

Cartier

WOMEN'S INITIATIVE



MEDIA RELEASE

PLANET PROTECTOR PACKAGING'S SOCIAL ENTREPRENEUR / FOUNDER JO HOWARTH LEARNED TODAY THAT SHE HAS BEEN ANNOUNCED AS A FINALIST IN THE 2020 CARTIER WOMEN'S INITIATIVE REPRESENTING THE SOUTH ASIA AND OCEANIA REGION.

"I am very humbled, it's an absolute honour for me to be recognised in this way" said Jo.

Planet Protector Packaging uses sheep waste wool to produce an environmentally responsible and sustainable alternative to polystyrene. Wool is naturally biodegradable and a renewable resource. "This ingenious solution is a game changer" says Jo. "We are on an exciting journey of transforming supply chains across the globe" The Woolpack product is used in cold chain transport for the fast growing e-commerce, seafood and pharmaceutical industries. "We are on a mission to eliminate polystyrene from the planet!"

The Cartier Women's Initiative is designed to promote gender equality and to support women entrepreneurs, who are heading up social impact businesses with the potential to grow significantly. The businesses must have at their core, a vision to create an impact which is aligned with one or more of the United Nations Sustainable Development goals. It is a unique opportunity to take their businesses to the next level.

Cartier have announced 21 finalists, representing the top three businesses from seven regions globally. As a finalist, Jo will receive one on one personalised business and financial coaching, access to a series of workshops and the opportunity to engage and network with the esteemed Cartier circle and alumni. There are also local and international press opportunities and a scholarship to attend a six day INSEAD Social Entrepreneurship Educator programme. All of this in addition to US \$100,000 in take home prize money for each laureate from each region or \$US 30,000 for second and third place runner ups. This support will contribute to the growth of her business.

As a finalist, the next step is for Jo to present in front of a jury during the Cartier Awards Week to be held in Boston in June 2020. Based on the quality of her presentation she may be selected as the Laureate for South Asia and Oceania.

Jo encourages other women to apply for Cartier's 2021 Women's Initiative. "This is an outstanding initiative, not only will you learn, grow and evolve as a business leader and individual, you will meet the most inspiring and incredible women along the way; women doing amazing things across so many diverse sectors."

Planet Protector have essentially borrowed from nature. Made from waste wool that until now, had nominal commercial value, Joanne is proud that her products have unrivalled green credentials. The wool is sustainable, biodegradable, recyclable and compostable and it increases the yield to the sheep farmers in drought stricken rural areas.

Planet Protector has manufactured more than 1,000 tonnes of waste wool and has 102 clients across Australia and New Zealand who have chosen not to use polystyrene. The business has to date replaced 5.2 million polystyrene bins from supply chains and diverted 2,600 tonnes of compressed polystyrene from landfill.

Jo enthusiastically adds "this equates to 44 Olympic sized swimming pools each year".

Planet Protector Packaging, with the support, generosity and vision of Cartier is well on its way to winning the race and becoming the market leader in insulated packaging that doesn't harm the planet.

For more information and photos, please contact:

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For more information on the Cartier's Women's Initiative visit: www.cartierwomensinitiative.com

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