



Press Release

LCG13080 (WI) (CI)

Wednesday, 10 April 2013

Vienna/Industry/Sustainability/Awards/International

Winner of the Sustainable Entrepreneurship Awards 2013 - IMAGE

Visuals registration: <http://presse.leisuregroup.at/se-award>

On 10 April 2013 in the Vienna Hofburg, ten entrepreneurs from eight countries received the Sustainable Entrepreneurship Award (SEA) =

Vienna (LCG) - "The quantity and quality of the international submissions for the second Sustainable Entrepreneurship Award (SEA) are impressive. The diversity of the submitted projects testifies to the wide-ranging potential of sustainable entrepreneurship," the initiator **Christina Weidinger** was delighted to report, together with jury president **Franz Fischler**. The top-flight jury chose winners in seven categories out of 260 submissions from 30 countries and awarded three special prizes. The award presentation took place in the illustrious setting of the imperial quarters in the Vienna Hofburg, attended by around 400 international guests.

The Slovenian entrepreneur **Andrea Kodrin** and the German eco-visionary **Michael Braungart** received the "SEA of Excellence 2013" for their exceptional commitment to the promotion of sustainable entrepreneurship. Kodrin founded the think-tank platform "Challenge: Future", which networks young people to work together on new solution strategies for global problems of the future. With the cradle-to-cradle principle, Braungart created a groundbreaking, internationally relevant concept for a waste- and refuse-free future. The Tunisian enterprise Saphon Energy received an award in the "SEA Best Idea 2013" category. Its innovative wind



generators ("The Saphonians") can generate three times the amount of kinetic energy yielded by conventional propeller systems.

Additional committed entrepreneurs were honoured with a SEA in a total of seven different categories. The jury prize worth 10,000 euros for the "SEA Best Project 2013" was awarded to the South African enterprise Nuru Energy, which developed a mobile LED light with the "Power Cycle Pedal" which can charge up various kinds of power consumers independent of the main power supply system. SEA founder **Christina Weidinger**: "We are demonstrating with the SWA and the many best practice examples from across the world that sustainability doesn't only have to be a slogan, but also - when understood correctly - the business model of the future!"

subheader.: The SEA winners 2013

Category: Urban & Regional Development

BHcrafts from Bosnia-Herzegovina is the only World Fair Trade organisation in its country. As an NGO, the initiative enables hundreds of women to work professionally according to their abilities, and merchandises the textile products, with traditional national products predominating. Through the support of the local entrepreneurship BHcrafts creates jobs and contributes to economic growth. Information: <http://www.bhcrafts.org/>.

Category: Integration & Social - presented by Erste Bank

Career Moves of Austria is the first online job initiative which people of disability can apply to with full equality of opportunity. In only three years, it published 7,000 job offers for people of disability, and more than 50 firms advertise their vacancies on it each day. In addition, the platform networks companies and job-seekers with organisations and public authorities and provides realistic information communication within 48 hours. Information: <http://www.careermoves.at>.

Category: Knowledge & Education - presented by BFI Wien



iq consult from Potsdam (Germany) is an agency for social innovations and supports disadvantaged people in making themselves independent of social transfer payments. Among the supported groups are people of disability, those with migration background, and the long-term unemployed. Information:

<http://iq-consult.com/>.

Category: Development & Service Industry - presented by Safe Invest

Nature & More Eosta from the Netherlands implements the traceability of biologically grown foodstuffs with emphasis on fruit and vegetables. Marking reduces the anonymity between producer and consumer and the transparency this provides facilitates decisions to buy. Information:

<http://www.eosta.com/>.

Category: Mobility & Technological Innovations

Winner of the jury prize of 10,000 euros "SEA Best Project 2013"

Nuru Energy from South Africa specialises in the low energy requirements of 2 thousand million people in the world. In the process, the company has developed a portable and mobile LED light that boasts very low power consumption. The "Power Cycle Pedal" can charge up different power consumers independently of the main power supply. Sales and distribution are controlled in rural areas by local micro-enterprises, which are capitalised by the sale of alternative energy products.

Information: <http://nuruenergy.com/>.

Category: Climate, Environment & Energy - presented by Raiffeisen Klimaschutz (Climate Protection) Initiative

The Cree Company, which belongs to the Rhomberg Group in Bregenz, Vorarlberg (Austria), has developed a hybrid constructional system for high-rise buildings that is mainly based on wood, enabling the construction of tower buildings of up to 100 metres in height and with 30 storeys. The "LifeCycleTower" is planned as plus-energy or passive building and with the help of prefabricated modules can be designed individually in a short



construction period. A photovoltaic façade improves the CO2 balance by 90 percent. Information: <http://www.creebyrhomborg.com>.

Category: Lifestyle & Culture

The New York initiative TABLE FOR TWO from the United States supports gastronomy and catering firms that place their stakes on healthy and low-calorie food. 25 US cents (0.19 euros) are automatically donated by consumers per low-calorie dish in order to finance meals in schools in Uganda, Ruanda, Ethiopia, Tanzania and Kenya. Since its foundation, TABLE FOR TWO has financed 16 million meals in schools in the target regions in 17 countries across the globe. Information: <http://tablefor2.org/>.

Special Award: SEA of Excellence 2013

The think tank "Challenge:Future" of the Slovenian entrepreneur **Andreja Kodrin** engages with the issues of youth unemployment and global environmental problems. While 1.2 thousand million young people across the world are moving into a job market with only 200 million available jobs, by 2030 they will be faced with global problems such as water shortage and climate warming. In 85 "Challenge: Future Hubs", young people aged from 18 to 30 are networked in order to work on solutions. This takes shape in international competitions, through collective objectives, intensive cooperation, knowledge exchange at conferences, and active support for projects aiming at the solution of global problems of the future. 1,546 universities and schools in 213 countries are taking part in the project. Information: <http://www.challengefuture.org>.

The German process engineer and chemist **Michael Braungart** is one of the leading eco-visionaries of our time. His vision is a life without waste and refuse. His idea: products should not be disposed of as waste at the end of their service lives, but conceived in an innovative production process so that they can be re-used effortlessly in another form. Together with the American architect William McDonough, eight years ago he developed the concept of "cradle to cradle". Many now speak of this internationally tested



concept as the “next Industrial Revolution”. Information:

<http://www.braungart.com>.

Special Award: SEA Best Idea 2013

Saphon Energy from Tunisia took its inspiration for the design of its wind generators from the form of the sailing boat and in “The Saphonian” dispenses with the use of rotor blades. The wind is led through channels in which hydraulic energy is transformed into kinetic energy. The innovation can generate three times the amount of kinetic energy yielded by conventional propeller systems, production costs meanwhile lie 45 percent below those of classic systems. Information: <http://www.saphonenergy.com>.

subheader.: The Jury

The presentation of the Sustainable Entrepreneurship Awards was decided by a top-flight jury, with Forum Alpbach President **Franz Fischler** as chairman, and also including **Brigitte Mohn** (member of the board of the Bertelsmann Foundation), **Wilfried Sihm** (CEO of Fraunhofer Austria Research GmbH), **Alojz Peterle** (EU Member of Parliament), **Nadya Zhexembayeva** (professor in the Coca-Cola faculty of sustainable development at the IEDC-Bled School of Management), **Thomas Osburg** (Europe director of Corporate Affairs at Intel), **Gunilla Almgren** (president of the European Association of Craft, Small and Medium-Sized Enterprises), **Bradley Googins** (associate professor at the Boston College Carroll School of Management), **Reinhold Lopatka** (State Secretary of European and International Affairs), **Ali Rahimi** (chairman of the Association of Industry for Integration), **René Schmidpeter** (CSR expert, Club of Rome) and **Marie Ringler** (Ashoka CEO).

subheader.: The Sustainable Entrepreneurship Award

The Sustainable Entrepreneurship Award (SEA) was first presented in 2012. It is an international prize, which distinguishes enterprises for their pioneering role in innovative projects of sustainable entrepreneurship. Sustainable entrepreneurship excels in its innovative, pro-active management approach for solving



relevant problems by implementing profit-making measures in harmony with society and the environment. In just one year, the SEA has advanced to become one of the leading sustainability awards in Europe.

Further information: <http://www.se-award.org>.

Visuals are available for printing free of charge for editorial purposes and publication. Further visuals and information material in the press section on our website at <http://www.leisure.at>. (end)

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