



PRESS RELEASE

Empowering Change: The Bicester Collection launches the Unlock Her Future™ Prize 2024 LATAM Edition

The annual entrepreneurship programme aims to drive change by identifying and supporting women social impact entrepreneurs from Latin America.

As part of its DO GOOD programme, The Bicester Collection proudly announces the launch of the Unlock Her Future Prize 2024 LATAM Edition.

Championing women entrepreneurs and identifying role models for future generations, the Unlock Her Future Prize LATAM Edition is making a commitment to support three remarkable women social entrepreneurs through a programme of financial, education and human capital support. They will receive the assistance needed to develop their business acumen, launch their start-up ventures and catalyse sustainable impact within their communities and beyond, fostering a legacy of positive growth.

The prestigious prize welcomes applications from women in LATAM, irrespective of age, with an inspiring, early-stage (less than three years in operation) start-up idea that generates a positive and sustainable impact on society, as defined by the United Nations Sustainable Development Goals.

Finalists for the LATAM edition of the Prize, which has been developed in partnership with Tecnológico de Monterrey and with the support of Ashoka, the leading global voice on social impact, will be chosen by the selection committee of international business leaders and social impact experts. Following a bootcamp session to hone their skills, the finalists will be invited to a pitch day in May 2024 in front of an assembly of judges comprising high-profile women from the LATAM region.

The three winners of the Unlock Her Future Prize LATAM Edition will be announced in June 2024 during a ceremony at Las Rozas Village, Madrid. They will each receive a business grant of up to US\$100,000 to launch and scale their start-up, a further education programme with Tecnológico de Monterrey, bespoke leadership coaching to achieve their personal and professional goals, access to global expert mentors and global exposure through The Bicester Collection.

THE BICESTER COLLECTION

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TheBicesterCollection.com



The Prize, now in its second year, is a community that makes a difference. Winners of the LATAM Edition 2024 will join an alumni of committed social impact visionaries from the MENA Edition 2023; Noor Jaber (@nawathealth), Sarah Llalla (@ecocentric.eco), Fella Bouti (@ecotashira) and Nuhayr Zein (@leukeather). The previous winners have all successfully registered their start-ups since winning the Prize in March 2023 under the stewardship of The Bicester Collection, regional partners New York University Abu Dhabi and Ashoka Arab World, as well as the panel of esteemed judges.

The Bicester Collection is committed to unlocking futures for women worldwide through its global philanthropic programme DO GOOD. It supports charity partners to empower women, locally and globally, through its advocacy work influencing international organisations and rallying policymakers and business leaders to bring gender equality to the front of the agenda. The DO GOOD programme also achieves its purpose through its global entrepreneurship initiative, the Unlock Her Future Prize. Collectively, these actions represent the business's dedication to embedding its mission into regions and communities beyond the physical footprint of its 11 flagship shopping destinations in Western Europe, China and, soon, North America.

"Empowering women social entrepreneurs transcends far beyond recognising their individual achievements; it's about creating a ripple effect of positive change that impacts entire communities. We're on a mission to unlock futures and ignite a wave of authentic and transformative social progress globally, one region at a time. We embarked on this journey last year in MENA and we're thrilled to be bringing the Unlock Her Future Prize to LATAM in 2024," explains The Bicester Collection's Chief Culture Officer, Chantal Khoueiry. *"The Unlock Her Future Prize, as part of The Bicester Collection's DO GOOD programme, is dedicated to empowering women worldwide to unlock their full potential, becoming catalysts for change and role models for future generations."*

Applications will be open from 1 December 2023 to 18 February 2024. To apply, visit: TheBicesterCollection.com/en/campaign/unlock-her-future-prize

#DOGOOD #UnlockHerFuture#TheBicesterCollection

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About The Bicester Collection

The Bicester Collection is a family of 11 distinctive shopping destinations in Europe and China defined by extraordinary experiences while offering remarkable value. The Collection, created and operated by Value Retail, brings together the world's most discerning guests and the world's most renowned brands – often for the first time – on a journey of discovery. The Villages are located close to some of Europe's and China's most celebrated cities: London, Paris, Milan, Barcelona, Madrid, Dublin, Brussels, Munich, Frankfurt, Shanghai and Suzhou. Collectively home to more than 1,300 boutiques, The Bicester Collection offers guests an ever-evolving curation of fashion and lifestyle brands, world-famous restaurants, exciting pop-ups, and imaginative art installations throughout the year. For more than a quarter of a century since its founding, The Bicester Collection's mission has been to make the lives of others better – from the communities it serves to its guests, brand partners and its people. Through its DO GOOD programme, The Bicester Collection aims to drive sustainable social change in support of the United Nations' Sustainable Development Goals, with a focus on unlocking futures for women and children, wherever they're born. Discover more at TheBicesterCollection.com

About Tecnológico de Monterrey

Tecnológico de Monterrey (<http://www.tec.mx>) is a private, non-profit, multicampus university system. Since its founding in 1943, it has been recognised for its academic excellence, educational innovation, entrepreneurship, global vision, industry and employer connections, and strong execution capabilities. It has campuses in 28 cities in Mexico, an enrolment of more than 67,000 professional and graduate students, and nearly 7,000 professors. Additionally, it has more than 26,000 high school students and 2,500 high school teachers.

incMTY is the innovation, investment, and entrepreneurship platform of Tec de Monterrey. It is the leading platform for high-impact entrepreneurs, unicorns, disruptive investors, business owners, international governments, thought leaders, CEOs, innovators, and pioneers in emerging industries.

About Ashoka

Ashoka has worked for 40 years as a leading global organisation in entrepreneurship and social innovation. In Mexico, Central America and the Caribbean it builds and cultivates a community of more than 800 active Fellows, Young Changemakers, Changemaker Institutions and beyond, who see that the world now requires everyone to be a changemaker – a person that sees themselves as capable of creating large-scale, positive change.



Together, amidst the exponential growth of a new inequality in changemaking at a worldwide scale, we mobilise (and accelerate) a movement to build an "Everyone a Changemaker" world where all people have the right and ability to co-lead solutions that transform their societies for the better. Find out more at ashoka.org/es-mx

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