



## **Last call for One World Award Nominations**

*Legau & Bonn, December 2<sup>th</sup> 2011*

The One World Personality Award – also known as “VIP” Award (Very Impacting Person) – was bestowed “post mortem” to the Nobel Peace Prize Winner Prof. Wangari Maathai in a very emotional and inspiring ceremony at the United Nations Environmental Programme in Nairobi on November 15<sup>th</sup>. With this award the impressive and outstanding achievements as a tireless campaigner and activist for environmental conservation, democracy, human and especially women rights, peace and justice were honoured. The partners of the One World Award – the pioneering German organic company Rapunzel Naturkost and the International Federation of Organic Agriculture Movements (IFOAM) presented the certificate and the beautiful “Lady OWA” statue to Wangari Maathai’s daughter Wanjira.

The award steering committee is now looking forward to the OWA 2012. Nominations have already been coming in from all over the world, yet there is still the chance to nominate. To give potential nominators a chance to use the hopefully quieter days over the holiday season and towards the end of the year the (definite) deadline has been extended to December 31<sup>st</sup>.

“Every OWA finalist is a source of energy for countless people around the globe who believe in a better, an organic planet. Sharing success is an enjoyable and effective way to change the world,” says Markus Arbenz, Executive Director of IFOAM, encouraging people around the world not to miss to nominate the ones that deserve it. Out of the





nominations the steering committee will select the five finalists in the first week of January.

With regard to the nomination criteria and procedure we refer to the webpage [www.one-world-award.de](http://www.one-world-award.de). For questions respectively inquiries please contact [OWA@rapunzel.de](mailto:OWA@rapunzel.de).

**Press contact:**

Heike Kirsten

RAPUNZEL NATURKOST AG

Rapunzelstr. 1, 87764 Legau, Germany

Phone: +49 (0)8330/ 529-1134

E-Mail [heike.kirsten@rapunzel.de](mailto:heike.kirsten@rapunzel.de)

**Background information:**

For more than 35 years, the organic food manufacturer RAPUNZEL whose headquarters are located in Germany has been leading the way in implementing projects around the globe that protect the climate and the environment and that have positive social repercussions. Projects like HAND IN HAND, the GENFREI GEHEN – GMO-free marches – and the “One World Award” have been initiated by RAPUNZEL. Joseph Wilhelm, founder and Managing Director of RAPUNZEL describes his motivation for this commitment with the following words: “The only continuity in life is change”.

For more information [www.rapunzel.de](http://www.rapunzel.de) / [www.one-world-award.de/](http://www.one-world-award.de/)





IFOAM is the global umbrella organization of the organic movement. For 40 years, IFOAM has been uniting 800 member organizations from 115 countries. Markus Arbenz, IFOAM Executive Director, appreciates the growing publicity of the “One World Award“ in relation to the numerous sustainability prizes that are awarded every year. This success is mainly due to the outstanding individuals and projects that have been nominated and/or awarded during the last two years. This year, the laureates will once again receive worldwide recognition through the media and the public – and therefore important support for their activities. For more information [www.ifoam.org](http://www.ifoam.org)

