

The International Chamber of Commerce,
United Nations Development Programme and
International Business Leaders Forum

seek nominations for

2010
World Business and Development Awards
in support of the
Millennium Development Goals



Presented by



The 2010 Awards

The biennial World Business and Development Awards acknowledge the contribution of the private sector to help achieve the Millennium Development Goals (MDGs) through their core business. The MDGs, endorsed by 189 countries, are eight goals that promote poverty reduction, education, maternal health, gender equality, and aim at combating child mortality, AIDS and other diseases.

The United Nations has devoted the year 2010 to build a renewed momentum around the MDGs, including special attention for the role of business in development through an initiative known as the Business Call to Action. The 2010 World Business and Development Awards is one of the central events this year that will recognize the key contributions of the private sector to development.

Introduced by the International Chamber of Commerce (ICC) in 2000, the awards have become increasingly successful each year. In 2004, the United Nations Development Programme (UNDP) and the International Business Leaders Forum (IBLF) joined with ICC to organize the awards. The true spirit of the awards lies in the pursuit of productive and innovative business-driven solutions to sustainable development.

Award recipients receive worldwide recognition as leading examples of how business can contribute to the MDGs. They will be profiled in the publications and on the official websites of ICC, UNDP, and IBLF.

Objectives

- Illustrate the value of links between core business practices and the MDGs
- Promote business-led initiatives to alleviate poverty and further sustainable development
- Raise awareness of the MDGs in the world business community
- Promote a compelling business case for engagement by sharing best practices and striking new partnerships

Eligibility criteria

Companies, institutions, and associations of all types and sizes from around the world are invited to participate in the 2010 World Business and Development Awards. The entries will be judged by an eminent international panel.

Nominations are sought from companies and other organizations that document business activities leading to progress in achieving one or more of the Millennium Development Goals, taking into account social, economic and environmental principles of sustainable development.

Nominees for previous awards are encouraged to submit an updated application. To be selected for an award, entries must:

1. Demonstrate the value of inclusive business models that combine commercial viability with development impact and support the MDGs.
2. Show results of scalable development solutions.
3. Demonstrate, where required and appropriate, a partnership approach with other major stakeholders as a major element in the success of a project. Partnerships must set an example for others and demonstrate where further efforts should be focused.
4. Highlight what has been accomplished, obstacles encountered, and lessons learned.
5. Demonstrate interdependence between MDGs.

Nomination procedure

Step 1

Download a nomination form from the award website: www.icwbo.org/awards

Step 2

Complete your form, which includes a brief, general overview and description of the key characteristics of the programme or initiative, and the manner in which the enterprise is contributing to the overall achievement of one or more of the MDGs.

Step 3

E-mail a completed nomination form to: lea.felluss@icwbo.org

Deadline for nominations

All nominations must be submitted **by 15 July 2010**

Awards ceremony

Recipients of the World Business and Development Awards will be contacted in August 2010.

The presentation ceremony will take place on 21 September 2010 in New York.

The Millennium Development Goals

Established by 189 world leaders at the UN Millennium Summit in September 2000, the Millennium Development Goals set the following ambitious targets for reducing poverty and improving livelihoods:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

For more information on the MDGs, please visit: www.mdgmonitor.org

**The 2010 World Business and Development Awards
in support of the Millennium Development Goals is presented by the**

**United Nations Development Programme
International Chamber of Commerce and
International Business Leaders Forum
in association with:**

