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Globe Award 2011 – Leading Sustainability Awards

Three remarkable innovators nominated for the Globe Sustainability Innovation Award 2011

STOCKHOLM, March 4th, 2011 – Three remarkable innovators have been nominated for the Globe Award Sustainability Innovation Award 2011. The Innovation Award – one of four categories of the Globe Award 2011 – is given for original innovations which successfully contribute to increased knowledge on sustainability.

Globe Award is presented for the fifth consecutive year. 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 sustainability area.

The nominated innovators are:

- **Plantagon International AB**, Sweden
- **Solvatten AB**, Sweden
- **Southwest Windpower, Inc**, USA

The jury consists of highly experienced and internationally recognized experts. Chairman of the jury for Globe Award's Sustainability Innovation Award is Philip DesAutels, Microsoft's Director of Academic Evangelism and researcher at Bentley University.

"We are pleased to announce our nomination of finalists from among the many applicants for the Globe Award for Sustainable Innovation. While the competition among applicants was intense, using the six fundamental dimensions of sustainability - prime, prosperity, people, planet, perpetuity and principle – we announce three finalists which we feel represent the world's best sustainability innovations! ", says Philip DesAutels.

The Globe Award statuette for the most sustainable innovation will be given to a project which fulfills all criteria to the highest extension. The jury has offered six sequential criteria which have been used to evaluate and judge sustainable innovations:

- 1) Prime: Is it a genuine innovation?
- 2) Prosperity: Is it economically viable?
- 3) People: Is it socially viable?
- 4) Planet: Is it ecologically viable?
- 5) Perpetual: Is it renewable into perpetuity?
- 6) Principle: Is it ethically viable?

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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Press room: www.mynewsdesk.com/se/pressroom/globe_forum

More information about the nominees:

Plantagon International AB, Sweden: Recently United Nations estimates predict that the global population will increase by 40 percent and exceed 9 billion people by the year 2050. With traditional farming practices and consumption patterns, the Earth's arable land will soon not be sufficient to produce enough food for the growing population. In response to this challenge, Plantagon has developed a vertical space-efficient greenhouse for the urban environment. The Plantagon Greenhouse produces 10 times more crops per ground area while eliminating transportation costs which account for between 40 and 60 percent of food costs. The result, a sustainable solution that delivers fresh organic products directly to consumers for the same or lower price to conventionally produced produce with far less environmental impact. www.plantagon.com

Solvatten AB, Sweden: More than a billion people, almost one-fifth of the world's population, lack access to safe drinking water. People at the bottom of the pyramid are least able to address this situation. Following 10 years of research and testing, the SOLVATTEN (which is Swedish for Sun Water) Solar Safe Water System was developed. SOLVATTEN is an innovative and environmentally-friendly technology for households in the developing world. By combining several well-documented methods of water treatment the product provides 10-30 litres of safe drinking water per day, as well as warm water for hygiene and other domestic purposes. The technology uses only solar energy, requires no spare parts and has a long life span. SOLVATTEN produces safe drinking water according to WHO guidelines for E.coli. www.solvatten.se

Southwest Windpower, Inc., USA: Renewable energy sources account for less than 4 percent of the energy consumed by industrialized nations. As a source of renewable energy, small wind turbines utilize wind energy to produce clean, emissions-free power for multiple applications including homes, farms and small businesses. Although small wind accounts for a tiny fraction of the distributed renewable energy market, it is growing rapidly thanks to technological innovations. One of the pioneers driving these innovations is Southwest Windpower, who in 1987 set out to democratize power generation making it reliable, efficient,



sustainable and affordable. The result is that Southwest Windpower has fundamentally changed the nature of power generation globally through the design, production and sale of low-cost, reliable small wind generators. Today, the company is recognized as a global leader – a responsible designer, producer and provider of wind turbines – that has demonstrated their capability by building and shipping more than 170,000 wind turbines to 120 countries.
www.windenergy.com

The Jury:

Philip A. DesAutels – Chairman, Microsoft’s manager of Academic Evangelism, USA.
Researcher at Bentley University, USA

Pierre Berthon – PhD, Holds the Clifford F Youse Chair of Marketing and Strategy at Bentley University, MA, USA

Charlotte Masiello-Riome – Communication Expert Consultant for the UN Food and Agriculture Organization, UK

Francesca Polini – Former Global Communications Director for Greenpeace and Founder of Wecare, UK

Prof. M.S. Swaminathan – UNESCO Ecotechnology Chair and Chairman of the M.S. Swaminathan Research Foundation in Chennai (Madras), India

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