

Women entrepreneurs leading the Green Transition

Introducing the finalists of WomenEntrepreneurs4Good 2.0

PARIS, 16 JUNE 2022

WomenEntrepreneurs4Good– launched in partnership with Procter & Gamble and HEC Paris Innovation & Entrepreneurship Center – has **selected 18 women-led projects** – twice as many as last year – with promising solutions to the challenges of sustainable development.

At the Women's Forum we are proud to grant adapted support and coaching to women-led projects and enable them to thrive. **We launched WomenEntrepreneurs4Good in March 2021** to encourage innovation and entrepreneurship and provide a concrete solution to power the green transition. The initiative is an **accelerator program** to equip women entrepreneurs and minority women's enterprises with unique resources and capabilities to innovate and grow their businesses.

After the success of the first edition in 2021, we were thrilled that this year's call for candidates received 99 applications – double last year's – from 46 different countries, achieving its goal of doubling its impact and expanding its scope.

The **Opening Ceremony welcomed all candidates**, kicking off a **3-week in-depth customer research** phase that allowed participants to explore the demand for their products and services and improve their business models. Next, the candidates participated in an intense 3-day **Startup Sprint**, during which the entrepreneurs presented their research, refined their ideas and finalized their pitches.

*"The **Startup Sprint** is the first stage of the WE4G program. These 3 weeks of acceleration help the women to strengthen their projects and to prepare them for the market and the juries. More importantly, this phase is open to all applicants of the WE4G program who want to start a business. We are happy to offer this specific HEC pedagogy to support almost 100 co-founders per year to help them to make an impact on challenges of sustainable development."* **Inge Kerkloh-Devif, Senior Executive Director, Innovation & Entrepreneurship Center, HEC Paris**

After passing the Pre-Jury test, the **24 semi-finalists** had the opportunity to present their concept and development plans to the **Grand Jury** on June 1st. Each project was evaluated based on **innovation, scalability, team capacity, and concrete impact**. *"I loved my experience as a Grand Jury member because it is both exciting and rewarding to see the passion that drives people trying to solve the world's problems and create a sustainable model in doing so."* said Grand Jury member **Marco Luchini, CFO and Head of Media at Procter & Gamble**.

The finalists will now have the opportunity to meet other ambitious female founders and network with crucial stakeholders at Vivatech on June 17. The next phase of the initiative will then begin. The finalists will attend the 3-month HEC Incubator Programme to receive tailored-made business

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coaching and technical support combined with visibility and networking opportunities by participating to the Women's Forum events.

“Congratulations to all the candidates for the quality, diversity and originality of the projects you bring to the table! You combine the double feat of entrepreneurship and sustainability. I salute your creativity as entrepreneurs, focused on the good you will accomplish around you, and look forward to witnessing the positive, dynamic and economic growth you create.” **Anne-Gabrielle Heilbronner** President of the Women's Forum for the Economy & Society

Members of the Grand Jury:

- Anne-Gabrielle Heilbronner, President, Women's Forum for the Economy & Society
- Bettina Denis, Head of Sustainability, Revaia
- Elizabeth A. Vazquez, CEO and Co-Founder, WEConnect International
- Imran Dassu, Partner, Kearney
- Inge Kerkloh-Devif, Senior Executive Director, Innovation & Entrepreneurship Center, HEC Paris
- Marco Luchini, CFO and Head of Media Italy, Procter & Gamble
- Meral Guzel, UN Women, Partnerships Manager of WEA
- Romain Decorps – Co-founder, NEMOW Venture
- Soazig BARTHÉLEMY, Founder and CEO, Empow'Her
- Taide Guajardo Vite, Brand Senior Vice President Europe, Procter & Gamble

Discover the Projects

[Abambou Wellness](#) - [Natalia Lavin](#) (France): is an all-in-one platform to find wellness products and practices to improve overall health.

[AI for Sustainability](#) - [Malgosia Guibert](#) (France) : thanks to their ImpACT tool, the most relevant CSR data and objectives can be communicated to the right stakeholders in just 1 click.

[Canari](#) - [Claire Dumas](#) (France) : improves indoor work environments to maximize occupants' well-being, health, concentration and creativity while facilitating building management and quality of work life issues.

[Dataphoria](#) - [Fani Sourla](#) (Greece): provides a data-driven solution (Analytics-as-a-Service) for companies, organizations and cities to help them effectively measure, optimize and communicate their sustainability transition.

[Ecogenia's Youth Climate Corps](#) - [Lia Papazoglou](#) & [Erika Spagakou](#) (Greece): engages youth to promote sustainable development solutions for a resilient Greece.

[FINGREEN AI](#) - [Wenru Shi](#) (France): leverages innovative Explainable AI and API technologies to inform current financial decisions based on projected future ESG impact.

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Fix That Shirt - **Saba Alvi** (France) : helps users to quickly find affordable and trustworthy tailors within their budget, timeline and locality.

Impacti - **Yolanda Saito** (France/USA): is an agile impact management platform for engaging suppliers and investments.

Mercati & More - **Maria Cristina Baroudi** (France): is a one-stop shop for a more direct order cycle resulting in an optimized global food supply chain.

Nelson - **Inès Multrier** (France): aims to turn electrification into an opportunity for companies' car fleets.

OILI - **Miranda Rivienna, Brennda Gabriella & Astrid Gloria** (United Kingdom) : is the first waste management company for used cooking oil (UCO) in the UK.

Ost. - **Anne Gaffié** (France): gives a second life to old textile stuff sleeping in closets and stocks, by dyeing it naturally, in dedicated laundromat concept stores.

Seeds of Colour - **Anna Valle** (United Kingdom) : aims to offer 100% plant-based cosmetics for the face and body, using pigments from wasted fruits and vegetables.

Soil Doctors - **Vindya Edirimanna** (Sri Lanka): provides a quality organic fertilizer to reduce environmental pollution.

Sprout Africa - **Masabata Sebusi** (South Africa): Facilitates access to market while incorporating aspects of business and agricultural training.

Terr_estre - **Johanna Rowe Calvi** (France): seeks to solve local sustainability issues by creating perennial ecosystems and employment on Isère territory (France).

WE- REUNIFORM - **Emma Nives Lorenzen** (Denmark): allows parents save and protect the environment by buying outgrown school uniforms.

38-60 OTB - **Giulia Brunello** (Italy): wishes to meet the demand of customers in the 'plus size' category who now require modern and fashionable clothing.

About the Women's Forum for the Economy & Society

Headquartered in Paris and with global influence, the Women's Forum for the Economy & Society is the leading international platform for action highlighting women's voices and vision and creating a more inclusive future for all.

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