

MOBILE

## Gucci organizes hackathon to inspire mobile app solutions

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By JEN KING

Italy's Gucci is teaming up with Twitter to continue the charitable efforts of its Chime for Change organization Dec. 5-7 with a hackathon called "Chime Hack" to create mobile applications to assist women and girls in need.

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**Luxury Daily**

The organization opens up a dialogue between tech-savvy and fashion-forward philanthropists and celebrates women in the technology industry, while helping those in need. Focusing on the three core areas of Chime for Change's mission - education, health and justice - Gucci seeks to make a difference without any attention paid to profits.

"Philanthropy is a luxury brands' civic rent," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Any presence furthers the cause," he said.

Mr. Ramey is not affiliated with Gucci, but agreed to comment as an industry expert.

[Gucci](#) was unable to comment directly.

Let's work together

Held during San Francisco's TedWomen 2013, the three-day hackathon will be dedicated

to creating mobile solutions that will help women and young girls around the world.

Gucci's partners for the Chime Hack event include Twitter, TedWomen, Women Who Code, Kleiner Perkins Caufield Byers, the Skoll Foundation and Hearst Magazines.



### *Chime for Change's Twitter announcement*

Chime Hack focus on education, health and justice and will bring the tech community in contact with women's issues experts and other nonprofit organizations to brainstorm and execute mobile app solutions for women in need. Additionally, Chime Hack will touch upon social entrepreneurship and encourage more girls and women to enter the tech fields.

TedWomen 2013's theme, "Invented Here," ties in with the mission of Chime Hack. Invented Here will celebrate inventors, designers, thinkers, makers, global problem solvers and global leaders as they work together to create new technologies that will help those in need.

Confirmed participants include Dick Costolo of Twitter, Susan Wojcicki of Google, Andrew Bosworth of Facebook, Hugo Barra of Xiaomi and Phil Wise and Annie Fox of Hearst magazines.



## *Chime for Change's Facebook posts*

Participants will develop their apps on Dec. 6-7 and will present ideas to a panel of judges. TedWomen will be kicked off with a private event hosted by Twitter in addition to a Chime Hack event.

Gucci has played an active role in the annual Ted conference held in Long Beach, California for the past five years and announced its launch of Chime for Change in February of this year at the event.

Those interested in participating in Chime Hack can apply here: [www.chimeforchange.org/hack](http://www.chimeforchange.org/hack).

### Good deeds

Since its launch, Chime for Change has raised \$4.4 million for more than 260 projects in 81 countries with the help of 87 nonprofit partners. Gucci's other charity initiatives have also reached a wide audience.

For example, Gucci attracted young consumers through its Timepieces & Jewelry Music Fund that is giving students in China, Britain and Japan a chance to participate in the Grammy Awards Foundation 2013 Grammy Camp in New York and Los Angeles.

This initiative is part of Gucci Timepieces & Jewelry Music Fund's three-year partnership with The Recording Academy. Gucci is likely aiming to draw in younger consumers with its music-themed, charity partnerships ([see story](#)).

In addition, Gucci pushed its international appeal and seven-year partnership with the United Nations Children's Fund by marketing a line of country-specific handbags, accessories and T-shirts for which a portion of the proceeds go to the organization.

Items in the GG Flag Collection feature an enlarged double-G logo in a flag pattern and 25 percent of proceeds go to UNICEF's "Schools for Asia" initiative that gives disadvantaged children in Asia-Pacific access to quality education. Gucci raised awareness for this collection with a dedicated email campaign and other digital efforts, that likely reached a global audience and encouraged ecommerce interactions ([see story](#)).

Chime for Change's marriage of mobile apps with philanthropy is an innovative tactic that will increase the exposure of the charity's initiatives.

"Mobile apps add a whimsical reminder and force engagement," Mr. Ramey said.

### Final take

*Jen King, editorial assistant on Luxury Daily, New York*

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