



## GERMAN SUSTAINABILITY AWARD 2010

The German Sustainability Award will be presented for the third time in 2010. The award is a comprehensive initiative of the German Sustainability Award Foundation in collaboration with the Federal Government, the German Council for Sustainable Development, trade associations, NGOs, and research facilities. The prize intends to encourage companies to operate sustainably and help to raise awareness of the principles of sustainable development. Awards are presented to companies that consistently and extensively implement the principles of sustainability throughout their business to a high standard.

Special awards are given to personalities who have made an extraordinary contribution to the cause of sustainability at a national or international level. Previous laureates include **HRH The Prince of Wales**, the former Executive Director of the United Nations Environmental Programme, **Prof Klaus Toepfer**, American actress and activist **Jane Fonda** and singers **Annie Lennox** and **Yusuf Islam**.

### Our Objectives

We want to encourage companies to operate sustainably and help to raise awareness of the principles of sustainable development. While searching for the best and discussing the findings, we want to include all relevant stakeholder groups with their importance and voice. We have worked out an excellent methodology and transparent evaluation for the contest, and innovative formats for the events.

### The Competition

This year's competition started on March 24, 2010 and ended on May 31, 2010. Only the best were made public. There will be no final ranking.

Top-Management Consultancy A.T. Kearney and the Wuppertal Institute follow an integrated evaluation method through all sustainability and value added dimensions (strategy, administration, research & development, purchasing, production, product utilisation, logistics and recycling) and also the life cycle of products. The evaluation is based on distinguished and documented self-evaluations of the participating companies on the basis of four stages of excellency. In these stages the companies can evaluate, for different aspects of the company's added value, how they meet up to the standards or even exceed them, thus being a role model in its branch.

The Marketing Centrum Münster is responsible for evaluating sustainability aspects in brand management. An integrated inspection of strategic and operative conditions and activities regarding brand management is intended.



The competition consists of three stages.

#### **Questionnaire (24.3.2010 – 31.5.2010)**

Participation in the competition was based on a questionnaire which combines standardised self-evaluation with room for individual statements. The questionnaire evaluated sustainability excellence of the companies in areas such as strategy, administration, the most important fields of the added value and brand management. It furthermore gave room to demonstrate special “beacons” of sustainability.

#### **Jury assessment (July 2010)**

Based on their scores, the best in each category were determined and gathered on a shortlist. The expert jury then decided on the winners and nominees. The concluding jury meeting in Berlin took place in July.

#### **Symposium and Award Ceremony (26.11.2010)**

The results of the contest and the most successful participants will be presented on the German Sustainability Day. The nominees will have the chance to demonstrate their best practices. Company representatives, media, politics and agencies are all welcome to join and listen to the experiences of the best. Awards will be presented during the subsequent formal gala night in Düsseldorf.

### **Finalists of the German Sustainability Award 2010**

#### **Top 3 Germany’s Most Sustainable Companies:**

Alnatura, Brauerei Clemens Härle, “Deutsche See“

#### **Top 3 Germany’s Most Sustainable Brands:**

alverde NATURKOSMETIK (dm), LichtBlick, Wagner & Co Solartechnik

#### **Top 3 Germany’s Most Sustainable Strategies (Concern):**

PUMA, SAP, Unilever

#### **Top 3 Germany’s Most Sustainable Strategies (SME):**

apetito, GEPA, GESOBAU, Studiosus

#### **Top 3 Germany’s Most Sustainable Products/Services:**

C&A, Daimler, GLS Bank, Vaillant

#### **Top 3 Germany’s Most Sustainable Initiatives:**

fechnerMEDIA, Green City Energy, REWE

#### **Top 3 Special Award for Germany’s Recycled Paper Friendliest Companies:**

GLS Bank, REWE, Studiosus



## **German Sustainability Day**

### **Symposium**

The German Sustainability Day will kick off on November 26, 2010 with a symposium. This symposium focuses mainly on the results of the preceding competition as a monitor for sustainable development in German companies. Small and big companies, NGO representatives, politicians and other stakeholder groups will have the chance to get together, learn from the best and share their experiences in the field of sustainability.

### **Award Ceremony**

The Award Ceremony takes place after the symposium. It is attended by Chief Executives and CSR managers of German companies, representatives of politics, the media, advertising and PR, consultancies and by all those promoting the idea of sustainable development through their commitment in NGOs, foundations and trusts and societies. The Award ceremony offers an unconventional and emotional setting for stakeholders to discuss new sustainability approaches and projects.

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