The 6th INTERNATIONAL GREEN AWARDS™ opens for entries and searches the globe for the true unsung sustainability heroes.

Date 20th June 2011 – The INTERNATIONAL GREEN AWARDS™, a global programme that recognises innovative and creative approaches to sustainability, is now searching the globe for the true sustainability heroes after establishing its first online global sustainability community and entry platform! This online community will help to connect game changers and innovators globally to share ideas and best practice.

The awards, now in their sixth year are firmly fixed on the sustainable business calendar and will be judged by some of the most influential environmental and sustainability experts internationally including the former presidential candidate for Brazil, Marina Silva, David de Rothschild, Environmentalist & Explorer and Sir Crispin Tickell, the former President of the Royal Geographical Society.

This year, the yet undisclosed Lifetime Achievement Award nominee will need to meet the high benchmark set by Sir David Attenborough CBE, who picked up the inaugural award last year. The coming months will also see the announcement of a list of nominees for the new Best Green Celebrity category, which will be open to a public vote through the new web portal.

Sustainable innovation around technology will be an important focus this year as businesses embark on the journey to a green revolution. It’s clearly evident that there’s an increasing appetite from business and industry for case studies demonstrating excellence and best practice in sustainability issues. And so the race is on to search the globe to unearth this year’s shining examples that will inspire our generation. In fact, this year’s awards are expected to be the biggest and most inspiring yet, with even more entries expected based on the increasing interest in sustainability as ‘being sustainable’ becomes a prerequisite to ‘business as usual’.

Sir Paul Judge, President of the Chartered Institute of Marketing and Steering Group Chair commented, “These awards bring together and generate awareness of outstanding ideas and
achievements that can help our world become more sustainable by spreading good practice and allowing other organisations to benchmark their own environmental policies and practices.”

According to Ahmed Djoghlaf – Executive Secretary, UN Convention on Biological Diversity (CBD), one of this year’s judges, “In the wake of the adoption of the 2020 Aichi Biodiversity targets which calls for the engagement of all stakeholders including the business community, it is an honour and a privilege to participate in the 2011 INTERNATIONAL GREEN AWARDS™. I am impressed with the positive impact the Award has in promoting and rewarding creativity and dedication. Through example, the Awards is shaping future messages of sustainability and therefore creating the leaders of the green businesses of tomorrow.

To enter and for more details visit www.greenawards.com

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Editor’s notes:

INTERNATIONAL GREEN AWARDS

We inspire innovation for sustainability by recognising people and organisations whose ideas are creating positive change.

International Green Awards 2010 brought together more than 500 leaders from all sizes of companies, each with a similar goal— to learn how companies are adapting and innovating for sustainability. Take your place in history now!

www.greenawards.com

Example Judges

Sir Crispin Tickell, Former President Royal Geographical Society, UK
Ahmed Djoghlaf, Executive Secretary of the Convention on Biological Diversity under the United Nations Environment Programme (UNEP)
David de Rothschild, Environmentalist & Explorer & ‘Plastiki’ Expedition Leader
Professor Jacqueline McGlade, Executive Director, European Environment Agency
Jane Davidson, Minister of the Environment, Welsh Assembly
Michelle Laug, Communications Officer, Green Cross International
Liu Jianqiang, Editor, China Dialogue
Marina Silva, Environmental Activist and Politician
Tim Smit, Founder, The Eden Project
Brendan May, UK Chairman, Rainforest Alliance
Aniol Esteban, Head of Environmental Economics, New Economics Foundation
Peter Paul van de Wijs, Managing Director, World Business Council for Sustainable Development (WBCSD)
Malini Mehra FRSA, Centre For Social Markets, India
Prof. Dr. Claudia Kemfert, Head of the Department, Institute of Economic Research
Bonnie Nixon, Executive Director, Sustainability Consortium, USA
Baroness Barbara Young, Chancellor of Cranfield University.
Vicki Buck, Entrepreneur and former Mayor Christchurch
Lance Hosey, President & CEO, GreenBlue USA
Professor Malcolm McIntosh, Asia Pacific Centre for Sustainable Enterprise, Griffith University, Queensland, AUSTRALIA
Julia Marton-Lefevre, Director General, IUCN (International Union for Conservation of Nature)

2011 Categories

Best Green International Business Award (Large/Multi-national)
Best Green International Business Award (Medium)
Best Green Entrepreneur Award (Start-up)
Best Sustainable Investment Award (BRONZE Partner Emerald Knight)
Best Green Energy Efficiency Initiative Award
Best Green 4R’s Award (Reduction, Reuse, Recycling, Recovery)
Best Green New Product Innovation
Best Green Service Innovation Award
Best Green Conservation and Biodiversity Award
Best Green Water Stewardship Award
Best Green Collaborative Initiative Award
Best Green Technology Award (BRONZE Partner Danwood)
Best Green Intelligent Buildings Award
Best Green Public Sector Award
Best Green Educational Awareness and Sustainability Award
Best Green Not for Profit Organisation Award
Best Green Employee Engagement Award
Best Green Cross Platform Digital Media Solution Award
Best Green Advertising & PR Award
Best Green Audio-Visual Award
International Green Awards Grand Prix
Lifetime Achievement Award
Best International Green Awards Celebrity

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