

ENQUIRIES: 00 44 (0) 2079393958

**The 6<sup>th</sup> INTERNATIONAL GREEN AWARDS™ opens for entries and searches the globe for the true unsung sustainability heroes.**

---

**Date 20<sup>th</sup> 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

**INTERNATIONAL GREEN AWARDS™, The Pyramid Building, Jubilee Yard, 31 Queen Elizabeth Street,  
London, United Kingdom, SE1 2LP. Tel 0207 939 3958**

The International Green Awards and the Green Awards™ is a trading name and copyright event of, and produced by Green Business Enterprises Ltd. Reg Co. No. 6818232 VAT Reg. No. 970380516 Reg Office: as above.

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 Djoghlafl – 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](http://www.greenawards.com)

**ENDS**

**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](http://www.greenawards.com)

### **Example Judges**

Sir Crispin Tickell, Former President Royal Geographical Society, UK  
Ahmed Djoghlafl, 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

**INTERNATIONAL GREEN AWARDS™, The Pyramid Building, Jubilee Yard, 31 Queen Elizabeth Street,  
London, United Kingdom, SE1 2LP. Tel 0207 939 3958**

The International Green Awards and the Green Awards™ is a trading name and copyright event of, and produced by Green Business Enterprises Ltd. Reg Co. No. 6818232 VAT Reg. No. 970380516 Reg Office: as above.

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

For press enquiries contact The INTERNATIONAL GREEN AWARDS™ Team

00 44 (0) 207 939 3958