

Meet the finalists of the 1st edition of the **WomenEntrepreneurs4Good initiative** *Female entrepreneurs powering the Green Transition*

The Women's Forum, Procter & Gamble, and HEC Paris Innovation & Entrepreneurship announces the 9 most promising green projects for the first edition of the WomenEntrepreneurs4Good initiative.

PARIS, 16 JUNE 2021 - Selected among hundreds of qualified candidates across Europe due to the strength of their green projects, **the 9 finalists** of the WomenEntrepreneurs4Good are revealed during the ViVatech 2021, Europe's biggest startup and tech event held this week in Paris.

The Women's Forum, in partnership with Procter & Gamble and HEC Paris, **launched the WomenEntrepreneurs4Good initiative in March 2021**, with an aim to provide immediate support for female entrepreneurs during the pandemic, and foster creativity and innovation to drive the green transition in Europe.

More than 200 female entrepreneurs representing **over 60 green projects** participated in dedicated workshops led by HEC alumni, and conducted **customer research** to explore the demand for their products and services, improving their business models. This initial phase was followed by two intense days of **StartUp Design Sprint** where these entrepreneurs presented their research, honed their ideas and finalized their pitches for the Pre-Jury.

On June 7, the 12 semi-finalists pitched their concept and development projects in front of the **Grand Jury**. Consisting of 5 leading figures from different sectors, the Grand Jury evaluated the projects on the basis of innovation, scalability, team capacity, and concrete impact.

The finalists will be celebrated and have an opportunity to network with venture capitalists, investors, corporates and meet other ambitious female founders from Vivatech on June 18. They will then move to the final stage in July: immersing themselves into a **5-month incubator program**, which offers tailor-made business coaching, networking opportunities, technical support, connections and access to an ecosystem of stakeholders and global partners with a variety of resources and business opportunities.

"In this historically crucial moment we must all commit to creating an inclusive, sustainable and resilient economy. I am honored to have participated to the WomenEntrepreneurs4Good initiative as a Grand Jury member and have the opportunity to meet the participants to this first 2021 edition, an incredibly talented group of female entrepreneurs and deeply committed to tackling today's challenges." **Audrey Tcherkoff, Managing Director at the Women's Forum for the Economy & Society**

"At P&G, we are committed to supporting and championing women entrepreneurs and fostering green innovation. I'm thrilled that the accelerator programme will enable these nine promising businesses to grow. My colleagues and I very much look forward to mentoring these incredible entrepreneurs! Alongside our partners, we aspire to see this programme grow in scale and impact so we can create a diverse and dynamic ecosystem of entrepreneurs to drive the green transformation."

Fares Sayegh, Senior Vice President Europe and Global Supply Network Operations at Procter & Gamble

"I was really impressed by the quality of the presentation. The teams that we selected have a great future and we will do our utmost to accelerate their development. You will hear about them!" **Eloïc Peyrache, Dean and General Director at HEC Paris**

VIP members of the Grand Jury:

- Sandrine Chauvin, Director and Senior Managing Editor EMEA & Latin America, LinkedIn
- Imran Dassu, Partner, Kearney
- Eloic Peyrache, Dean and General Director, HEC Paris
- Fares Sayegh, Senior Vice President Supply Chain - Europe & Global Supply Network Operations, Procter & Gamble
- Audrey Tcherkoff, Managing Director, Women's Forum for the Economy & Society

The finalists of the WomenEntrepreneurs4Good:

	<p>BugSafe - Marie-Noelle Sarocchi Country: France</p> <p>BugSafe was founded with the aim of bringing new solutions to the growing problem of bedbugs. Its first product is a chemical free, permanent and innovative device that will help victims take back control and reduce environmental, psychological and financial impacts.</p> <p>The founders of the project, Marie-Noëlle Sarocchi and Louis Gerondeau, say: <i>"WE4G has been an intense and perfectly orchestrated journey. The sprint skillfully led us to refocus our project around customer issues and expectations. Fine tuning our deck and presenting our project to a jury as prestigious as the WE4G Grand Jury was a great milestone in the young history of BugSafe. WE4G is a unique opportunity to accelerate our growth and we are delighted to participate in the program and build on this momentum."</i></p>
	<p>Jungle Bike - Alice Battarel Country: France</p> <p>Jungle Bike is the new bike equipment site that makes life easier for cyclists by allowing them to customize and repair their bike in a few clicks without being a mechanical ace. Thanks to the online shop, you will find the right parts for your bike at the best price, as well as advices on how to repair it and ideas on how to customize it.</p> <p>Alice Battarel, Founder, says: <i>"My experience in the WE4G made me benefit from precious and positive feedback on Jungle Bike. In fact, the feedback given by the high standard jury was detailed and highly relevant. Moreover, I am convinced that being a member of the incubator will allow me to bring Jungle Bike to the next level. This program has also given me the incredible opportunity to access a network of highly skilled women entrepreneurs! I look forward to see this community grow and prosper."</i></p>
	<p>Les Enfants Dehors - Adriane Van der Wilk Country: France</p> <p>Les Enfants Dehors is an ecological Third Place, offering a green and flexible space to co-work, socialize, eat and drink organic and local while the kids play and explore outside and acquire skills to become the drivers of the fight against climate change. It is a coffee-shop with co-work & co-play areas serving all day organic and locally sourced food and drinks for kids and adults and curated local & sustainable objects & products, a natural play area, school gardens, science classes, beehives and an eatable forest, and shared workshops for artists & makers exploring the links between nature, science and sustainability.</p> <p>The founders of the project say: <i>"The experience with WomenEntrepreneurs4Good has boosted our self-confidence and validated our belief in the business we intend to launch. This is of great value, especially for me as a woman founder."</i></p>



Loewi - Elisa Wallez—Dulieu

Country: France

Loewi is the first platform dedicated to refurbished electric mobility: it allows everyone to find an electric mobility device with the same guarantees and the same quality as a new product, but at the price of a second-hand one. The project enables e-mobility users to give a second life to their used device by refurbishing it. Its ambition is twofold: to save thousands of devices from the trash, but also make E-mobility more accessible.

Elisa Wallez—Dulieu, Founder, says: *“The WE4G program is a golden opportunity to meet project leaders from different backgrounds and with various personal stories. I’m very pleased to join a community of determined and brilliant women, where mutual assistance is at the heart of the exchanges.”*



Naturblatt (LeafCulture) - Priya Selvaraj

Country: Germany

The project aims to reduce the plastic usage with sustainable natural-leaf based alternatives with least processing, while providing livelihood to many women micro-entrepreneurs from rural areas. Naturblatt provides wide range of food service disposables, future packing solutions and bio-degradable solutions to the retail and food service industry.

Priya Selvaraj, Founder, says: *“As an entrepreneur, any business idea however viable it is, needs a curative and creative iteration. WomenEntrepreneurs4Good has been a steppingstone for us to realize our potential and reap the benefits of our thought process. The final pitch to the esteemed jury was the culmination of our efforts and we are glad to be among the final selection for incubation.”*



Umains - Elodie Özen

Country: France

With Umains, retailers can quickly save all of their products (unsold, defective, waste), by having only one interlocutor who ensures: local reuse proposals, logistics (with solidarity and inclusive actors) and traceability.

Elodie Özen, Founder, says: *“This experience quickly brought us forward on structuring elements for the project. Despite the distance, we felt a real positive energy and sharing between the participants.”*



WeCo - Cécile Dekeuwer

Country: France

Considering that more than 141 billion liters of fresh water are used globally each day for toilet flushing, WeCo creates the first eco-friendly, innovative and off-grid Water-Recycling Eco Toilets (WRET). All excrements are recycled on site into treated water for flushing and watering green areas. We are developing the ecological toilets of the future for the B2G clients like the sustainable cities, and together with Alstom a plug & play industrial system ready to be connected to the public toilets of trains.

The founder of the project, Cécile Dekeuwer, says: *“It was enjoyable and stimulating to work together a whole active week-end with HEC coaches and other great women entrepreneurs from all over the world.”*

	<p>Yugen Earthside - Hilary Matson Country: France</p> <p>Yūgen Earthside is a booking platform that offers sustainable, ready-made, self-guided, private, and small-group trips at a mid-range price point. Additionally, travelers will find free informational resources, our Earthsider Eco-Shop containing a curated selection of zero-waste travel products, and sustainable travel insurance on our platform. Yugen Earthside is a registered Social Purpose Corporation and donates a percentage of profits to sustainable tourism development projects aligned with the UN SDGs.</p> <p>Hilary Matson, Founder, says: <i>“Participating in the WE4G program has been nothing short of amazing. We came out of the sprint with better insights and clarity about our customers, their problems, and how we can help be part of the solution in a sustainable way. We can’t wait to see what progress we make over the next several months!”</i></p>
	<p>Zerobarracento - Camilla Carrara Country: Italy</p> <p>Z.W.A.F.M. by ZEROBARRACENTO is the acronym of Zero Waste Automated Fashion Manufacturing. MAKING GARMENT IS MAKING WASTE, with the zero-waste pattern making technique, we can bring this waste to zero. The project works to develop a technology to allow automated cutting, involving both hardware and software. The final goal is not only about scaling up the ZEROBARRACENTO’s production by using this system but also presenting it to brands that are looking for new sustainable strategies to integrate in their daily work.</p> <p>Camilla Carrara, Founder, says: <i>“Being part of this project is a huge opportunity for us, it will give us the chance to professionally scale up our business while staying true to our zero-waste commitment and values. We truly can't wait for the next steps of this exciting path.”</i></p>

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About the Women’ s Forum for the Economy & Society

The Women’ s Forum for the Economy and Society is a leading platform that works to highlight the many voices of women in order to bring a high-value contribution to the most crucial challenges that the world is currently experiencing. It provides a unique place in which business and policy makers work together to seek solutions to common problems related not only to the role of women but also to economic growth and wellbeing, share experiences and promote best practices for encouraging a shift to a perfect gender equality society. It works on developing concrete instruments, Charter, and recommendations to accelerate inclusive growth and reduce inequalities through the empowerment of women across society.