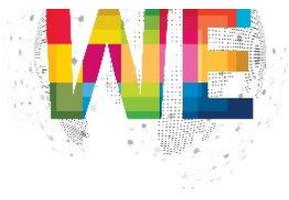


The **WEEMPOWER** Challenge

Communications Toolkit

*A guide for promoting
The WE Empower Challenge*



The WE Empower UN SDG Challenge Communications Toolkit

August 2018

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GENERAL PROGRAM INFORMATION

PROGRAM NAME

The official program name is **The WE Empower UN SDG Challenge**.

When referring to the program for the first time, utilize its official name. Additional references can include an abbreviated program name: **The WE Empower Challenge** or **WE Empower**.

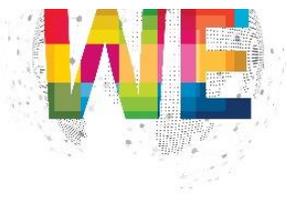
PROGRAM DESCRIPTION

One line:

The WE Empower UN SDG Challenge is the first of its kind global business competition for women entrepreneurs who are advancing the UN Sustainable Development Goals and inspiring entire communities to act to create the world we want by 2030.

Short description:

The WE Empower UN SDG Challenge is the first of its kind global business competition for women entrepreneurs who are advancing the UN Sustainable Development Goals and inspiring entire communities to act to create the world we want by 2030. The WE Empower Challenge honors five women entrepreneurs, one from each of the five UN regions, who are advancing the SDGs through their business practices. The opportunity recognizes their innovative work, provides capacity-building training sessions and high-level advocacy opportunities to the awardees, and ignites awareness about the valuable contribution women entrepreneurs can make toward the SDGs. The WE Empower Awardees will convene in New York City during the week of the UN General Assembly on September 24 – 29 and have the opportunity to attend high-level dialogues and networking events, as well as participate in a dynamic pitch competition hosted by fashion designer, activist and Vital Voices Board Member Diane von Furstenberg, to present their business for the opportunity to receive a \$20,000 grant.



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Long description:

The WE Empower UN SDG Challenge is the first of its kind global business competition for women entrepreneurs who are advancing the UN Sustainable Development Goals and inspiring entire communities to act to create the world we want by 2030. The WE Empower Challenge honors five women entrepreneurs, one from each of the five UN regions, who are advancing the SDGs through their business practices. The opportunity recognizes their innovative work, provides capacity-building training sessions and high-level advocacy opportunities to the awardees and ignites awareness about the valuable contribution women entrepreneurs can make toward the SDGs.

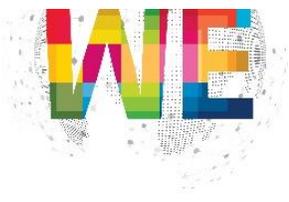
The WE Empower Challenges Awardees will convene in New York City during the week of the UN General Assembly on September 24 – 29. The awardees will attend high-level events, such as the UN Global Compact Leaders Summit, a dialogue with the Council of Women World Leaders (CWWL), the We the People Summit, the G5 Collective Dinner and the Global Citizen Summit. Awardees will also participate in a dynamic pitch competition hosted by fashion designer, activist and Vital Voices Board Member Diane von Furstenberg, to present their business for the opportunity to receive a \$20,000 grant.

PROGRAM OBJECTIVES

- **Honor** innovative women entrepreneurs who are achieving the SDGs through sustainable business practices and inspiring others to follow suit.
- **Invest** in the most inspiring and transformational women entrepreneurs – providing access to unique trainings, capacity building, a network of their peers, visibility and credibility for their work.
- **Ignite** awareness among a global community of stakeholders of the valuable contribution women entrepreneurs can make in contributing to the SDGs and the obstacles they still face.

PROGRAM LEAD PARTNERS

- The B Team
- Crowd Machine



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- Exxon Mobil
- G5 Collective
- Julie Ann Wrigley Global Institute of Sustainability, Arizona State University
- LADOL
- Proctor & Gamble
- Said Business School, University of Oxford
- Salesforce
- Stanley Black & Decker
- UN Foundation
- Vital Voices Global Partnership

PROGRAM DATES

The WE Empower Challenge will take place in New York City during the week of the UN General Assembly on September 24 – 29, 2018.

TERMINOLOGY

- When referring to the participants, call them **WE Empower Awardees** or **awardees**.
- When referring to WE Empower, call it an **opportunity** or **program**.

ACRONYMS

- **UN:** United Nations
- **UNGA:** United Nations General Assembly
- **SDGs:** Sustainable Development Goals



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AWARDEE BIOS AND HEADSHOTS

Link to download awardee headshots:

<https://drive.google.com/open?id=1msecRwa1l8o61Nhk9B7v08pVv7uTiP2a>

Africa: [Habiba Ali, Founder, Managing Director & CEO, Sosai Renewable Energies \(Nigeria\)](#)

Asia-Pacific: [Hadeel Mustafa Anabtawi, Founder, The Alchemist Lab \(Jordan\)](#)

Eastern Europe: [Marijana Savic, Founder & Director, NGO Atina and Bagel Bejgl Shop \(Serbia\)](#)

Latin America & the Caribbean: [Marta del Rio Villanueva, Founder & CEO, Wasi Organics \(Peru\)](#)

Western Europe & Other: [Dr. Shimrit Perkol-Finkel, Co-Founder & CEO, ECONcrete Tech Ltd. \(Israel\)](#)



UN Region: Africa

Habiba Ali

***Founder, Managing Director and CEO, Sosai Renewable Energies
Nigeria***

Short-form biography:

Habiba is a pioneer in the renewable energies field. She is the founder, managing director and CEO of Sosai Renewable Energies, an innovative company that brings reliable and affordable renewable energy products to those in Nigeria who need it most. Her sustainable energy solutions provide communities with unforeseen economic growth, increased capacity and the potential for greater business development.

Sustainable Development Goals 1 (no poverty), 7 (affordable and clean energy) and 10 (reduced inequality).



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Long-form biography:

Habiba is a pioneer in the renewable energies field. She is the founder, managing director and CEO of Sosai Renewable Energies, an innovative company that brings reliable and affordable renewable energy products to those in Nigeria who need it most. Her sustainable energy solutions provide communities with unforeseen economic growth, increased capacity and the potential for greater business development.

Sosai was founded in 2010 after Habiba attended the Partnership for Clean Indoor Air (PCIA) Forum where she learned that inhaling smoke from open fires and lanterns was equivalent to smoking two packs of cigarettes. She was struck by the memories of cooking on an open fire with her mother and sister as well as the visions of the women whom she bought products from each day. After the presentation, Habiba happened to find solar lanterns being sold and decided to buy 10 of them, loaning them to the female vendors she frequented for a month to investigate replacing their kerosene lanterns. When Habiba returned to the vendors, she found that the women were willing to pay her to keep the solar lanterns, and thus the idea for Sosai was born.

Sosai offers solar lamps, solar home systems and water filters for the rural and peri-urban communities of Northern Nigeria. Sosai also empowers communities and businesses with solar technology ranging from rooftop solar panels, solar home systems, 10Kw Micro Grids for communities, solar dryers and integrated energy centers. The company not only offers renewable technologies, but also provides economic empowerment opportunities for women and youth through the selling of their products.

In her current role, Habiba manages a partnership with C-Quest LLC to implement a nationwide program to implement improved cook stoves in Nigeria – installing 60,000 cook stoves to date. Habiba is the vice president of the Renewable Energies Association of Nigeria and serves as a member of the Global Alliance for Clean Cook Stoves, the Nigerian Alliance for Clean Cook Stoves and the Nigerian Energy Network.

Sosai has received many awards and accolades, including the UNDP/BOI access to



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REnewable ENERGies award in 2012; the United Nations South-South Development award in 2013; the DFID Solar Nigeria award in 2016; and the USADF award for Powering Africa 2017. Habiba was named a Cherie Blaire mentee in 2016 and is a graduate of the Cherie Blaire Road to Business Growth program. She has also been named a Vital Voices GROW fellow, a Vital Voices Global Ambassador's Program mentee and a World Bank Womenx fellow.

Habiba has been in the renewable energy industry since 2005, developing her expertise as the co-founder of the Developmental Association for Renewable Energies. She previously worked on the following initiatives: Clean Development Mechanism's Efficient Cook Stoves for Nigeria project, the Solar Lamps Assembly and sales training program and the solar dryers for the healthy foods project.

Habiba holds a bachelor's degree in accounting and a master's degree in banking and finance.

Sustainable Development Goals 1 (no poverty), 7 (affordable and clean energy) and 10 (reduced inequality).



Region: Asia-Pacific

Hadeel Mustafa Anabtawi
Founder, The Alchemist Lab
Jordan

Short-form biography:

Hadeel, a social entrepreneur with a passion for empowering girls, founded The Alchemist Lab, whose educational center has offered more than 25,000 children in cities, remote villages and refugee camps the skills they need to explore themselves and the world around them with confidence and determination.

Sustainable Development Goals 4 (quality education) and 5 (gender equality)



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Long-form biography:

Hadeel, a social entrepreneur with a passion for empowering girls, founded The Alchemist Lab, whose educational center has offered more than 25,000 children in cities, remote villages and refugee camps the skills they need to explore themselves and the world around them with confidence and determination.

Prior to founding The Alchemist Lab, Hadeel worked with youth and found that many reached university confused and unfocused, despite having received a good education. She felt that they lacked the basic information and skills they needed to make the right decisions and start their own journey. Hadeel created The Alchemist Lab to address gaps in the traditional education system, inspiring a successful generation to be capable of change, empowering girls to turn into confident women and providing fair access to education for vulnerable children in villages and refugee camps. Their activities connect what children learn at school to the real world and are tailored to children's developmental needs, providing fun and hands-on experiences.

Hadeel has launched several initiatives, such as "Go Girls!" - a program that encourages girls to think with a STEM and scientific approach. In addition, she launched a 10-minute children's radio segment called "Everything is Possible", which aimed to address life challenges and empower children.

Hadeel is a certified life coach and teachers' trainer on interactive teaching methodologies. She studied Industrial Engineering at the University of Jordan and holds a master's degree in business administration from the University of Leicester. She is a Vital Voices GROW fellow and has been nominated for various awards, such as Innovation in Education by GESS Middle East 2015 and Business Woman of the Year by AlEtihad Bank.

She established her first company, Ideas for Fun, which focused on science teaching using drama in partnership with a franchise from Spain in 2006.



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Sustainable Development Goals 4 (quality education) and 5 (gender equality)



UN Region: Eastern Europe

Marijana Savic

***Founder and Director, NGO Atina and Bagel Bejgl Shop
Serbia***

Short-form biography:

Marijana works as the founder and director of Serbian NGO Atina to combat human trafficking and fight violence against women. Through Atina's creative social enterprise, Bagel Bejgl Shop, Marjana creates a safe space for women trafficking survivors to learn new skills and find employment opportunities alongside other survivors and at-risk women.

Sustainable Development Goals 1 (no poverty) and 10 (reduced inequality)

Long-form biography:

Marijana works as the founder and director of Serbian NGO Atina to combat human trafficking and fight violence against women. Through Atina's creative social enterprise, Bagel Bejgl Shop, Marjana creates a safe space for women trafficking survivors to learn new skills and find employment opportunities alongside other survivors and at-risk women.

Over last 20 years as a women and human rights activist, Marijana has been dedicated to directly supporting and assisting victims of trafficking and other forms of gender-based violence. Marijana is actively engaged in the capacity-building of civil society organizations and institutions

that address human trafficking, violence against women and exploitation as well as promote anti-discrimination standards and policies to address the root causes of gender-based violence.

The Bagel Bejgl is a social enterprise leveraging the market-based economy to provide



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employment opportunities for women survivors of trafficking and those at risk of trafficking. Bagel Bejgl also generates funds for and provides reintegration programs for victims of trafficking and other forms of exploitation. Through Bagel Bejgl's reintegration program and social enterprise, women and girls who either survived violence or are at risk of trafficking learn to bake and sell the best bagels in town. The organization pledges their profits to services for survivors and those at risk of trafficking with the overall goal of ending human trafficking in the community.

Sustainable Development Goals 1 (no poverty) and 10 (reduced inequality)



UN Region: Latin America and the Caribbean

Marta del Rio Villanueva
Founder and CEO, Wasi Organics
Peru

Short-form biography:

Marta founded Wasi Organics, a unique Peruvian snack company based on environmental sustainability. Wasi Organics leverages the country's culinary excellence, unique biodiversity and produce from small farmers' associations to develop healthy, organic products at a fair price.

Sustainable Development Goals 1 (no poverty), 3 (good health and well-being) and 5 (gender equality).

Long-form biography:

Marta founded Wasi Organics, a unique Peruvian snack company based on environmental sustainability. Wasi Organics leverages the country's culinary excellence, unique biodiversity and produce from small farmers' associations to develop healthy, organic products at a fair price.

Born in Peru, Marta studied and worked in Europe in the consumer goods, retail and



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financial services sectors at Procter & Gamble, L'Oreal, Mars, Burger King and American Express, based in London and Madrid. After spending 20 years in the corporate sector, during which she took

short sabbaticals to do pro-bono work, Marta began to feel that she could leverage her business skills and experience to promote a social impact.

Passionate about sustainable development and women's empowerment, Marta founded the social enterprise, Wasi Organics, in 2013 with the belief that social impact, environmental responsibility and economic sustainability are not mutually exclusive. Marta goes to great lengths

to find the most rare and special superfoods of the Andes and Amazon rainforest and blends them into delicious lifestyle snacks, integrating small farmers' associations into the company's supply chain. Wasi Organics empowers local farmers through the usage of single-origin black corn, nutrient-rich rainforest honey, Andean grains and Amazonian nuts. Their objective is to build a portfolio with a clear focus on "better for you" natural foods and lead the agenda on positive change in the food industry.

Wasi Organics' first product line was awarded the Innovation Prize in the Expoalimentaria Food Fair in 2015.

Marta graduated in Economics and Business Administration and holds an MBA from INSEAD (France). She has served on the Boards of NeSSt, an international NGO, and IPAE, the leading Peruvian development think tank.

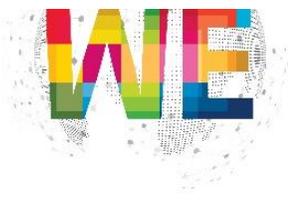
Sustainable Development Goals 1 (no poverty), 3 (good health and well-being) and 5 (gender equality).



UN Region: Western Europe and Other

Dr. Shimrit Perkol-Finkel

Co-Founder and CEO, ECOConcrete Tech Ltd.



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Israel

Short-form biography:

Dr. Shimrit Perkol-Finkel, a marine biologist with expertise in the eco-engineering of coastal and marine infrastructure, is pioneering innovative and sustainable technologies to confront climate change and reinvigorate our coastlines world-wide. Shimrit co-founded EConcrete®, a cutting-edge company that protects and rejuvenates our coastlines and marine resources using bio-enhancing concrete solutions that are strong, cost-effective and low-carbon.

Sustainable Development Goals 9 (industry, innovation and infrastructure), 13 (climate action) and 14 (life below water)

Long-form biography:

Dr. Shimrit Perkol-Finkel, a marine biologist with expertise in the eco-engineering of coastal and marine infrastructure, is pioneering innovative and sustainable technologies to confront climate change and reinvigorate our coastlines world-wide. Shimrit co-founded EConcrete®, a cutting-edge company that protects and rejuvenates our coastlines and marine resources using bio-enhancing concrete solutions that are strong, cost-effective and low-carbon.

Shimrit's deep connection to the ocean began in high school, diving at the age of 18. Through her work as marine biologist, Shimrit witnessed not only the beauty of the world's coral reefs, but also their decline due to overexploitation, climate change and accelerated coastal development. This drove Shimrit to develop EConcrete® in 2012 along with co-founder, Dr. Ido

Sella, as a science-based solution to bridge the gap between the ever-increasing human desire to develop our coastlines and the urgent need to sustain our precious natural coastal and marine resources.

The company's three pillars of innovation include science-based bio-enhancing concrete composition, increased surface roughness and 3D designs. These promote the synergistic effect of enhancing the marine life, benefitting the ecosystem, while also contributing toward the structural integrity and low-carbon footprint of ports, marinas, coastal



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protections schemes and urban waterfront projects.

The company has won several awards since its inception, including the Ocean Exchange challenge (Savannah, Georgia, USA 2012); best startup of the EISP 8200 competition (Israel 2014); first prize at the World Science & Technology Innovation (Shanghai, China 2015); SwitchMed Green Pitch competition (2017); and Port XL scale up alumnae (2018). Recently, EConcrete® won the 2018 Biomimicry Design challenge for its Tide Pool Armor product and is one of the winners of the Island of Happiness, Coastal Design Challenge (Bali, Indonesia).

With nearly 20 years of experience in the field of marine biology and ecology, working in 30 countries, Shimrit specializes in sustainable management of urban marine habitats. Over the past decade, Dr. Perkol-Finkel has led several large-scale and long-term projects, such as the EU-funded MarUrbe project in Italy and a waterfront enhancement scheme in Brooklyn Bridge Park, NY. Shimrit serves as an ecological advisor for Israel's marine spatial planning program, was one of the advisors for NY Metropolitan Waterfront Alliance's Waterfront Edge Design Guidelines program and is involved in the ecological design of the federally funded "Living Breakwaters" SCAPE Team Project, winner of the Rebuild by Design Competition.

Shimrit holds a bachelor's degree in life sciences; a master's degree in zoology, ecology and marine biology; and a PhD in marine biology and ecology, all from Tel-Aviv University. She was also an EU Marie Curie Fellow during her post-doc at the University of Bologna, Italy.

Sustainable Development Goals 9 (industry, innovation and infrastructure), 13 (climate action) and 14 (life below water)



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DESIGN

PROGRAM LOGOS

Please see the approved WE Empower logos for use across social media, owned channels and any other content. Please feel free to use them as you see fit.

Corner logo:



A Global Challenge for
Women Entrepreneurs
powering UN Sustainable
Development Goals

Corner globe logo:



Centered logo:

The **WEEMPOWER** Challenge

Globe logo...



*Program logos can be copied above and are available for download in JPEG and PNG
Format here:*

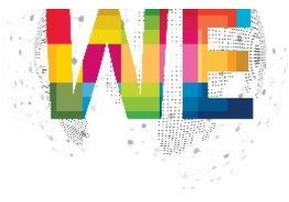
<https://drive.google.com/open?id=1gUXB6LH6FabSV2h5WG59gwWbw94wMksy>

PARTNER LOGOS

WE Empower partner logos are available for download here:



A Global Challenge for
Women Entrepreneurs
powering UN Sustainable
Development Goals



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https://drive.google.com/open?id=1B_OSRUjHFNqPnGazDqNsdZIkZJSLq07Y



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SOCIAL MEDIA

SOCIAL MEDIA CONTENT OPTIONS

Please see some initial social media content below for your use to publicize the announcement and program. We will follow up in the coming weeks with additional content to highlight awardees and preview the week's activities.

Announcement Tweet Options:

- WE Empower is the first of its kind global business competition that has identified 5 incredible women leveraging their businesses to advance the @UN #SustainableDevelopmentGoals. Meet the awardees today!
[<https://www.vitalvoices.org/weempower/>]
- So excited to announce #WEEmpower: the 1st of its kind business challenge for intl #womenentrepreneurs advancing the #SustainableDevelopmentGoals! Check out the incredible #WEEmpower Awardees who will pitch their biz to compete for \$20,000.
[<https://www.vitalvoices.org/weempower/>]
- Thrilled to announce the first-ever #WEEmpower business challenge for women entrepreneurs advancing the @UN #SustainableDevelopmentGoals! Meet our 5 awesome awardees who will be in #NYC around #UNGA73 to pitch their ideas & meet key leaders.
- Excited to work w/ @VitalVoices on the first-ever #WEEmpower business challenge geared toward women entrepreneurs advancing the #SustainableDevelopmentGoals. Meet our 5 Awardees changing the world!

Announcement Facebook / Instagram Options:

- We are so excited to announce the first of its kind business challenge for international women entrepreneurs: WE Empower is a global competition that has identified five incredible, passionate women leveraging their businesses to advance the United Nations #SustainableDevelopmentGoals. The #WEEmpower Awardees are heading to New York City around #UNGA73, where they will meet with key leaders and pitch their business ideas for a potential \$20,000!



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[<https://www.vitalvoices.org/weempower/>]

- We are thrilled to announce the first-ever #WEEmpower business challenge awardees! These five women entrepreneurs are advancing the United Nations #SustainableDevelopmentGoals to make our world a better place by 2030. Read more about the women fighting climate change, confronting violence against women, minimizing the gender gap, providing quality education and alleviating poverty. [<https://www.vitalvoices.org/weempower/>]
- [Company name] is participating in #WEEmpower, the first of its kind business competition honoring women entrepreneurs advancing the #SustainableDevelopmentGoals! Our five #WEEmpower awardees are fighting climate change, confronting violence against women, minimizing the gender gap, providing quality education and alleviating poverty. [<https://www.vitalvoices.org/weempower/>]

Subsequent Tweet Options:

- What are YOU doing to make the world a better place by 2030? Our five #WEEmpower Awardees, women entrepreneurs using their #business to advance the #SustainableDevelopmentGoals, are promoting education, gender quality and economic empowerment. [<https://www.vitalvoices.org/weempower/>]
- WE are honoring women making a difference to the #SustainableDevelopmentGoals. WE are proud to invest in women entrepreneurs. WE ignite awareness of all the great work women are doing to make the world a better place by 2030. #WEEMPOWER [<https://www.vitalvoices.org/weempower/>]
- We're bringing five innovative and ingenious women entrepreneurs to NY around #UNGA73 to promote their ideas advancing the #SustainableDevelopmentGoals. Get to know our five #WEEmpower Awardees, and get to know the future! [<https://www.vitalvoices.org/weempower/>]

Subsequent Facebook/Instagram Options:

- What are YOU doing to improve our world by 2030? Our five #WEEmpower



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Awardees are using their business to advance the #SustainableDevelopmentGoals. These women entrepreneurs have built creative solutions to fight climate change, confront violence against women, minimize the gender gap, provide quality education and alleviate poverty. [<https://www.vitalvoices.org/weempower/>]

- WE are honoring women who make a difference toward the #SustainableDevelopmentGoals. WE are proud to invest in women entrepreneurs. WE are igniting awareness around the great work women do to make the world a better place by 2030. WE Empower is recognizing five women entrepreneurs advancing the #SustainableDevelopmentGoals! Learn more about their backgrounds and businesses today. [<https://www.vitalvoices.org/weempower/>]
- We're bringing five innovative and ingenious women entrepreneurs to New York City around the 73rd United Nations General Assembly to promote their ideas on how we can achieve the #SustainableDevelopmentGoals. Get to know our five #WEEmpower Awardees, get to know the future. [<https://www.vitalvoices.org/weempower/>]

SOCIAL MEDIA ACCOUNTS

Below, please see the relevant social media accounts for your use when promoting WE Empower announcements and awardees.

- **Hashtag:** #WEEmpower

Should you be interested in tagging Vital Voices, feel free to utilize our social media accounts below.

- **Twitter:** @VitalVoices
- **Facebook:** Vital Voices
- **Instagram:** @VitalVoices