



PRESS RELEASE

Globe Award 2011 – Leading Sustainability Awards

The world's best sustainable cities in the running for Globe Sustainable City Award 2011

STOCKHOLM, March 4, 2011 – Five cities extensively working in the sustainability area have been nominated for the Globe Sustainable City Award 2011. The City Award – one of four categories of the Globe Award – is given to cities and municipalities all over the world which successfully contribute to increasing knowledge on sustainability.

Globe Award is presented for the fifth consecutive time. The aim is to discover and encourage researchers, innovators, cities and companies which distinguish in sustainable development. Globe Award's mission is to highlight and acknowledge particular cases and initiatives within the sustainability area.

The jury consists of highly experienced and internationally recognized experts. Chairman of the jury group for the Sustainable City Award is Jan Sturesson, Partner PwC and Global Leader of Government and Public Service in Sweden; member of World Economic Forum global agenda council of Urbanization.

“For 2011, we truly see developing countries addressing the issue of sustainability as a number one for being a real city of the future. Remarkable applications with holistic sustainable projects and some highly specialized innovation projects have come to the jury's table.” - says Jan Sturesson.

The jury has evaluated the cities looking at a holistic perspective on sustainable development. Different kinds of resources and capitals have been taken into account, such as:

- Environmental Capital - Natural Resources Preservation
- Social Capital - Well-being and Social Relations
- Human and Intellectual Capital - Innovation and Social Intelligence
- Technical and Infrastructure Capital - Transportation and ICT
- Culture and Leisure Capital - Experience
- Political Capital - Confidence and Public Trust
- Financial Capital - Assets and Financial Management

The nominated cities are:

- **Araçuaí, Brazil**
- **Murcia, Spain**
- **São Paulo, Brazil**
- **Songpa, South Korea**
- **Tampere, Finland**

The winner will be announced on the 28th of March.



The Globe Award has decided to take further environmentally-friendly steps and fulfill its mission to contribute to sustainable development by reducing its carbon footprint. We truly believe that small actions do make a difference. It is our obligation for promoting sustainability not only in theory, but, also, in practise. Therefore the prize ceremony will be held virtually at the Globe Forum sustainability conference in Stockholm on May 11th.

The winner and the jury will present the winning projects. There will be an online chat after the prize ceremony so everyone can ask questions to the laureates.

More information about the program is available at: www.globeforum.com/stockholm

For more information please contact:

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More information about the nominees for the Globe Sustainable City Award:

Araçuaí, Brazil - Arassussa (short for Araçuaí Sustainable City) is a project vision which refers to regional, various sustainable practices such, as: community empowerment and leadership, environmental commitment, economic satisfaction, human and ethical values. The actions are based on 3 main principles: territorial awareness, synergic social technologies, purposeful alliances. The focus is put on development of new habitats and water management on rural sites, based upon local culture and practices. www.cpcd.org.br

Murcia, Spain - With the adoption of the General Urban Plan in 2001 important measures were introduced to promote their conservation throughout the county and identify valuable areas which should be preserved. The plan protects 63% of the municipality land, which means that it cannot be urbanized. Murcia has a waste treatment plant that recovers 100% of the biogas generated by the waste and is used to produce electricity in 3MW power plant. There have been also shown a major improvement in economic and social environment. Murcia focuses on sustainable transport and developed the comprehensive infrastructure for cyclists. www.murcia.es

São Paulo, Brazil - The Linear Park Program is a major environmental plan and an essential element within the Green Area Expansion Program in São Paulo. It contributes hugely to reducing the temperature and air pollution, increasing permeability of the soil and vegetation areas, improving water quality and assisting in preserving life as well as managing water restoration in case of floods. The Program is also considered to be one of the most significant adaption projects worldwide. www.capital.sp.gov.br

Songpa, South Korea - has been effectively pursuing the Green Policy with the aim of making their comprehensive environmental vision happen. Trying to become Sustainable Low Carbon & Green Growth Leading City, Songpa has been taking many initiatives, such as: Green Energy, Ecological Urban Environment, recycling of resources, etc. Level of implemented innovations is remarkable as well as short- and long-terms objectives which have been fulfilled by the authorities



for years. By engaging the residents in implementing the innovative programs and raising public awareness about the environment and fulfilling green governance Songpa has been creating a multi-dimensional sustainable city. www.songpa.go.kr

Tampere, Finland - Integrated system of public participation (*Alvari*) is a unique European case on public involvement in the city's administration. Alvari acts as an advisory working group which by taking a bottom-up perspective contributes to planning, operating and informing local authorities. It supports the administration and provides it with transparent and innovative ideas. The project showcases practical use of crowd sourcing and public feedback on local work being done in their municipality. The city emphasizes social, human and intellectual capital while building public trust and a new political culture of openness for sustainable future. www.tampere.fi

The Jury:

Jan Sturesson – Partner in PwC and Global Leader of Government and Public Service, Sweden member of World Economic Forum global agenda council of Urbanization.

Carlos Arruda – PhD, Chairman of the Unicon, Director of the International Relations and coordinator of the Innovation Central Fundação Dom Cabral (FDC), Brazil

Lawrence Bloom – Deputy Chairman of Noble Cities Plc., Former Chair and Current Member of the World Economic Forum Global Agenda Council on Urban Management, Chairman of the UN Environmental Programme, Green Economy Initiative, sector on Green Cities, Buildings and Transport and the UK Chair of the Intergovernmental Renewable Energy Organisation, UK

Leif Edvinsson - *Adjunct Professor of Intellectual Capital at Lund University, Sweden*

Marilyn Hamilton – PhD, CGA is the founder of Integral City Meshworks Inc and TDG Global Learning Connections, Canada

C. S. Kiang – professor, Chairman of Peking University Environment Fund, China

Globe Award was founded in 2007 in Sweden by the international business network and marketplace Globe Forum. Globe Award 2011 is acknowledging prominent researchers, innovators, cities and companies – from all parts of the world – within four categories Sustainability Research Award, Sustainability Innovation Award, Sustainable City Award and the Sustainability Reporting Award; www.globeaward.org, www.globeforum.com