



## „One World Award“ – Positive Examples of Globalization – Selection of the Finalists

*Egypt/Bolivia/Burkina Faso/Switzerland/Turkey/Germany, June 2010*

*The jury made its decision, the five finalists of the second international “One World Award” have been chosen. The on-site visits confirmed that the activities of the nominees agree with the objectives of the “One World Award”.*

With their extraordinary engagement, the five finalists of the „One World Award“ 2010 give globalization a positive dimension and help create a future worth living. The finalists are:

Since 1994, **Beti Minkin** has been actively campaigning for the development of sustainable village projects in **Anatolia/Turkey**. In 2006 she founded the **Anatolia Foundation** with the goal to protect cultural traditions and biodiversity of the region. One of the Foundation’s most important projects is the promotion of organic agriculture and the preservation of old grain varieties, e.g. emmer. Beti Minkin managed to integrate more than 200 families into the project by creating sources of income for them. She is an important role model especially for local women. [www.anatoliafoundation.org](http://www.anatoliafoundation.org)

**EL CEIBO** is a cooperation of 1,200 cocoa farmers in **Bolivia**. Founded in 1977, the producers’ cooperative is a pioneer of organic cocoa production. The product range includes high-quality organic cocoa as raw material as well as the finest organic chocolate products. Along the entire value-added chain, EL CEIBO acts in accordance with organic agriculture and fair trade guidelines.





The cooperative is also highly committed with respect to social projects: in addition to retirement provisions, health care and educational support the cooperative also collaborates with a micro-financing agency that provides credits for farmers who want to invest into their work. [www.elceibo.com](http://www.elceibo.com)

**Helmy Abouleish** is director of the **SEKEM Group** in **Cairo/Egypt**. He followed in this father's footsteps, Dr. Ibrahim Abouleish, who founded SEKEM in 1977 on a few hectares of sand in the desert. Today, SEKEM is one of the market leaders for biodynamic food products, herbal medicines and natural textiles made from organic cotton. But SEKEM is more than just a "farm". SEKEM is a community of people from all nations and cultures who work and learn together, who take care of the earth and serve society. SEKEM invests into the future of Egypt and is strongly committed to the educational sector. A school with kindergarten, an educational center, an Academy for Applied Arts & Science and a free university form the basis for a good education of the young people in Egypt. Thanks to its holistic approach SEKEM managed to bridge the gap between Christianity and Islam and/or the Western and the Arab world. [www.sekem.com](http://www.sekem.com)

In 1988, **Dr. Hans Rudolf Herren** founded the **Biovision Foundation** in **Switzerland**. The Foundation has the goal to improve the life of people in Africa and to preserve nature as the foundation of all life. With the biological control of the cassava mealybug in the 1980s the world-famous insect scientist Hans Rudolf Herren saved millions of Africans from starvation. For this, he was the first Swiss to receive the World Food Prize in 1995. Biovision helps people help themselves and promotes ecological thought and action. An exemplary project is the propagation of the push-pull cultivation method in Kenia.





Mrs. Rachel Agola is a farmer and one of the pioneers who developed this environmentally sound technology that improves corn yields and soil fertility – without the use of mineral fertilizers, pesticides or GMOs. The project also focuses on the prophylaxis and combat of malaria, the promotion of small businesses and the protection of biodiversity. [www.biovision.ch](http://www.biovision.ch)

**Franziska Kaguembèga-Müller** is founder of the **newTree Foundation** in **Switzerland** that follows the slogan: „Daring visions – living dreams“. In Burkina Faso she directs the Sahel reforestation project that aims to improve the life of the rural population by regenerating the soil and the vegetation. Together with families, women’s groups and partner organizations, **new Tree Foundation** advances the forestation of waste lands. Protected from goats and sheep, the soil-bound seeds and roots produce a beautiful diversity of indigenous tree species. [www.newtree.ch](http://www.newtree.ch)

Now the question remains which finalist will receive the hand-made „One World Award“ statue and the award money of 25,000 Euro that is donated by RAPUNZEL NATURKOST. The decision will be made by the jury members Joseph Wilhelm, founder and Managing Director of RAPUNZEL NATURKOST, the two laureates of the Right Livelihood Award, Vandana Shiva from India and Tewelde Egziabher from Ethiopia and IFOAM Vice President Roberto Ugas from Peru. The winner will be presented on September 17, 2010 at the Rapunzel Festival in Legau.

More information at: [www.one-world-award.de](http://www.one-world-award.de)





### **About the „One World Award“**

Today, we are facing the challenge of finding ways to profit from the opportunities of globalization and make our world a better and fairer place and to preserve it as the basis of existence for all people. This was motivation for Joseph Wilhelm, the German organic pioneer and founder of RAPUNZEL NATURKOST AG to set up a new international award, the so-called „One World Award“. The „One World Award“ was granted for the first time in 2008 under the patronage of IFOAM. The first international “One World Award”-statue along with a 25,000 Euro check was presented Lal Emmanuel from Sri Lanka. He established the Nagenahiru foundation and devoted himself to a variety of sustainable projects; among those a project that focuses on the protection a reforestation of ecologically valuable mangrove forests. More information at: [www.one-world-award.de](http://www.one-world-award.de)

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