

SOFTWARE AND TECHNOLOGY

## Gucci's Chime for Change unites hackers to tackle gender equality

August 4, 2016



*Chime for Change's Chimehack*

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By STAFF REPORTS

Chime for Change, a charity organization founded by Italy's Gucci, is advancing its mission of bettering women's lives by organizing a hackathon at Facebook's California headquarters.

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The third event of its kind, the Chimehack 3 will bring together hackers, issue experts and nonprofit leaders in a collective effort to develop technology that promotes gender equality and combats violence against women. Planned for Aug. 27-28, this year's Chimehack is being co-hosted by Facebook and Global Citizen.

### Disruptive developments

Engineers, designers, product managers and marketers at varied levels are invited to participate.

At the start of the two-day event, attendees will listen to speakers addressing the issue of violence against women before getting into their teams to tackle the topic. As they work to find disruptive solutions for the cause, expert mentors will be available to offer guidance.

After working through the night, the teams will present their projects to judges. The winners will receive prizes from the event's sponsors, who include Gucci, Facebook, Kleiner Perkins Caufield & Byers, Chegg, Hearst and Enjoy.



*Image courtesy of Chime for Change*

Gucci's U.S. president and CEO Susan Chokachi, Facebook's vice president of product management for social good Naomi Gleit, Facebook chief technology officer Mike Schroepfer and Kleiner Perkins Caufield & Byers partner Juliet de Baubigny will be the host committee.

**Chime for Change** was cofounded by Gucci's then-creative director Frida Giannini, Salma Hayek Pinault and Beyonce Knowles-Carter in 2013.

The program's mission has been to "convene, unite and strengthen voices speaking out for girls and women around the world," per Gucci. Efforts will center on the areas of education, health and justice ([see story](#)).

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