



WOMEN'S INITIATIVE AWARDS

RULES OF PARTICIPATION

The Cartier Women's Initiative Awards is an annual international business plan competition created in 2006 to identify, support and encourage projects leads by women entrepreneurs.

The Cartier Women's Initiative Awards (the "Awards") is managed by Cartier Women's Initiative Awards together with Cartier International SNC ("CWIA"), having offices at 33 Rue Boissy d'Anglas, 75008 Paris, France and registered on the Registre du Commerce des Sociétés de Paris, No.B 321 130 346,

1. The Rules of Participation

- 1.1 In addition to the information provided on the CWIA website regarding the organisation of the Awards, the following Rules will apply to all Participants.
- 1.2 By submitting their registration, Participants expressly agree to be bound by all the Participation Rules.
- 1.3 CWIA and its partners reserve the right to cancel the Awards or amend these Rules at any time without prior notice. Any changes will be posted on the CWIA website at: www.cartierwomensinitiative.com.
- 1.4 Furthermore, CWIA reserves the right to change the format of the Awards at any point.
- 1.5 The language of the Awards is English.
- 1.6 In the event of any dispute whether such dispute concerns the conduct or eligibility of Participants, results and any and all other matters relating to the Awards, CWIA's and/or the jury's decision shall be final. No correspondence or discussion shall be entered into and no legal recourse shall be available to the Participants.

2. Qualifying Participants

- 2.1 To qualify to enter the Awards, the Participant must be at least 18 years old or the age of legal majority in your country/state of citizenship, whichever is older, on the day of the Entry Submission Deadline.
- 2.2 The Participant must be a woman, either in the capacity of Founder and/or CEO, and have a significant stake in the business leading the Project, which will be assessed at CWIA's discretion on the basis of the relative position of the Participant within the shareholding structure of the business.
- 2.3 Participants may only submit one Project. Multiple projects will not be accepted.
- 2.4 Submissions may only be entered by individuals ; no teams will be accepted.
- 2.5 Former CWIA finalists and laureates are not authorised to apply to the Cartier Women's

Initiative Awards a second time and will be automatically rejected.

2.6. Any CWIA employees and/or family members of employees, or employees and/or family members of employees of its partners McKinsey & Company and INSEAD or any promotional or advertising agencies involved in the Awards, are not eligible to enter the Awards.

2.7 The project to be submitted:

2.7.1 must be an innovative for-profit business that shows notably creativity, sustainability and social impact (the "Project").

2.7.2 must be an early stage business and have been founded between one (1) and three (3) years prior to the Entry Submission Deadline, that is: the Project should have been incorporated between August 2015 and August 2017.

2.8 By submitting the Project and registration, the Participant represents and warrants to CWIA to have all rights, titles and/or interest in the Project submitted and the information it contains is true, current, accurate and complete, and that by submitting the Project and registering to CWIA, the Participant is not and will not be violating any contract or third party rights including any patent, copyright, trade secret, proprietary or confidential information, trademark, publicity or privacy rights.

2.9 CWIA reserves the right to verify the eligibility of all Participants.

3. Timing – Registration and Submissions

3.1 Registration and submissions will be made on-line on the application website at the following address <https://application-form.cartierwomensinitiative.com> and in accordance with all requirements provided on the website and the following timetable:

3.1.1 Deadline for registration and submission of application form for the competition: 31st August 2018, 2PM (Paris time / GMT+2). Any forms received after this date will NOT be accepted. The Participants will be notified of the results in February 2019 (exact date TBC)

3.1.2 Announcement of the finalists: February 2019 (exact date TBC)

3.1.3 Deadline for submission of the detailed business plans (for finalists only): March 2019 (exact date TBC)

3.1.4 Selection of the laureates: April/May 2019 (exact date TBC)

3.2 Failure to meet any of the deadlines may result in disqualification.

3.3 The application form should be fully completed by the Participant to be considered by CWIA. If a question is not applicable, please write "NA".

3.4 Registration forms sent by postal mail will NOT be accepted.

4. Evaluation criteria

- 4.1 Projects will be assessed by the jury of the Awards (the “Jury”) at its sole discretion in accordance with fixed criteria including but not limited to:
 - 4.1.1 Creativity: The degree of innovation shown by the overall business concept
 - 4.1.2 Sustainability: Financial impact of the business, indicating chances of long-term success
 - 4.1.3 Social Impact: Effect of the business on society, in terms of jobs created or its effect on the immediate or broader environment.
 - 4.1.4 Overall quality and clarity of the material presented

5. Participation

- 5.1 If selected, then each Participant must be available for at least 1-2 hours of coaching a week. Failure to do so may result in disqualification.
- 5.2 Moreover, Participants will be required to participate in all special activities organized by CWIA.
- 5.3 In the event that any Participant, and notably any selected finalist, becomes aware of any fact or matter which might exclude them from participating in the Awards, participants will advise the CWIA as soon as possible so that CWIA may select a replacement.
- 5.4 Participants will provide and maintain an active email address throughout the Awards to receive all communications from the CWIA/its partners.

6. Laureates

- 6.1 The selection process is divided into two rounds: the finalists' selection and the laureates' selection.

6.1.1 Round 1 – Finalists’ Selection

The Jury will select 21 finalists, the top three Projects of each region (Latin America, North America, Europe, Sub-Saharan Africa, Middle East & North Africa, Far East Asia, Southeast Asia), on the basis of their application form in February 2019 (exact date TBC). The finalists will receive coaching from experienced business people to move to the next round.

6.1.2 Round 2 – Laureates’ Selection

The finalists are invited to the final round of the competition which includes submitting a detailed business plan and presenting their Projects in front of the Jury during the Cartier Awards Week. Based on the quality of the plan and the persuasiveness of the verbal presentation, one laureate for each of the seven regions is selected. The

announcement of the laureates will be made during the Awards Ceremony which will take place in April/May 2019 (exact date TBC).

- 6.2 **Laureates' winning package:** Each laureate wins US\$ 100'000 (one hundred thousand US Dollars) in prize money, the option of attending the INSEAD Social Entrepreneurship 6-Day Executive Programme (ISEP) if they qualify, one-to-one personalized business mentoring, media visibility and networking opportunities.
- 6.3 **Finalists winning package:** Each finalist wins US\$ 30'000 (thirty thousand US dollars) in prize money, the option of attending the INSEAD Social Entrepreneurship 6-Day Executive Programme (ISEP) if they qualify, media visibility and networking opportunities.

7. Disqualification

- 7.1 By entering the Awards each Participant accepts all the conditions set-out in these Rules of Participation, agrees to be bound by the decisions of the Jury and warrants that she is eligible to participate in the Awards. In addition, each Participant certifies that its entry does not violate any of the Rules of Participation or third party rights as describe in Article 2,5 above. CWIA reserves the right to disqualify any Participant discovered to be ineligible, with no refund of entry fees, costs or other expenses.
- 7.2 Furthermore, Participants will at all times desist from all practices which may lead to criminal liability due to fraud or embezzlement, insolvency crimes, unfair competition, guaranteeing advantages, bribery, acceptance of bribes or other corruption crimes on the part of persons employed by them or other third parties.
- 7.3 Consequently CWIA reserves the right, at its sole discretion, to disqualify any Participant from the Award in the event of fraud or misconduct which affects the integrity of the Awards.
- 7.4 In addition, a Participant may be disqualified:
 - 7.4.1 if CWIA has reasonable grounds to believe the Participant has breached any portion of the Rules of Participation including any of the organisational measures as set out in the website; and/or
 - 7.4.2 if a Participant is found to be acting in an inappropriate, disruptive or unsportsmanlike manner or with the intent to abuse, threaten, or harass any other person; and/or
 - 7.4.3 if there is any attempt by any Participant to deliberately damage or undermine the legitimate operation of the Awards.
- 7.5 In addition, any substantial change in the Project may be a cause of disqualification including a change in the Project Leader if she is no longer the owner or the main shareholder.
- 7.6 The decisions of the Jury are final and binding.

8. General

- 8.1 Payment of all and any taxes in relation to the winning prizes is the sole responsibility of the prize-winning Participants.
- 8.2 Payment of the prize money will be made via bank transfer to the bank account of the laureates' business. Payment cannot and will not be made to the laureate's personal account.
- 8.3 Any and all costs and expenses incurred by Participants in relation to the Awards, unless otherwise stated, will be assumed by the Participants.
- 8.4 The finalists' names and addresses will be available from CWIA, 33 Rue Boissy d'Anglas, 75008 Paris 08, France in April/May 2018 (exact date TBC). The Awards results will be posted to the CWIA website.
- 8.5 Finalists and laureates must be willing and agree to participate in publicity surrounding the Awards including the publishing of their details, photographs and video footage, which will be made available in all media, including on the Internet, which will be done without compensation or restriction.
- 8.6 CWIA also reserves the right, and the Participant agrees, to feature the name of both finalists and laureates in future promotions and/or Awards.
- 8.7 The business projects together with any plans submitted will be treated confidentially by CWIA, its partners and the Jury. Other than a brief résumé of the Projects (name of the business, brief description of the Project, field), in particular winning Projects, destined for the press and the media in general, no other information will be made available to the public without the prior authorisation of the Participant.
- 8.8 However, in spite of the foregoing, CWIA, its partners and/or members of the Jury cannot be held responsible for information relating to Participants' projects released to the public by any third party.

9. Third Party Applications

- 9.1 As part of the Awards process, the Participant may be required to subscribe to applications or services provided by third parties. These may include document management services.
- 9.2 CWIA is not responsible for the services provided by third parties, including their terms and conditions of use, data collection policies or security management processes and procedures. If the Participant chooses to use third party applications and services, then this is at the Participant's own risk and CWIA is not liable for any issues arising out of such use.

10. Liability

CWIA cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any Participant participating in the Awards or as a result of accepting any prize. Furthermore, CWIA will not accept any responsibility resulting from any problems or technical malfunction of any telephone

network or lines, computer on-line systems, servers, or providers, computer equipment, standard mail, etc. resulting in the failure to receive e-mails, telephone messages relating to the Awards and/or other correspondence. Nothing shall exclude liability for death and personal injury as a result of a negligence.

11. Data Protection

11.1 All Participants are required to read and accept the special Data Protection Statement applicable to their participation.

11.2 Data protection statement

INFORMATION AND CONSENT REGARDING THE PROCESSING OF PERSONAL DATA: APPLICANTS MUST READ THIS STATEMENT BEFORE SUBMITTING INFORMATION ABOUT THEMSELVES and THEIR PROJECT.

CWIA will collect certain personal information from Participants and potential Participants in order to manage and administer the Awards and communicate with Participants. Participants will be asked to provide personal information such as their name, date of birth, nationality, postal address, email address, telephone and fax numbers and other information requested in the registration form regarding current occupation, a resume, etc. (hereinafter referred to as "Personal Data"). CWIA will only process Participant's Personal Data as set out in the CWIA [Privacy Policy](#). The Personal Data requested from applicants is obligatory. CWIA may reject applications if they are incomplete, as the requested Personal Data is required to evaluate Participants as well as to contact and correspond with them. CWIA will share Participants' Personal Data with its affiliates and partners solely for the purpose of competition administration. These affiliates and partners may be located outside France and the European Union. In addition, CWIA and its partners may make the Awards winners' names and addresses available. Awards Winners must be willing to participate in publicity surrounding the Awards including the publishing of their details, photographs and video footage which will be communicated and distributed in all media. CWIA also reserves the right to feature the finalists and laureates' name at future Awards.

Participants have the right to request access to any information held by CWIA and to correct any inaccuracies. Participants can also object to CWIA processing their Personal Data in some cases.

For all other questions about how the CWIA processes Personal Data, Participants should consult the CWIA Privacy Notice found [here](#).

Should Participants have any queries about data protection, they should contact CWIA at: contact@cartierwomensinitiative.com or write to Cartier Women's Initiative Awards, 33 Rue Boissy d'Anglas, 75008 Paris, France.

12. Applicable laws and jurisdiction

These Rules of participation are governed by Swiss laws, to the exclusion of its conflict of laws principles. Courts of Geneva shall have exclusive competence.