

Cartier
philanthropy



Annual report
2017 - 2018



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OUR AMBITION IS TO HELP FREE EVERYONE'S POTENTIAL



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Message from the President

Cartier Philanthropy is celebrating its fifth anniversary this year.

During this time, the foundation has moved confidently from promise to progress, bringing to life our ambition of freeing everyone's potential.

With visionary determination and imaginative sympathy, Cartier Philanthropy has embraced a philanthropic journey in pursuit of expanding the social and economic opportunities of the most vulnerable people in the world.

Over these five years, we have invested 45 million Swiss francs, partnering with more than 30 non-profit organisations that address the most pressing issues in the least developed regions of the world, contributing to the implementation of rigorous, measurable solutions that have proven themselves to be effective and impactful.

Systemic, transformative change takes time, and while we recognize that five years are just the initial spark – albeit a promising one – we believe it is fitting to mark the occasion by recognising the core values, clear focus and scale of the ambition that define and drive our work to date and to come. At the heart of this enterprise – our contribution to a global challenge – are deep respect for the people we aim to serve, trust in the partners we engage with, the integrity of our business acumen, and the compassion that drives us all as human beings.

Acting faithfully on these values, Cartier Philanthropy will continue to strengthen its resolve and orient its spending responsibly and strategically, while exploring new collaboration opportunities and ways of giving to help build a more inclusive and equitable world.

Cyril Vigneron

President of the Foundation Council, Cartier Philanthropy
CEO of Cartier



Executive Director's Letter

Welcome to our fifth Annual Report.

It's been a fascinating journey for Cartier Philanthropy since we began operations five years ago and we'd like to share some insights into that journey. Because taking stock of what has happened over the years, both good and bad, is of course what anniversaries are all about. And, as the foundation turns five, we not only want to share our accomplishments (which are significant!), but also reflect on some of the lessons we've learned along the way, which are now helping to shape our operations.

We knew when we started that tackling poverty – which is the result of a complex mix of social, economic and political factors – requires the involvement of multiple actors if it is to be effective. So how could we best play our part? How could we be a responsible funder and ensure that every dollar invested supports the most appropriate and impactful intervention for people to thrive?

Firstly, we soon came to understand that this requires the interventions to be both measurable and sustainable over the long term. As a result, we are moving away from traditional project-based approaches, which are often constrained in scope and time, to support organisations that deploy system-change models which are data-driven, evidence-based and scalable to benefit the largest number of people.

Secondly, we realized that when you face seemingly intractable problems, effective collaboration is the only way to optimize resources, talent, expertise and time. So, we now actively seek it, coordinating efforts with other funders and grantees, sharing intel, and joining platforms and working groups where we can learn and contribute to making a difference.

Lastly, from the crisis and disaster situations of these past five years, we have also learned how to combine patience and urgency, how to balance the long-term change we seek (and the sustained, robust financial support essential to achieve it), with the need to act quickly when crises hit hard, and immediate intervention can save lives and relieve suffering.

Getting back to anniversaries, they are of course also the perfect occasion to look back at what is already working and only needs to be strengthened. In our case, looking at what we feel truly distinguishes Cartier Philanthropy, I would mention two main things.

One: our relationships with our partners – NGOs, UN agencies and social enterprises. We never consider our partners mere recipients of funds, always treating them as true allies to offer the best support for them to reach their goals. Sharing successes, failures (yes, there were some!) and doubts in open dialogue has been very rewarding. It has helped build trust and knowledge, shifting the power dynamic between funders and grantees in a more balanced direction.

Two: the human factor. Although hard data is needed to monitor progress, we cannot and never should forget what drives us in the first place: the way people feel and perform when entrusted with the assets and agency to take control of their lives. We therefore monitor the qualitative data very closely so we can adapt our funding where appropriate to the evolving needs of our grantees in the interests of people in need. Development is definitely not a hard science!

I believe all these insights are reflected in the following pages, which showcase our current portfolio, look back on research we have encouraged and financed, and update you on our ongoing programmes and the results achieved.

I wish you a pleasant reading.

Pascale de la Frégonnière
Executive Director

“Cartier Philanthropy’s determination to free everyone’s potential resonates very much with our commitment to improve the resilience of the most vulnerable people, addressing the needs of the ‘bottom billion’ who are most often left behind. The foundation contributed significantly to our longer-term efforts in bringing affordable and sustainable water, sanitation and improved hygiene to vulnerable communities in Myanmar, Cambodia and Uganda over the last four years, and continues to do so. The basic requirements we deliver are a human right, but also importantly reduce disease and death rates, while empowering people to maintain and operate their services for themselves, building upon their own capacities. The impact is clear and especially felt among women and children, increasing their dignity and safety.”

Robert S. M. Fraser, Senior Officer WASH of IFRC

“Cartier Philanthropy’s long-term partnership has been vitally important to Women for Women International. In addition to supporting over 5,000 marginalized and impoverished women in conflict-affected countries with social and economic empowerment, the foundation has enabled us to deepen our impact on women through expanding savings groups and men’s engagement activities. Cartier Philanthropy’s support is also allowing us to pilot advanced entrepreneurial training for women in Kosovo and Rwanda to further strengthen women’s economic agency. We are committed to collaborating and learning together with the foundation to improve the lives of vulnerable women and to find sustainable solutions.”

**Laurie Adams, CEO
of Women for Women International**

“Educate Girls’ partnership with Cartier Philanthropy goes back to 2014 when we were just about embarking on an ambitious plan to expand to new districts in Rajasthan. Their continued and long-standing support has been pivotal in our scale-up and impact story in the last five years. Moreover, it has truly been a delight to work with the Cartier Philanthropy team who treats us as an equal partner and are inclusive in their approach to grant-making. It has been heartening for us to have Pascale and her team invest so much time and energy (including two trips to our program sites in rural India) to understand our programme model and the socio-economic nuances at the field level. We look forward to a mutually enriching relationship, which will allow Educate Girls to continue impacting children in some of the most challenging geographies.”

Safeena Husain, Founder and Executive Director of Educate Girls

“Over the last years, Cartier Philanthropy has become a major partner of Amref, the leading public health NGO in Africa. In Ethiopia and in West Africa, throughout our meetings and our missions in the field, we built a trusting relationship. We share a collaborative, open, pragmatic and locally rooted approach to the solutions that improve access to health. This common denominator guides our actions and allows us to always learn and innovate.”

Henri Leblanc, Executive Director of Amref France

“Over the past three years, Cartier Philanthropy has been instrumental in helping 140,000 children and 3,500 smallholder farmers focus on building better futures. Thanks in part to our partnership with the foundation, we were able to create community-led, sustainable school meals programmes in Burkina Faso, Mozambique and Burundi that keep students in class and engaged while opening up new markets for family farmers. This is one of the most impactful investments that can be made for local communities: each dollar directed to school meals can return up to \$10 worth of health, education and economic benefits that will last a lifetime. In addition to this transformational support, Cartier Philanthropy is connecting WFP to social innovators who help test new agricultural technologies for scale in the countries in which we work.”

Prerana Issar, Director of Private Sector Partnerships for the World Food Programme

“When Educate! connected with Cartier Philanthropy in 2015, we were delivering transformative leadership, entrepreneurship, and workforce readiness skills to just under 10,000 youth across 252 schools in Uganda. Since then, our partnership with Cartier Philanthropy has helped propel us to triple our reach in Uganda and expand to two additional countries in East Africa. In our third year of partnership with Cartier Philanthropy, we work in more than 750 schools in Uganda and more than 930 across East Africa, intensively impacting more than 40,000 youth. Thanks to the support of partners like Cartier, these youth are more likely to get jobs, start businesses, earn a living, and drive development in their countries and communities. In Cartier Philanthropy we are grateful to have found an exceptional partner to grow with – a partner that shares our values of always learning, always improving, and always putting impact first.”

Boris Bulayev, Executive Director and Co-Founder of Educate!

“At Semilla Nueva we had a crazy idea. Seeing that farmers in Guatemala weren’t adopting more nutritious maize seeds because no one was selling them, we decided to fill the gap. We launched an ambitious proposal to pivot our whole organization to use these seeds to fight childhood stunting in the fifth most malnourished country in the world. Cartier Philanthropy was the first big name to get behind a risky, but high potential idea. After two years, it’s paying off. Over 2% of Guatemala’s commercial maize seed will be biofortified this year, improving the diets of tens of thousands of children throughout the country. Cartier Philanthropy supported monetarily, but also with strategy and connections, getting other important partners like the World Food Programme, involved to greatly increase our impact.”

Curt Bowen, founder and CEO of Semilla Nueva

IN THEIR WORDS

YEARS



Our Vision and Mission

Cartier Philanthropy was created to catalyse the Maison Cartier’s commitment to improving the livelihoods of the most vulnerable.

We are guided by the standards of excellence of our founder, the Maison Cartier, but act in complete independence of its commercial activities.

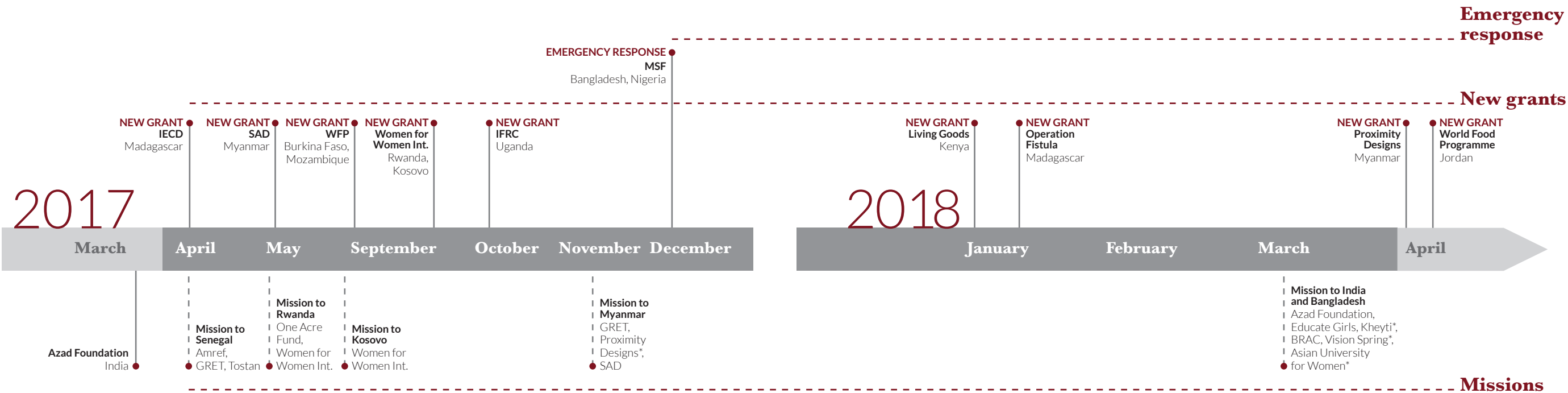
Driven by the ideal of freeing everyone’s potential, we work to remove the barriers that prevent people from acting and thriving.

We focus on the most excluded and marginalized, in particular women and children living in the world’s least developed regions. We are committed to restoring their dignity, reducing their vulnerability and enhancing their resilience.

We work to strengthen people’s knowledge, life skills and competencies, and to extend their access to water, food, education and healthcare.

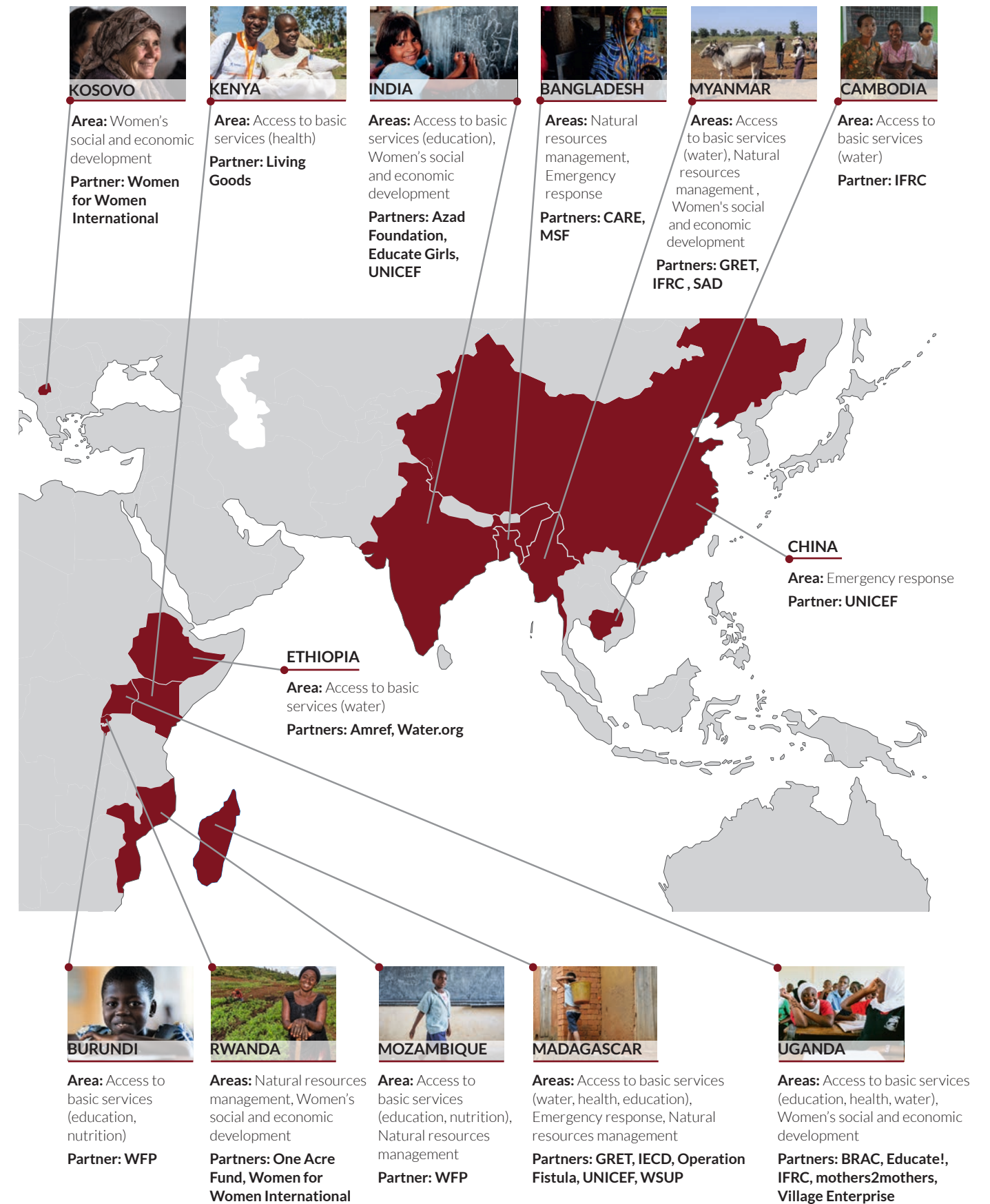
We firmly believe that those living in extreme poverty can – with appropriate support in an enabling environment – regain control over their lives and become active agents in shaping their destinies. We work to multiply their choices and give them opportunities they would never otherwise have had.

WE BELIEVE EVERYONE HAS THE RIGHT
TO LIVE A MEANINGFUL AND FULFILLING
LIFE IN AN INCLUSIVE, EQUITABLE
AND SAFE ENVIRONMENT



* Prospect partners

The programmes we support





“We can choose to alleviate suffering.
We can choose to work together for peace.
We can make these changes. And we must.”

Jimmy Carter, former President of the United States

THE FOUNDATION IN BRIEF

Improving the livelihoods of the most vulnerable

Cartier Philanthropy is a grant-making foundation based in Geneva, Switzerland. We partner with non-profit organisations that are impact-driven, excel in their fields of expertise, share our values of trust, integrity and respect, and whose programmes are aligned with the areas we care about most: access to basic services, women’s social and economic development, the responsible management of natural resources, and emergency response and preparedness.

We primarily focus on the world’s least developed regions, where the needs are greatest and people are most exposed and vulnerable to risks.

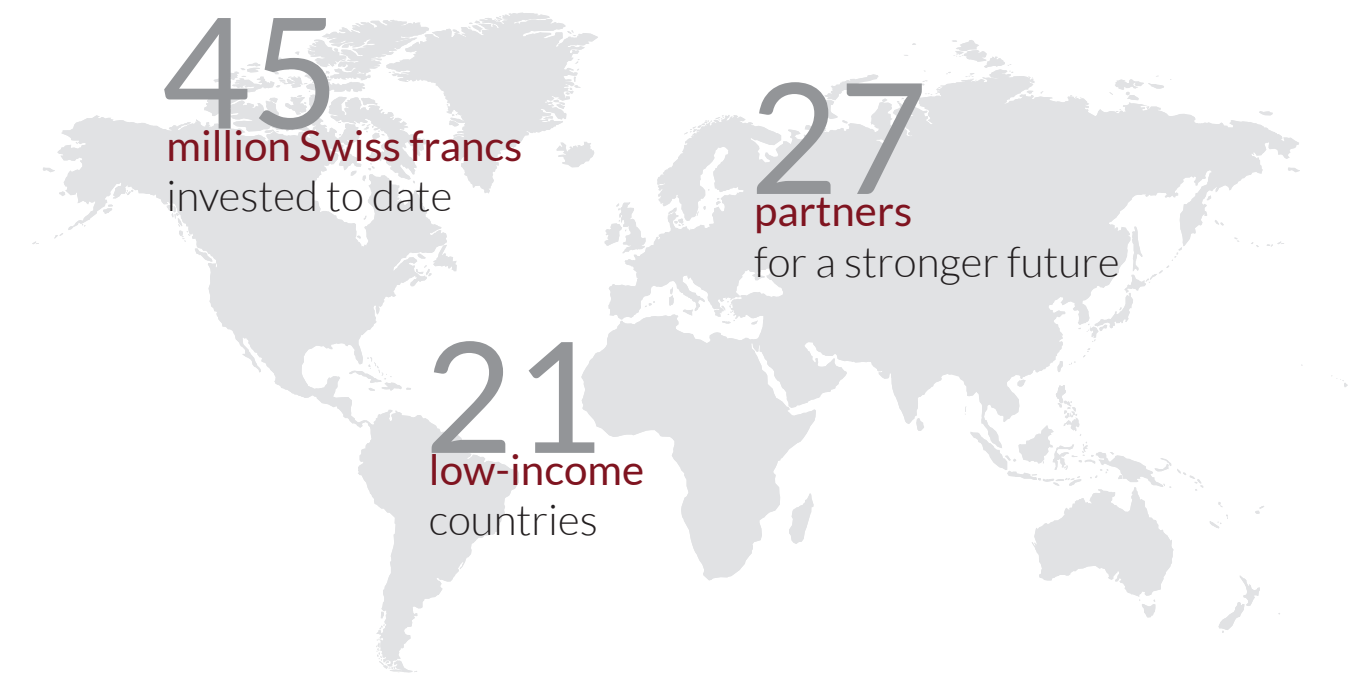
We are committed to clear goals, evidence-based and data-driven strategies, rigorous accountability and meticulous evaluation so that we can continually improve how we help people lift themselves out of hardship, strengthen their capacities and find their own way to thrive.

In order to do so, we forge partnerships of purpose that are long-term alliances for maximum impact.

Our 4 areas of intervention



THE FOUNDATION IN BRIEF



Governance

Founded by Cartier SA, Cartier Philanthropy is based in Geneva, Switzerland, one of the main strategic hubs of international cooperation, and a major centre of global governance. The foundation is governed by Swiss law and is under the supervision of the Federal Supervisory Board for Foundations of the Swiss Federal Department of Home Affairs in Bern. Cartier Philanthropy is overseen by a Foundation Council (Conseil de Fondation), the highest authority responsible for its activities and operations. Council members are appointed by the parent company for a renewable term of one year.

Cartier Philanthropy's activities are managed by its Executive Director, who directs its operations, makes recommendations to the Foundation Council and implements the Council's resolutions. The Council meets at least twice yearly to approve strategy and funding recommendations and assess programmes progress and results. It is currently composed of five members. Independent auditors review the foundation's accounts and submit a detailed report to the Foundation Council.



“Poverty is the worst form of violence.”

Mahatma Gandhi

ACCESS TO BASIC SERVICES

The building blocks of human development

Safe drinking water, nutritious food, primary health care, quality education, shelter and security are the bare essentials of everyone's life. When met, these needs allow us not only to function and survive, but to overcome chronic distress and achieve a state of well-being.

Easy access to basic services is also the first step out of poverty. This year our longstanding partners are joined by Living Goods, Operation Fistula and the European Institute for Cooperation and Development to help us expand the reach of basic primary health care and education, deploying successful, efficient models that promise substantial scale to benefit the largest possible number of people.

NEW PROGRAMMES



Kenya, 2018

DELIVERING HEALTH DOOR-TO-DOOR

- Partner:** Living Goods
 - Country:** Kenya
 - Duration:** 2018-2019
- Across Western Kenya, where the national health system is chronically underfunded and understocked, 70% of women face barriers to accessing health care, 42% give birth without a doctor or midwife, and 60% do not receive any postnatal care. Expanding the reach of basic primary care services is therefore crucial to improving health, with community health workers often being the first and only link to health care. Living Goods recruits, equips, manages and provides extensive training for networks of local women and men who become community health workers and go door-to-door to teach families in their neighbourhoods how to improve their health. Focusing on pregnant women, mothers and children under five, they offer free pregnancy and newborn check-ups, refer acute cases to qualified facilities and sell medicines such as malaria and diarrhoea treatments, along with life-changing products such as fortified foods, family planning items and water filters. These community health workers become familiar and trusted counsellors to their neighbours, driving significant health outcomes and earning an income by selling the products. Living Goods' approach reduces under-five child mortality by 27% for less than \$2 a year per person. We are supporting Living Goods to train and deploy 270 community health workers to provide high-quality home-based care to more than 220,000 villagers in Western Kenya.

ACCESS TO BASIC SERVICES

TACKLING CHOLERA IN UGANDAN FISHING COMMUNITIES

- Partner:** International Federation of Red Cross and Red Crescent Societies (IFRC)
 - Country:** Uganda
 - Duration:** 2017-2019
- Uganda reports outbreaks of cholera at least twice every year. The communities most vulnerable to cholera live along the shores of Lake Albert, Edward and Victoria, where the major economic activity is fishing, and people use streams as water sources as well as defecation points. The populations living in these "hotspots" constitute less than 5% of the country's population but bear the largest burden, with over 50% of annual cases of cholera reported there, mainly during the rainy seasons. These "hotspots" also pose a great risk of cholera transmission to neighbouring communities, since fishing communities are usually the first point of infection. IFRC and the Uganda Red Cross Society will reduce the incidence of cholera and other diarrheal diseases such as typhoid, dysentery and hepatitis in the fishing communities along Lake Albert in Nebbi district, through the provision of safe drinking water and adequate sanitation facilities, focusing special attention on improved hygiene practices.



Uganda, 2017

OVERCOMING OBSTETRIC FISTULA IN MADAGASCAR

- Partner:** Operation Fistula
 - Country:** Madagascar
 - Duration:** 2018
- Operative care for women with obstetric fistula is 90% effective and only costs a few hundred dollars. Still, it is not an option for nearly one million women in Africa and South Asia. The problem is particularly severe in Madagascar, where an estimated 50,000 women suffer from this highly debilitating and ostracizing condition and only a few are identified and properly treated every year. Operation Fistula aims to identify and treat every case of fistula in the Sava region of Madagascar while setting up the coordination model required to ensure a continuum of care for patients across multiple professionals, including community health agents, surgeons, nurses and social workers. Pioneering an innovative funding model, Operation Fistula pays surgeons directly for each patient treated successfully, providing an incentive for them to cure more patients while avoiding any wastage of resources on unnecessary overheads or underperformance. The organisation is also particularly attentive to building quality surgical capacity in first-level hospitals.



Madagascar, 2012

NEW PROGRAMMES



Madagascar, 2017

REDUCING THE SCHOOL DROPOUT RATE IN MADAGASCAR

Partner:
European
Institute for
Cooperation and
Development
(IECD)

Country:
Madagascar

Duration:
2017-2019

Education levels in Madagascar are among the lowest in the world, with children receiving an average of around four years' schooling. The statistics are damning: only 10% of the population attend secondary school, and only 3% engage in higher education. The factors affecting school dropout rates in rural communities include poverty, a shortage of teachers and their lack of training, living a long distance from school, and a constant need to contribute to family work. To address this challenge, IECD is running academic support centres that offer extracurricular activities, boarding school options and individual guidance, providing disadvantaged pupils with an opportunity to improve their learning skills, successfully complete their education and fulfil their potential, both personally and intellectually. We are specifically supporting three centres in the Fianarantsoa region which will assist 720 pupils over three years.

ACCESS TO BASIC SERVICES

EDUCATING MICRO-ENTREPRENEURS, INVESTING IN LIVELIHOODS

Partner:
European
Institute for
Cooperation and
Development
(IECD)

Country:
Madagascar

Duration:
2017-2019

In Madagascar, micro-enterprises operating in the arts and crafts, trade and local service sectors account for the overwhelming majority of non-agricultural informal employment. These businesses are often precarious and have great difficulty increasing productivity and profit due to widespread poverty and low demand. Despite the fact that micro-businesses provide the main source of income for the entrepreneurs and their families, micro-entrepreneurs often lack managerial skills and mid-term vision. IECD is offering management training and individual support to over 500 current and future entrepreneurs. This will enable their micro-enterprises to grow and sustain that growth, create more jobs and increase wages. When business activity is sustainable and income is increased, micro-entrepreneurs move away from their current focus on subsistence to improve the living conditions of their families and communities.



Madagascar 2017

FRESH YOGURT TO FIGHT HUNGER AT SCHOOL

Partner:
World Food
Programme
(WFP)

Country:
Burkina Faso

Duration:
2017-2020

What if students could eat yogurt as a mid-morning snack every day? In the Sahel region, one of the poorest areas of Burkina Faso, WFP is helping to set up a completely new dairy supply chain, which links small-scale cattle-breeders and local dairy producers with school canteens. The programme builds on local needs and assets and has many benefits. The yogurt provides children with much-needed vitamins and minerals, ensuring they are able to concentrate and learn. At the same time, the local milk processing units owned by women's associations gain market access, encouraging the development of the dairy sector upon which 40% of the population relies. We have been supporting WFP since the inception of the initiative in 2014 and are now enabling its consolidation and expansion, while ensuring that the model can be replicated by the Government in other parts of the country.



Burkina Faso, 2016

RESULTS AT A GLANCE

FIGHTING DISPARITIES THROUGH CHILDREN’S EDUCATION

Partner:
UNICEF

Country:
India

Duration:
2015-2018

About 260 million children attend school in India, enrolled in more than a million schools scattered across the country. Enrolment has risen steadily over the past two decades, helped by the Right to Education Act, which makes school compulsory up to the age of 14. However, the quality of learning lags behind.

Over the past three years, UNICEF has addressed low learning levels and lack of quality teaching in partnership with the Government in the context of education reforms deployed at district, state and national level.

In the states of Madhya Pradesh, Tamil Nadu, West Bengal, Bihar and Jharkhand in particular, UNICEF supported state education departments to build the capacity of teacher educators and teachers to master and deliver child-centred inclusive pedagogy and assess and monitor children’s learning. As part of these efforts, it helped revamp teachers’ education curricula and training courses, focusing in particular on learning assessment systems and quality testing.

It also supported the development of learning resource materials, including a kit for improving language and mathematics, remedial learning packages and videos on early-grade reading and numeracy. As a result, notwithstanding systemic challenges and bottlenecks:

- Over 5,000 teacher educators were trained in child-centred inclusive education, leadership and mentoring skills, as well as learning assessment. They now have a shared understanding of what children are expected to learn at a particular grade in a specific subject and of how to evaluate what children have achieved in relation to expected learning outcomes. In turn, these educators trained over 176,000 teachers, reaching over 4.4 million students.
- Over 250 education civil servants were introduced to practices that link learning outcomes, learning assessment and child-friendly teaching methods.



ACCESS TO BASIC SERVICES



SCHOOL MEALS FOR NUTRITION AND LEARNING

Partner:
World Food Programme (WFP)

Countries:
Burkina Faso, Burundi, Mozambique

Duration:
2014-2017

School meals provide a powerful incentive to send children (especially girls) to school and to keep them there, while ensuring students receive the nutrients they need to concentrate and learn more effectively. The production and purchase of food commodities used in the meals from local small-scale farmers boosts local agriculture, transforming food assistance into a sustainable investment

for the whole community.

For three years we supported WFP to develop and implement home-grown school feeding programmes in pre-primary and primary schools in Burkina Faso, Burundi and Mozambique.

In addition to the hot meals, WFP also provided technical support to the schools, the local authorities and communities, including training in nutrition education for teachers, the setting up and management of the canteens by the school councils, and the establishment of linkages between the schools’ purchasing operations and local smallholder farm production.

While the particulars of the programme varied in the three countries to suit their contexts and needs, achievements were significant.

- In Burkina Faso, 127,000 students in 994 schools received a daily breakfast and lunch at school. In Dori, the capital of the Sahel region and one of the most food-insecure areas of the country, 28 primary schools replaced their regular mid-morning porridge made from imported flour with locally-produced yogurt. This “Milk initiative” not only connected small-scale breeders and women’s yogurt producers with the schools’ demand, promoting economic opportunities and gender equality, but also piloted a model that WFP is trying to scale nationally with our ongoing support.
- In Burundi, over 40,000 students in 61 schools in the food-insecure province of Muyinga received daily hot meals. The attendance rate in the schools involved rose to 93% (equally for girls and boys), with an annual increase of 8%.
- In Mozambique, over 85,000 students in 189 schools in the provinces of Tete, Gaza, Manica and Nampula received a daily hot meal, increasing the enrolment rate by 4.6% (5% for girls).

ONGOING PROGRAMMES



Madagascar, 2017

Bringing water to the urban poor

Partner: Water and Sanitation for the Urban Poor (WSUP)

Country: Madagascar

Duration: 2017-2020

WSUP is working with the national water utility company, local government bodies, private enterprises and communities to provide access to water and sanitation for over 60,000 people living in urban slums in Antananarivo. The programme prioritises strengthening local providers' financial and management viability, improving their efficiency and establishing a market expansion strategy that is developed with and accepted by the community.

The strength of this model lies in its leveraging the interests of all the relevant stakeholders so that they become part of the effort and own the process.

Reaching where the water doesn't

Partner: International Federation of Red Cross and Red Crescent Societies (IFRC)

Countries: Myanmar, Cambodia

Duration: 2015-2018

We are working with IFRC to address daily and long-term water and sanitation needs in 49 rural and peri-urban areas of Cambodia and Myanmar. The programme engages the communities and builds, refurbishes or improves water systems for over 36,600 individuals, and sanitation facilities for over 39,500. It also promotes hygiene knowledge and practices in schools, communities and individual households so that people can prevent and address water and sanitation-related challenges.



Myanmar, 2017



ACCESS TO BASIC SERVICES

The power of partnership for clean water and sanitation

Partners: Amref and Water.org

Country: Ethiopia

Duration: 2015-2018

In the Dera district of the Amhara region, the principal sources of water for humans and animals are rivers, springs and traditional hand-dug wells, while open defecation is a common practice. This programme's main objective is to ensure that some 29,000 Ethiopians living in nine rural communities gain access to safe water and sanitation services. The communities are also provided with the tools, knowledge and skills they need to manage and maintain the new infrastructures effectively, reducing their vulnerability to waterborne diseases.



Ethiopia, 2015

Mothers help mothers to prevent paediatric AIDS

Partner: mothers2mothers (m2m)

Country: Uganda

Duration: 2017-2019

In Uganda, the HIV prevalence rate is 7.4%. Understaffed hospitals, inaccessible roads and stigma prevent many women from seeking life-saving antiretroviral therapy. m2m trains and employs HIV-positive mothers to support other women carrying the virus, accompanying them from pregnancy to childbirth and on through the first months of motherhood. Thanks to this mentorship, mother-to-child transmission of HIV has been drastically reduced, falling from 40% to 2%. We are supporting m2m to implement its model in seven health facilities and surrounding communities in east central Uganda, training 119 women to reach 44,700 mothers, 35,306 children and 6,500 adolescent girls and young women.



Uganda, 2017

ONGOING PROGRAMMES



Overcoming distance to improve child health in Senegal

Partner: Amref

Country: Senegal

Duration: 2016-2019

In the border regions of South Senegal, there is one doctor per 53,387 inhabitants and one nurse per 6,549 inhabitants. This shortage of healthcare professionals means that basic primary care services and surgery are inaccessible to a large part of the population.

We are supporting Amref to provide free access to diagnostic, medical and surgical services to over 10,000 children living in hard-to-reach areas of the Sédhiou and Kolda districts. The programme builds local capacity and connects the key stakeholders involved in promoting child health and education: parents, the extended family, the community, teachers and local healthcare workers as well as surgeons from the capital. It is rolling out to 60 primary schools and involves 20 health centres.

Senegal, 2015



Transforming secondary education in Uganda

Partner: Educate!

Country: Uganda

Duration: 2016-2018

Educate! is working to transform secondary education in Uganda, teaching secondary school students core skills such as critical thinking and collaborative problem-solving, while encouraging them to take leadership roles and create small businesses. In a country struggling with youth unemployment of up to 62%, the end goal is to prepare young people for the labour market so they can act to solve the problems of poverty for themselves and their communities. We are funding Educate! to roll this practical learning model out to 50 extremely low-resource schools in Eastern Uganda every year for three years, reaching 6,000 students directly and more than 50,000 indirectly.

Uganda, 2017

ACCESS TO BASIC SERVICES

Championing girls' quality education

Partner: Educate Girls

Country: India

Duration: 2014-2020

Educate Girls works to boost girls' school enrolment and attendance, promote girl-friendly education infrastructures, and advance learning outcomes in the Rajasthan State of India, where the gender gap is critical and only 1 in every 100 girls reaches grade 5. Following an initial grant that enabled the enrolment of 37,500 girls with a retention rate of 93.5% in the district of Rajsamand, we are now supporting Educate Girls in a crucial phase of expansion, strengthening their unique transformational model in 1,053 villages in Rajsamand and replicating it in 572 rural schools of the Udaipur district.



India, 2014

Fighting malnutrition countrywide in Guatemala

Partner: Semilla Nueva

Country: Guatemala

Duration: 2016-2018

In Guatemala, corn tortillas are the ever-present staple of every meal, but very poor in nutrients. The lack of dietary diversity is responsible for chronic malnutrition in around half of children under five. Semilla Nueva produces and sells biofortified corn seeds – seeds that are not genetically modified, but conventionally bred to contain higher levels of vitamin A, zinc and iron – with the aim of reducing malnutrition in the country by 20%.



Guatemala, 2017



“It does feel like this is a moment in which there is no going back. In part because it feels like this time around, as never before, a lot of men get it, are horrified by the scale and ugliness of what goes on. [But] patriarchy is not going to give up without a battle.”

Rebecca Solnit, writer and activist

WOMEN'S SOCIAL AND ECONOMIC DEVELOPMENT

Overcoming gender inequity

No one can have failed to notice the rise of women in the collective consciousness over the past year: their under-representation at the highest levels in the workplace, their salary discrimination and their ongoing subjection to power-related assaults in the form of physical, psychological and sexual violence and harassment. The #Me-Too and Time's Up global movements, swiftly adapted across 85 countries, have the undisputed merit of awakening our collective understanding to the idea that global gender inequality levels are significant, widespread, alarming and inexcusable.

In some countries much more than others, girls and women have less access to education, health and employment than boys and men, enjoy less rights and opportunities, and exercise less influence and decision-making power.

The rallying cries for change may have echoed recurrently across the years, but unprecedented momentum seems to have been built today. Women's voices are finally being heard.

While strengthening our commitment to women in India, Myanmar, Rwanda, Uganda, Senegal and Kosovo, we came to question the potential limits to their empowerment if men were not included in the process in some way. The International Center for Research on Women, headquartered in Washington D.C., helped us gain a clearer understanding of the depth of the issues involved in fostering gender equity, and the need to work with both women and men. The study we commissioned provides an in-depth report on male engagement programmes, analysing their effects, identifying best practices and formulating recommendations to address the broader structures of patriarchy with a view to shifting the power dynamics for the betterment of all.

NEW PROGRAMMES



Myanmar, 2017

MOVING BEYOND TRAUMA

Partner:
Swiss
Academy for
Development
(SAD)

Country:
Myanmar

Duration:
2017-2019

Long before the extreme violence inflicted on the Rohingya community last summer, Myanmar was the theatre of one of the world's "longest-running civil wars", a protracted conflict between armed rebel groups and the military government. The country has witnessed systematic human rights abuses, including forced labour, arbitrary detention, sexual violence, torture and killings.

Women and children disproportionately became pawns of the brutal warfare. Today they suffer both from the psychosocial consequences of the trauma they experienced during the war and from the post-conflict climate of latent violence and fear, where silence and impunity are the norm.

SAD addresses the psychological consequences of trauma and uses sport, dance, yoga, role-playing and drawing to help women rebuild empathy and trust, regain a sense of control and facilitate collective and individual healing.

A total of 500 women and 200 youth survivors in seven villages of Taungoo Township, Kayin State, will acquire life-skills and develop self-confidence, building social cohesion and economic autonomy as they start small commercial activities.

WOMEN'S SOCIAL AND ECONOMIC DEVELOPMENT

NEW HOPE FOR WOMEN IN RWANDA AND KOSOVO

Partner:
Women
for Women
International

Countries:
Rwanda,
Kosovo

Duration:
2017-2020

Women for Women International works in conflict and post-conflict areas to enable socially-excluded and ultra-poor women to transform their lives and thrive.

The organisation focuses on women whose lives have been shattered by conflict and violence and who have faced extreme social and economic marginalisation.

Building on the successful results of an initial 3-year grant, we are continuing to support Women for Women International in Rwanda and Kosovo to enable 1,350 women to move from poverty and isolation to social inclusion and economic autonomy.

Enrolled in comprehensive year-long empowerment training programmes, these women come to understand their rights, value and possibilities. They learn how to earn and save money, how to protect their health and well-being, how to influence decisions in their homes and communities, and how to leverage support networks.

Capital resources and individual or group mentoring are offered as incentives for the women to build or strengthen their business activities, moving from subsistence to more substantial micro-enterprises or cooperatives.



Rwanda, 2016

RESULTS AT A GLANCE



JUTE: AN OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT

Partner:
CARE

Countries:
Bangladesh

Duration:
2013-2017

In Bangladesh, jute cultivation and the export of jute products are extremely attractive opportunities for smallholder farmers due to the growing global demand for environmentally friendly products.

For three years, we supported CARE in its efforts to build a demand-driven business model that could increase incomes for the most vulnerable groups by facilitating the linkages between poor farmers, small entrepreneurs and market intermediaries.

Over 16,000 jute farmers and 2,000 diversified jute product workers across Western Bangladesh improved their production skills and access to national and international markets.



REPORT

IT ONLY WORKS WHEN EVERYONE PLAYS: A REPORT ON MALE ENGAGEMENT

Partner: International Center for Research on Women (ICRW)

In recent years, the field of male engagement has garnered much international attention and funding, and has increasingly been recognized as crucial to transforming the social norms of power that disadvantage women and girls and bolster patriarchy.

In an effort to understand the impact of such programmes and to identify the most effective strategies to pursue, we commissioned ICRW to conduct in-depth research that produced the report "Gender equity and male engagement: it only works when everyone plays".

Grounded in a growing, but still fragmented body of expertise and knowledge about what does and does not work, the report not only presents a solid conceptual framework for male engagement initiatives, explaining where they fall in the gender inclusion spectrum, but also identifies a number of useful best practices and formulates practical recommendations.

The report is available on Cartierphilanthropy.org

ONGOING PROGRAMMES



India, 2017

Taxis for women, driven by women

Partner:
Azad
Foundation
Country:
India
Duration:
2017-2020

Azad Foundation trains vulnerable women from deprived backgrounds to become professional drivers. The “Women on Wheels” training programme not only teaches essential driving skills, but legal rights, self-defence, the English language, personal presentation, hygiene and financial literacy. The 330 women who graduate from the programme are expected to double their family incomes as cab drivers or chauffeurs for women, gaining substantially in confidence and control of their lives.



India, 2017

Tackling extreme poverty

Partner:
BRAC
Country:
Uganda
Duration:
2016-2018

BRAC’s “ultra-poor graduation” programme provides extremely poor people with substantial support in the form of assets, enterprise development and life skills training, essential healthcare services and education over a limited period of time, helping them to climb out and stay out of extreme poverty. In Uganda, BRAC operates in the Luwero district to foster self-employment for 1,500 ultra-poor young individuals, especially women, setting them on a secure path to becoming agricultural entrepreneurs.



Uganda, 2017



Uganda, 2017

ONGOING PROGRAMMES

Unlocking rural enterprise in Western Uganda

Partner:
Village Enterprise
Country:
Uganda
Duration:
2016-2019

Village Enterprise aims to empower 2,700 women living in extreme poverty to create 900 small and environmentally sustainable businesses in rural villages in Western Uganda. The one-year programme starts with a careful selection of the poorest women in the village, who are then organised in business savings groups to learn how to manage their savings and loans. The modules also cover business generation, financial literacy and resource conservation. Seed capital is provided for investments in productive assets, while regular coaching supports the new micro-businesses and builds confidence.



Uganda, 2017



Uganda, 2015

WOMEN'S SOCIAL AND ECONOMIC DEVELOPMENT

Knowledge and dignity for girls and women

Partner:
Tostan
Country:
Senegal
Duration:
2016-2018

Achieving change in social norms is a challenging process that can only be advanced through a full dialogue involving the entire extended community. Working in the remote Goudiry Department of Southeastern Senegal, Tostan is sparking this dialogue through an informal education programme, rolled out in their own languages to 1,000 women, men, girls and boys with little or no formal education. The discussion of subjects such as democracy, human rights and health, and the acquisition of basic literacy and numeracy skills stimulate the participants not only to reconsider deeply-entrenched and harmful practices (such as female genital cutting or child marriage), but also to clearly identify and implement appropriate solutions to their social problems.



Senegal, 2015

Building hope for women micro-entrepreneurs in Mexico

Partner:
CREA
Country:
Mexico
Duration:
2016-2019

Despite their overwhelming prevalence, small enterprises in Mexico tend to stay small and suffer from low productivity, mainly due to lack of credit and business skills. In addition, a culture of gender inequities undermines women's confidence to enter the workforce, and restricts their access to finance, skills and opportunities. Recognising the specific challenges that women micro-entrepreneurs face, as well as the distinctive impact their economic success has on their families and communities, CREA's business development programme equips women in rural, urban and semi-urban areas with management, entrepreneurial and marketing skills, helping them become successful business owners and leaders in their homes and communities.



Mexico, 2017



“What melody will our rivers remember
if songbirds forget how to sing?”

Sheniz Janmohamed, artist

RESPONSIBLE MANAGEMENT OF NATURAL RESOURCES

Kick-starting rural development

Small farmers produce as much as 80% of the food consumed in some parts of the developing world, yet these same growers – 500 million of them globally – make up a majority of the world’s undernourished population.

To solve this disconcerting paradox, we need to “fix agriculture”, making small-scale farming more productive, more connected to information, roads and higher-value markets, more resilient to changing environmental conditions, and less resource-intensive. With access to know-how, data, markets, equipment and financial services, small farmers can plant, fertilize, harvest, and sell products more effectively, lifting themselves and their families out of hunger and mere subsistence.

This year we continued to support the World Food Programme’s home-grown school meals initiative in Mozambique. Renewing our commitment after three years, we are also supporting WFP’s efforts to address another major challenge to food security in the country, providing small farmers with effective solutions to reduce the volume of crops that are damaged, spoiled and lost after harvest.

NEW PROGRAMMES



Mozambique, 2015



Mozambique, 2015



ZERO LOSS FOR ZERO HUNGER

Partner:
World Food
Programme
(WFP)

Country:
Mozambique

Duration:
2017-2020

In Mozambique, a country characterized by high rates of food insecurity, small-scale farmers can lose over 30% of their crops after harvest due to insects, rodents, mould and moisture. Traditional household storage methods and poor crop handling are at the root of these preventable losses. For rural families, lost crops mean lost food, income, water, family health and education. In fact, farmers are forced to sell their crops at low prices immediately after harvest, only to have to buy food at much higher prices later on. Building upon an established network of small farmers' associations that produce maize, beans and fresh vegetables for school meals, WFP is reaching out to 2,000 smallholder farmers with simple, affordable solutions and practices (as simple as hermetic bags), teaching them how to drastically reduce post-harvest losses and thereby increase their surplus, sales and overall income by 22.5% over three years.



Mozambique, 2015

RESULTS AT A GLANCE

SMALL AND SMART AGRICULTURE IN THE MYANMAR DRY ZONE

Partner:
GRET

Countries:
Myanmar

Duration:
2015-2018

Steadily rising temperatures, increasingly erratic rainfall and destructive farming practices have gradually degraded the soil and thinned its vegetation cover in the Myanmar Dry Zone, which is home to nearly one-third of the country's population.

Between 2015 and 2018, we supported GRET to improve rural communities' climate change adaptation strategies and to strengthen small farmers' resilience in six townships in the Sagaing Region: Monywa, Yinmabin, Budalin, Ayadaw, Pale and Salingyi. Working at farm, community, district and national levels in an extremely challenging environment, GRET successfully put a range of agronomic measures and advisory services in place to reduce soil erosion, increase farmers' average income and disseminate agro-ecological farming practices, while strengthening the networks and knowledge of the farmers and extension services alike.

- Nearly 600 people benefitted from simple and affordable soil and water conservation measures at pilot sites, achieving increased

water retention, improved soil fertility and higher productivity.

- Around 500 small farmers benefitted from advisory services (seed selection and seed production, pest management, line sowing, intercropping, composting, basic accounting and post-harvest handling) that helped them manage their plots more effectively, increasing food production and using water and soil resources more sustainably.
- The agro-ecology practices trialled and disseminated during the programme reduced seed costs by 60% and fertilizer costs by 30%.
- Over 300 very small and vulnerable groups increased their income through training on food processing and liquid soap production. They were also involved in cash for conservation work.
- The systematic involvement of students and teaching staff from Yezin University – the only agricultural university in the country – and delegates from the Ministry of Agriculture and Irrigation contributed to the dissemination of good practices in soil restoration and climate adaptation.



Myanmar, 2015

RESPONSIBLE MANAGEMENT OF NATURAL RESOURCES



Ghana, 2010

Peru, 2013

IMPROVING EXTRACTION PRACTICES AT GOLD MINING SITES

Partner:
Solidaridad

Country:
Peru, Ghana

Duration:
2013-2017

Gold mining has always attracted socially and economically marginalised communities seeking to escape poverty and unemployment. Artisanal and small-scale miners often work in very difficult conditions, using damaging environmental practices such as processing gold ore with mercury in primitive mills, and cyanide in unlined pits.

From 2013 to 2017, Solidaridad worked with two small and medium-scale mines in Ghana and Peru, helping them apply for certification by the Responsible Jewellery Council or Fairmined. It also engaged with surrounding artisanal and small-scale miners.

This support empowered them to achieve better health conditions, increased production and reduced use of mercury, which fell from 38% to zero among artisanal and small-scale miners' associations in both Peru and Ghana.

• In Peru:

Solidaridad has engaged with the medium-scale mine "Minera Yanaquihua" to ensure the adoption of improved, more transparent and more accountable practices. The mine successfully obtained certification both by the International Cyanide Management Code and the Responsible Jewellery Council, making it the fourth mining company in the country to have achieved this important milestone.

Over 1,000 artisanal and small-scale miners were assisted to reach formalisation agreements with the mine and complete their training, including in safety and environmental management.

• In Ghana:

Solidaridad has engaged with the E. K. Agyeman Mining Group, a small-scale concession in the southern region, to build its capacity to qualify as a "medium-scale mine", which is necessary to achieve formal recognition under Ghanaian law. Solidaridad supported the mine to obtain mining equipment and set up control systems and certification schemes.

With Solidaridad's support, around 240 medium- and small-scale miners in the surrounding areas applied for Fairmined certification and received training on mercury and ore optimisation, mineshaft construction, first aid, environmental management and ecosystem restoration.

Village committees were revived to ensure that local communities impacted by mining operations increased their access to potable water, sanitation facilities and health care. As a result, miners' sick days dropped from an average of 7 to 3 days per year.

ONGOING PROGRAMMES



Bigger harvests, healthier families

Partner:
One Acre Fund

Country:
Rwanda

Duration:
2016-2019

Rwanda is home to more than 11 million people, many of whom are farmers working less than an acre of land. Boosting agricultural productivity and preventing post-harvest loss are among the best ways of improving their living standards. One Acre Fund's intervention is providing over 236,000 smallholder farmers with a complete package of support, including improved seeds and fertilisers, flexible financing, training, and access to markets with the aim of increasing their income by 50% within one growing season.

Rwanda, 2014



Rwanda, 2014

From artisanal gold mining to sustainable cocoa farming

Partner:
Terre des Hommes Suisse

Country:
Peru

Duration:
2017-2021

The Amazonian region of Madre de Dios in southern Peru is hard hit by pollution from small-scale gold mining, with over 50% of the population making a living out of intensive panning. Choosing to turn the tide, 60 families have abandoned polluting and unhealthy gold prospecting practices to establish a cocoa farming cooperative called Agrobosque. Building on an initial 3-year grant, Terre des Hommes Suisse is helping Agrobosque's 200 members strengthen the cooperative's production capacity and marketing to ensure it offers them and their families an improved livelihood in the long term.



Peru, 2014



Peru, 2014

ONGOING PROGRAMMES



Madagascar, 2016

Linking conservation and development in Madagascar

Partner:
GRET

Country:
Madagascar

Duration:
2015-2018

Seeking to combine biodiversity protection with the sustainable development of rural communities, this programme aims to improve food security and reduce poverty for 12,500 people living in 23 villages in and around the Mananara Nord National Park, a biosphere reserve in the north-east of the island of Madagascar. The initiative involves creating opportunities for more resource-efficient production systems in agriculture, forestry, fishing and small-scale stock rearing, while preserving the biosphere reserve.



Madagascar, 2016

Turning Typha into durable wealth

Partner:
GRET

Country:
Senegal

Duration:
2016-2018

Limiting the proliferation of a wetland plant that grows along the Senegal River is a major challenge in Senegal. The weed, called Typha, chokes waterways, diminishes biodiversity and contributes to the spread of water-borne diseases that result from stagnant water. It also impedes fishing and agriculture. GRET is working with five rural communities in the Richard Toll district of Northern Senegal to establish small enterprises for the production of Typha charcoal for cooking. Transforming this weed into an alternative “green” charcoal has the potential to reduce the deforestation and pollution caused by traditional charcoal production methods and to create new jobs and complementary incomes for 200 people, indirectly benefitting over 3,000.



Senegal, 2017

Building farmers' resilience in Peru

Partner:
Root Capital

Countries:
Peru

Duration:
2016-2019

We are supporting Root Capital's efforts to tackle rural poverty in Peru by providing access to capital, skills and markets for 70 promising small or medium agricultural businesses. Supporting the growth and development of these businesses will benefit 40,000 farming families that work with them as suppliers. These enterprises are too large to be eligible for microfinance, but too small and risky to attract commercial bank investments. Filling the gap of this “missing middle” enables small businesses and therefore the individual farmers and their communities to improve their lives and thrive.



Peru, 2013



“All of our survival is tied to the survival of everyone.”

Bryan Stevenson, founder of the Equal Justice Initiative

EMERGENCY RESPONSE AND PREPAREDNESS

Upholding human dignity

Media coverage of emergency crises caused by wars, natural disasters or extreme poverty tends to be selective and short lived. Humanitarian assistance, on the contrary, must by definition cover all fronts and stay the course. Timely life-saving aid must reach the people who need it for as long as they need it, no matter how under-reported or infrequently-tweeted the crisis may be.

In 2017, the United Nations warned that the world was facing its worst humanitarian crises since World War II. More and more communities are being pushed to the edge and it is our responsibility to provide relief that can save lives, alleviate pain and help maintain human dignity.

This year we supported the operations of Doctors Without Borders in North-eastern Nigeria, a largely forgotten crisis area where the needs are immense, and in Bangladesh, where the concentration of Rohingya refugees in Cox's Bazar is now amongst the densest in the world.

At the same time, we are continuing our work on pre-disaster and preparedness interventions with UNICEF in China to help local, provincial and national authorities optimise the emergency response prior to the occurrence of a disaster.

NEW PROGRAMMES



Nigeria, 2016

NIGERIA'S SILENT CRISIS

Partner:
Doctors
Without
Borders
(Médecins Sans
Frontières, MSF)

Country:
Nigeria

Duration:
2018

In Nigeria, the ongoing conflict between Boko Haram and the Nigerian military has resulted in a deadly combination of desperate living conditions, malnutrition, disease and widespread displacement. The UN estimates that 2.1 million people have already fled the conflict areas and at least 1.9 million remain displaced within the country. Many have sought shelter in military-controlled camps where their freedom of movement is extremely restricted. Yet they are forced to remain because it isn't safe to return home. Their situation is appalling, with alarming mortality rates, particularly among children. MSF has been present in Borno State since 2014 and has operated in the town of Gamboru as well as the Banki and Ngala camps from mid-2016, either with permanent health facilities or through frequent visits by dedicated emergency teams.

Priority is given to vaccinations and malaria prevention, malnutrition monitoring, the provision of safe water and the development of health facilities.

MSF treats 140,000 people, with a particular focus on children under five.

EMERGENCY RESPONSE AND PREPAREDNESS

THE REFUGEE CRISIS IN BANGLADESH

Partner:
Doctors
Without
Borders
(Médecins Sans
Frontières, MSF)

Country:
Bangladesh

Duration:
2017-2018

The violence in Rakhine State, Myanmar, which began on 25 August 2017, has driven an estimated 655,000 Rohingya across the border into Cox's Bazar in Bangladesh.

Not only has the pace of new arrivals made this the fastest-growing refugee crisis globally, but the concentration of refugees is now amongst the densest in the world.

Mostly traumatized women and children, they struggle to survive in overcrowded makeshift settlements without adequate access to shelter, food, clean water or latrines, putting an immense strain on infrastructure, services and the host population.

Between August and December, MSF set up 15 health posts, three primary health centres and five in-patient health facilities. More than 200,000 patients have been treated at these facilities, mainly for respiratory infections, diarrheal diseases and diphtheria.

A network of MSF outreach teams has been set up, focusing on hygiene, health promotion and surveillance. The teams carry out active case finding and make referrals to health facilities for diagnosis and treatment.

Beyond the medical response, MSF is providing water and sanitation facilities in the most difficult to reach areas, including latrines, water wells and gravity water supply systems, to prevent the spread of disease and drastically reduce morbidity and mortality rates.



Bangladesh, 2017

RESULTS AT A GLANCE

BUILDING WOMEN'S RESILIENCE TO CLIMATE SHOCKS

- Partner:** CARE
- Country:** Cameroon
- Duration:** 2013-2017
- Populations in northern Cameroon increasingly endure the impacts of frequent severe floods and droughts, with the consequent destruction of livestock and crops. Between 2013 and 2017, CARE addressed these challenges by providing three municipalities with the knowledge and tools they needed to develop their own adaptation strategies. Despite growing security concerns in the Lake Chad Basin region, the results have not only been effective, but mutually reinforcing:
- Three community-based early warning systems have been set up to provide accurate climate and weather information and enable early alerts by trained community volunteers.
 - The population has learned how to diversify their income sources, and how to reduce soil degradation through modern agro-pastoral techniques. They are able to make informed choices regarding crop planting, food processing and storage, and are more aware of hygiene practices.
 - Over 1,300 women and 70 men are now stable members of 68 newly-created village savings and loan associations. These associations strengthen their members' economic autonomy, helping them save money and establish new businesses.



DISASTER RISK REDUCTION BEGINS AT SCHOOL

- Partner:** UNICEF
- Country:** Madagascar
- Duration:** 2014-2018
- In countries like Madagascar, which are regularly exposed to climate-driven crises, education can play a critical role in preparing for natural hazards, ensuring that knowledge and appropriate safety behaviour are deeply embedded within communities. Over the past three years, we have supported UNICEF to provide regional authorities, teachers, and over 3 million students with sound knowledge of proven actions to take at school and home before, during and after a natural hazard strikes. Combining humanitarian relief with long-term preparedness objectives, UNICEF helped increase the resilience of the populations in 16 high-risk regions. Over 2,300 teacher trainers have trained 25,000 teachers on disaster preparedness and risk management, including lessons and exercises on how to get ready for and what to do when a natural hazard is announced (be it a cyclone, flood, earthquake, fire or drought). Despite unrelenting challenges, including cyclone Enawo in March 2017 and a fast-spreading plague outbreak toward the end of the year, the intervention enabled a smooth recovery that gave nearly 18,500 children a rapid return to classes.

ONGOING PROGRAMMES

- Partner:** UNICEF
- Country:** China
- Duration:** 2015-2018
- Preparing for natural disasters in Western China**
- Over the past 20 years, severe recurrent natural disasters have affected 300 million people in China, resulting in direct economic losses that have exceeded 36.2 billion dollars per year. UNICEF's pilot programme focuses on communities living in three high-risk counties in Sichuan. Its aim is to strengthen the capacity of the communities – together with the local, provincial and national authorities in areas such as health, education and child protection – to withstand, respond to and recover from disasters. The programme is expected to benefit over 180,000 children and 400,000 women directly.





“Where, after all, do universal human rights begin? In small places, close to home – so close and so small that they cannot be seen on any maps of the world. ... Unless these rights have meaning there, they have little meaning anywhere. Without concerned citizen action to uphold them close to home, we shall look in vain for progress in the larger world.”

Eleanor Roosevelt, diplomat and activist

ENGAGING THE MAISON

Everyone matters

Committed to sharing our mission with the broader Cartier community, we reached out to our colleagues, inviting them to join our first company-wide employee engagement initiative.

Launched in September 2016, “Everyone matters” sees us joining forces with Kiva, an international non-profit organisation that connects people through micro-lending to alleviate poverty in developing countries. Every employee received \$25 credit to make a loan on the Kiva website, helping a small entrepreneur to start or grow a business or a mother to send her children to school, a village to access clean energy or a farmer to buy seeds or livestock. Record participation by 64% of Cartier staff to date bears witness to the success of the initiative.

The second round of the initiative was rolled out in Cartier offices, boutiques and workshops between November 2017 and March 2018.

Over 12,000 loans have been made since the launch of the campaign to bring positive change to people’s lives.

Cartier Mexico and CREA – Emprendedoras sociales

Our colleagues in Mexico City teamed up to put their professional skills and time at the service of CREA, a non-profit organization that is not only part of Cartier Philanthropy’s portfolio of partners (cf. p. 37), but is also led by a former Cartier Women’s Initiative Awards finalist. CREA trains women, helping them to acquire management, entrepreneurial and marketing skills so as to lead successful micro-businesses that generate income and opportunities for them and their families.

The Cartier team was particularly involved in boosting CREA’s digital communications and marketing, and personally mentored women entrepreneurs on topics that included marketing, customer service, public relations, advertising, branding, and financial management. Our colleagues also developed dedicated tutorials on sales and social media to reach more than 35,000 women trained by CREA.



Acronyms

ICRW	International Center for Research on Women
IECD	European Institute for Cooperation and Development
IFRC	International Federation of Red Cross and Red Crescent Societies
GRET	Group for Research and Technology Exchanges
m2m	mothers2mothers
MSF	Médecins Sans Frontières /Doctors Without Borders
SAD	Swiss Academy for Development
UNICEF	United Nations Children's Fund
WFP	World Food Programme
WSUP	Water and Sanitation for the Urban Poor

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