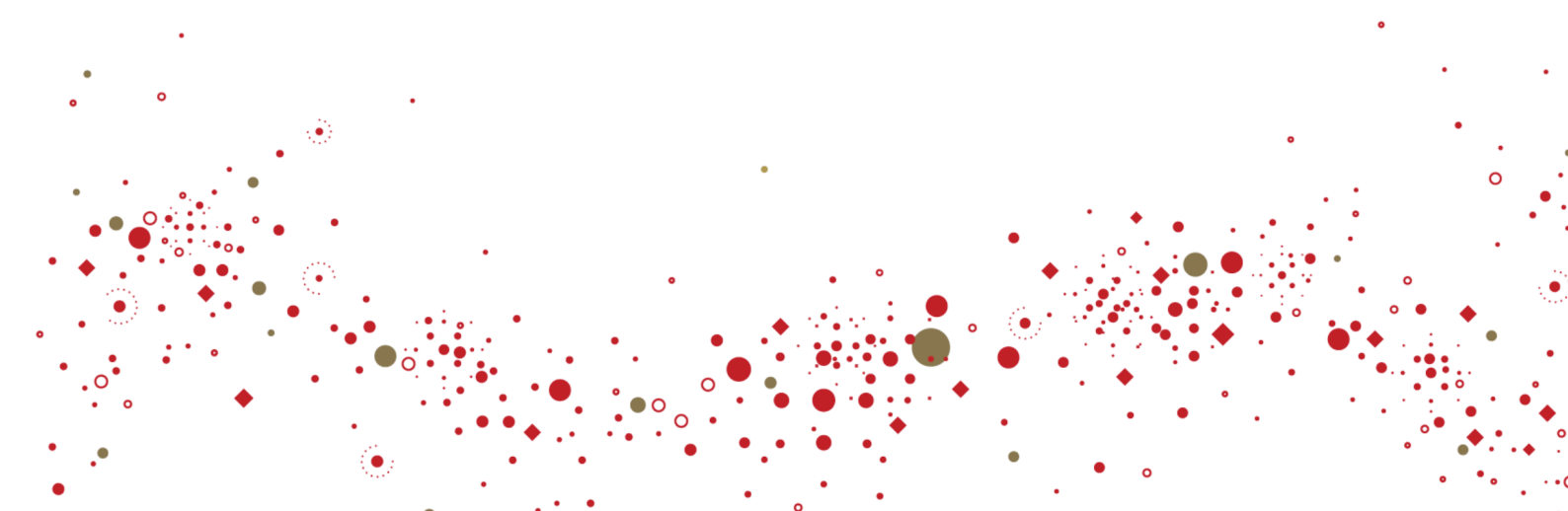
For the third consecutive year, Impact Hub Amsterdam is proud to assist in the search for courageous impact entrepreneurs for the Cartier Women's Initiative. At the start of the challenge, Charley Snoek was introduced as the contact person and global scouting coordinator for the CWI partnership to the Cartier team. The primary goal was to provide guidance and support throughout all the stages of scouting for the local Impact Hubs in the selected countries.

The local Impact Hubs scouted applicants from 10 countries: Costa Rica, Panamá, Dominican Republic, Honduras, El Salvador, Nicaragua, Mexico, Argentina, Brazil, and Taiwan.

Charley acted swiftly to ensure that the local Impact Hubs were informed and onboarded. The workflow was planned: the local Impact Hubs would work on a shared scouting database, tracking their efforts and communicating through a Slack channel. Once the scouts from the local Hubs had received all relevant information and materials, they kicked off the scouting process, aiming to meet their KPIs by 30 June at 6:00 pm CET, the application platform's closing time.

The weeks leading up to the application deadline presented challenges for some Hubs, but the results were rewarding in many cases: while some Hubs did not meet their expectations, others successfully exceeded the deliverables. Ultimately, nearly half of the CWI applications in the 10 countries were scouted by Impact Hub. The final outcome reflects that the Hubs successfully overcame the obstacles that emerged during the scouting and application process.

Despite the challenges and the tight time frame, we are enthusiastic about this year's results, which set a promising example for editions to come. We take pride in supporting and coordinating the work of local Impact Hubs in scouting impact entrepreneurs worldwide for the 2024 edition of the Awards. We would be thrilled to collaborate with Cartier again for future editions as the global scouting coordinator, building awareness for CWI, and fostering collaborations and alliances with local Hubs and partners to support once again this remarkable initiative.



FRAMEWORK

Charley started the preparations for global scouting coordination efforts after the launch of the new Award on May 10th. These preparations consisted of the setup of relevant and necessary resources to be shared with all participating Impact Hubs. Such as a shared scouting database and a scouting brief.

Additionally there needed to be a system in which the participating Hubs could make sure that their applicants fulfilled all of the criteria. By using this system, the local Hubs were able to focus on eligible applicants and Charley was able to share data with the Cartier team.

Before the onboarding, Impact Hub Amsterdam prepared a shared drive for the participating Impact Hubs, consisting of:

- A scouting briefing (google doc);
- Application form templates for the 3 different Awards (pdf);
- A database (google sheets)
- Application criteria for the 3 different awards (part of the google sheets)
- (editable) Templates of a standardized email campaign (google docs)
- Schedule for information sessions hosted by the Cartier team (google sheets)
- Media Kit (folder with visuals, flyers, & video content provided by the Cartier team)

Scouting briefing

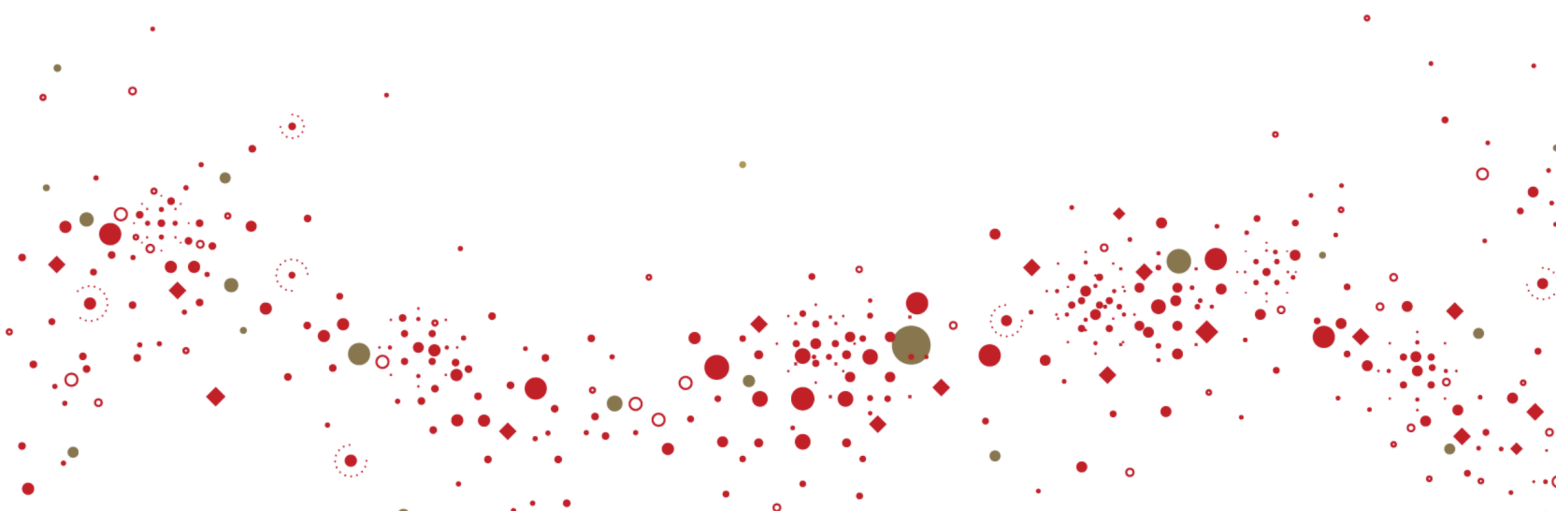
Similarly to last year, the scouting briefing is a short summary of the Cartier Women's Initiative. It outlines its history, its objective, an overview of the various awards, the receivables for selected fellows, time commitments for the applicants, workflow, scouting tips, and links to relevant documents.

Database

The database consisted of several tabs, such as a criteria tab with the scouting criteria for each award, a country overview tab showing all the Hubs' progress, and one tab per Hubs' database.

Email Templates

Email Templates were drafted to help the local Hubs engage in a faster way with prospects. The templates included each award's initial outreach emails. These emails were set up to be used by local Hubs at their own discretion.



METHODOLOGY

Being in the midst of the social entrepreneurship sphere, local Hubs rely heavily on their community, network and regional partners to find suitable candidates. Furthermore, we provided the Hubs with a scouting method that reaches beyond their existing network, finding candidates not yet familiar to their community.

The scouting process consisted of six phases:

- Project familiarization
- Desk research
- Initial outreach
- Eligibility control
- Application support

Same as last year, an onboarding meeting was organized by the scouting coordinator to help with the project familiarization phase. Local Hubs were granted access to the joint folder containing all relevant and necessary information and documents to familiarize them with the initiative and the deliverables. Next, the impact Hubs compiled a list of prospects by performing desk research and reaching out to network organizations and partners. A KPI was to compile a list of at least 20-30 potential candidates matching the application criteria. Thus, an initial screening was performed before reaching out to them personally and initiating a conversation to ensure eligibility as far as they could.

The outreach phase consisted of an email campaign, sending an informative email or message, tailored to the prospect, acknowledging that they would make a suitable candidate based on the publicly available information of their business. The email enticed the prospects to engage with the Hubs on eligibility criteria and for support throughout the application process. Once the prospects showed interest, the Hubs engaged extensively with them throughout the process, helping, encouraging and motivating them to submit a strong application.

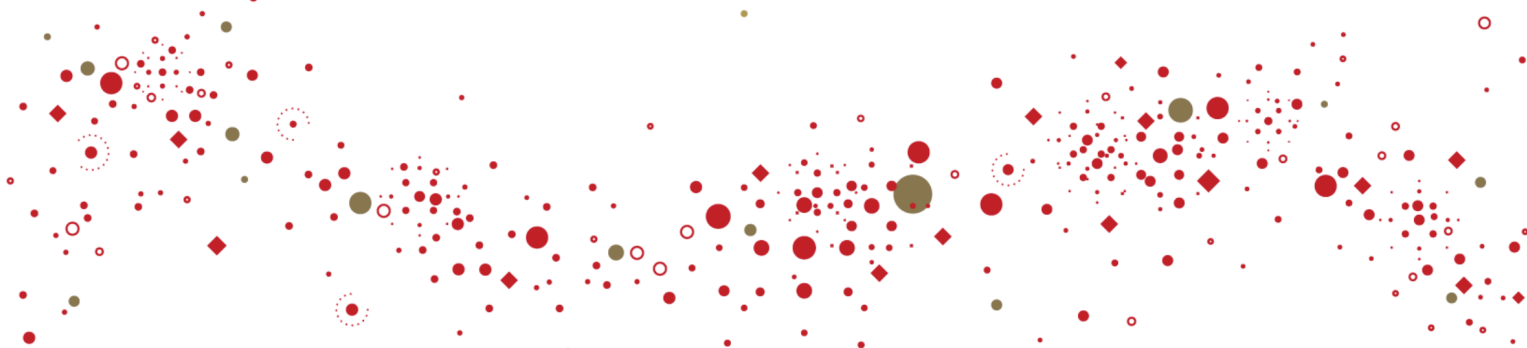
This has been done in the form of 1:1 calls, group sessions, extensive email contact, setting up calls with the Impact Hub scouting coordinator and giving feedback on the application form and further documentation to ensure quality applications and submissions.

DELIVERABLES

The scouting phase ran from Monday, May 10 to Friday, June 30, 2023 (approx. 50 days).

Deliverables Hubs:

- Outreach to 20-30 applicants for your respective country, including supporting applying candidates;
- Promote CWI via 1 newsletter articles (May (if still possible) & June) and 3 × social media posts (assets provided by Cartier).
- Check-ins and frequent contact via Slack with all participating Hubs for support, questions, and validating quality.
- One or two contact person(s) from each respective Impact Hub.



RESULTS

44% of CWI applications in the 10 countries were scouted by Impact Hub.

38% of all Regional Awards applications, 55% for S&T and 69% for D,E&I were scouted by Impact Hub*.

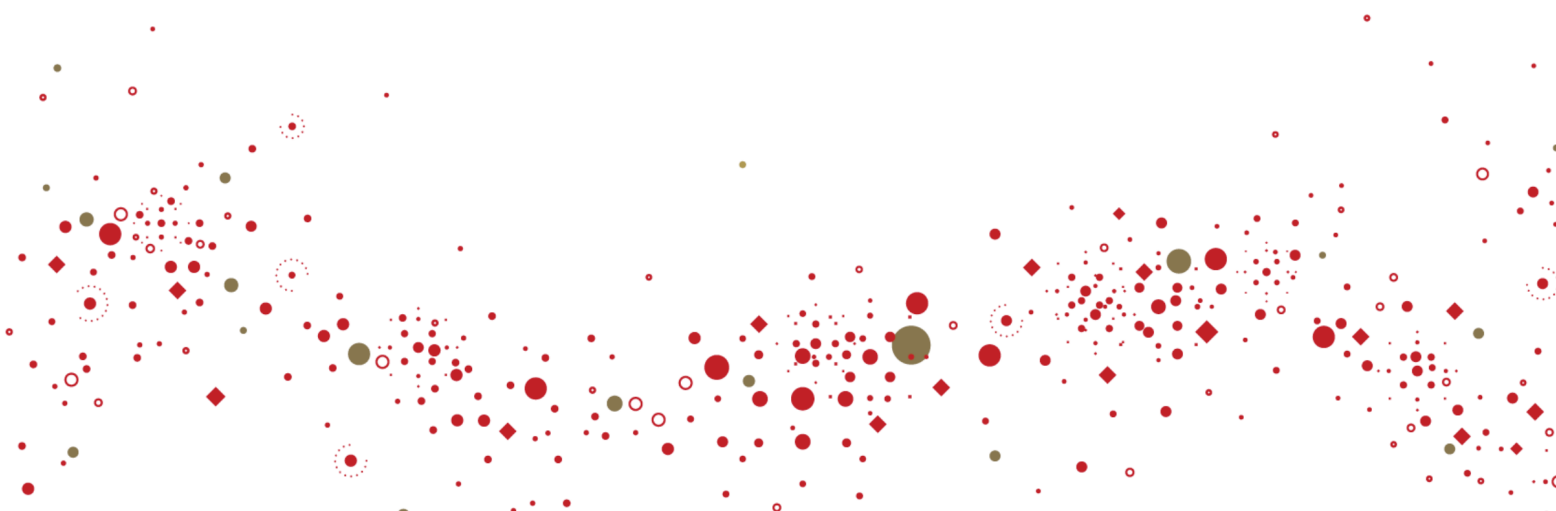
** 2 applicants were not able to be confirmed but are included in these numbers (1 from Honduras and 1 from the Dominican Republic).*

REFLECTION HUBS

The local Impact Hubs reported an overall positive experience supporting the initiative and expressed their willingness to continue to support Cartier for future editions. Furthermore, the support provided by Impact Hub Amsterdam was well-received. In particular, both the communication via a shared Slack channel and the smooth replacement of the global scouting coordinator when needed was appreciated.

Similarly to last year, the Hubs conveyed the timeline posed a challenge due to insufficient time to adequately prepare, considering the lengthy application form and strict criteria. More specifically, the length of the application process hindered the completion of many applications. Many scouts agree that the end results would have been higher had they been given more time. Moreover, the strictness of the criteria hindered numerous health-focused startups from applying, mainly because of the requirement related to their founding date: as most of these startups have a long development cycle, they were ineligible to participate in the process as they were founded before 2017. Another barrier was language proficiency (English B2): one of the entrepreneurs even asked if she could have a translator during the programme. Ultimately, many applicants were resistant to the initiative due to the excessive time commitment required from the program.

The final outcomes reflect the challenges faced both by the Impact Hubs and the applicants due to time constraints, strict criteria, language and commitment barriers. However, most Impact Hubs see opportunities to adapt the program to be more inclusive and sensitive to the social and cultural differences of the targeted countries. With a few modifications addressing the aforementioned barriers, the Hubs agree that the program has the potential to better accommodate and cater to the diverse contexts of these countries in future editions.



SOCIAL MEDIA REACH

CARTIER WOMEN'S INITIATIVE AWARDS 2023

FOLLOWERS: OVER 46K

We shared the posts on Facebook, Twitter, LinkedIn and Instagram of the participating Impact Hubs which have a combined total of **46K** followers.

SOCIAL MEDIA

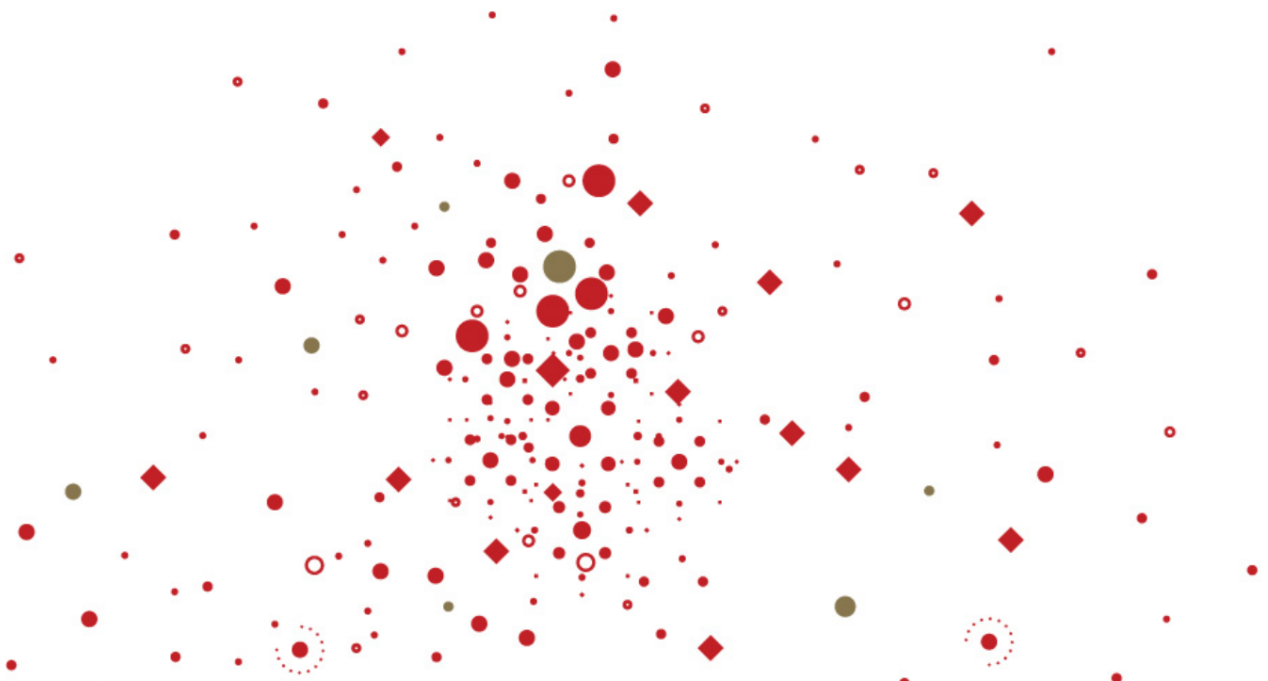
We've shared a total of **26** social posts across Facebook, LinkedIn and Instagram by **3** Impact Hubs.

IMPACT HUB COMMUNITY PLATFORM

We've shared a post on the Impact Hub global app reaching over **2.886** highly engaged members.

MONTHLY EXTERNAL NEWSLETTER

We've shared the Cartier Women's Initiative Awards in the external Impact Hub Amsterdam newsletter. Our monthly update reaches more than **4.410** people per edition.





Impact Hub Managua 1.961 volgers 1 mnd + Volgen

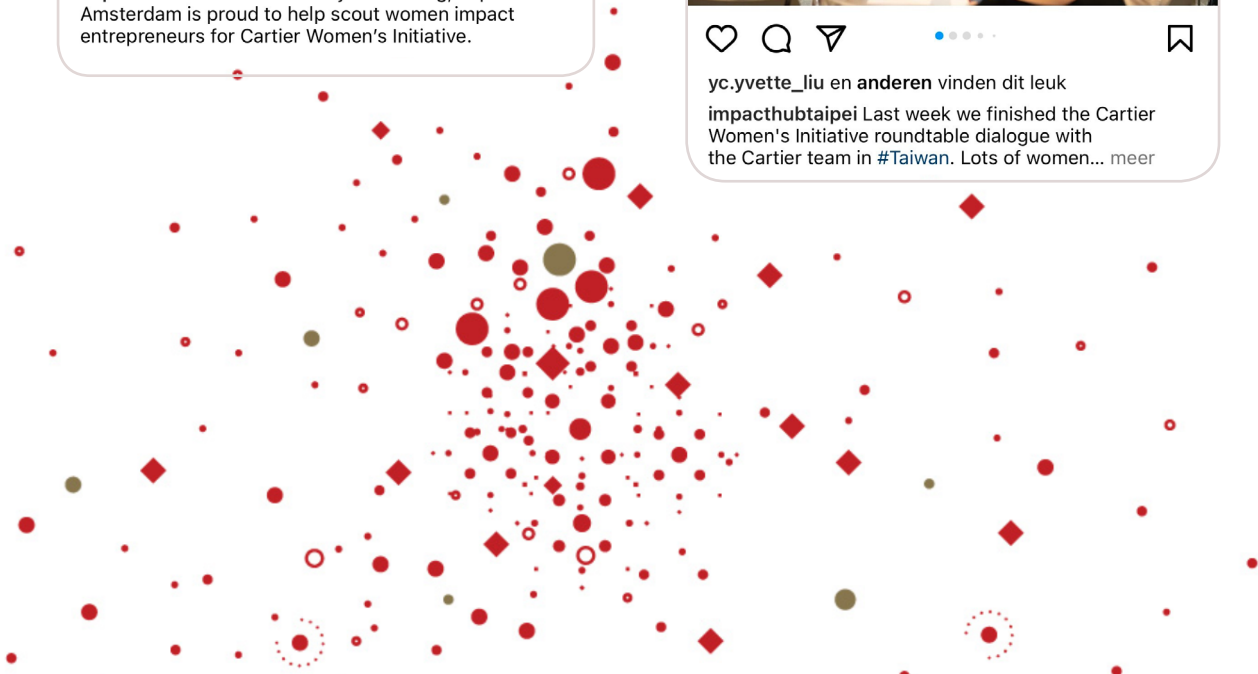
El Science & Technology Pioneer Award resalta soluciones disruptivas construidas alrededor de avances científicos o tecnológicos únicos, protegidos o difíciles de reproducir. #CWI24

Aplica antes del 30 de Junio, 2023: Science & Technology Pioneer Award | Cartier Women's Initiative <https://lnkd.in/eXdT6HR5>

#WomeninScience #ImpactEntrepreneurs #ImpactBusinesses

Cartier WOMEN'S INITIATIVE PREMIO PIONERO EN CIENCIA & TECNOLOGÍA

¿ERES UNA EMPRENDEDORA DE TECNOLOGÍA PROFUNDA?
Aplica antes del 30 de Junio, 2023



DATA

44%

[29/66]

Of all CWI Awards applications were scouted by Impact Hub

38%

[17/45]

Of all Regional Awards applications were scouted by Impact Hub

55%

[6/11]

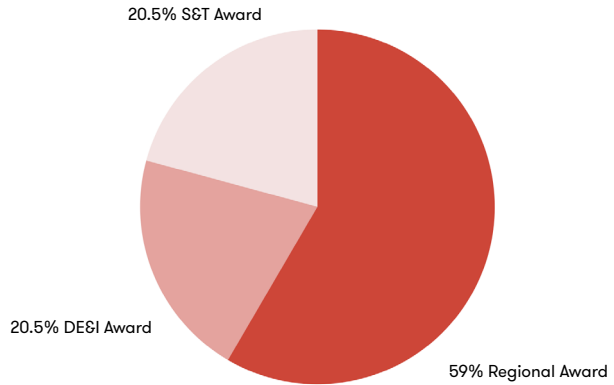
Of all S&T Awards applications were scouted by Impact Hub

69%

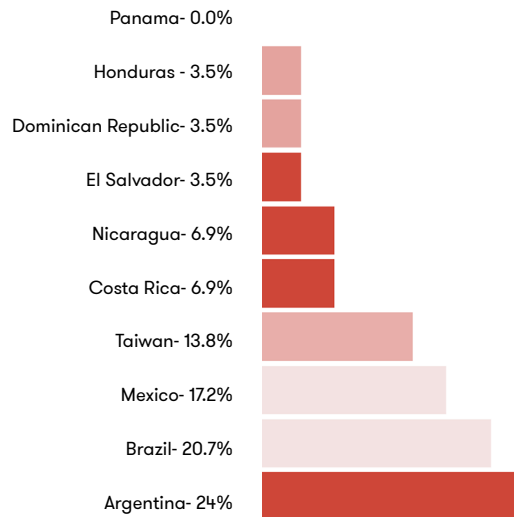
[6/10]

Of all DE&I Awards applications were scouted by Impact Hub

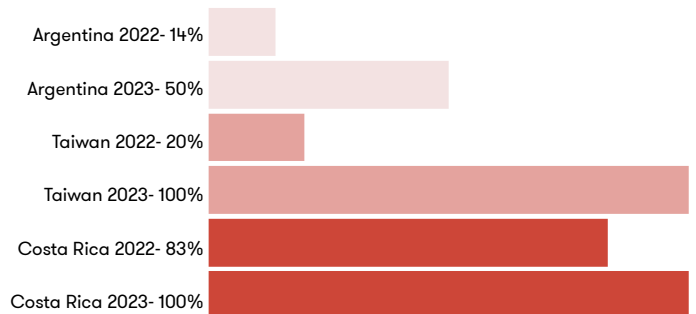
Total IH CWI Award applications



CWI Award applications scouted by Impact Hub per country



Percentage of CWI Award applications scouted by Impact Hub 2022 vs 2023



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