



Announcing a Call for Entries - The Earth Awards 2010

A Global Search for Sustainable Innovations Designed for the 21st Century

Great thinkers of our generation have joined **The Earth Awards** to help search for design innovations that will change the way we live and pave the way to the imminent sustainable revolution. From pioneers of the sustainable movement to green entrepreneurs and adventurers alongside household names in design and architecture, The Earth Awards has gathered powerful momentum to ignite the revolution:

Paola Antonelli, MoMA • **Yves Behar**, Fuseproject • **Richard Branson**, Virgin Group • **Graydon Carter**, Vanity Fair • **Majora Carter**, The Majora Carter Group • **Tony Chambers**, Wallpaper Magazine • **Alexandra Cousteau**, Blue Legacy • **David DeRothschild**, Adventure Ecology • **His Holiness Gyalwang Drukpa** • **Rick Fedrizzi**, USGBC • **Julie Gilhart**, Barney's NY • **Dr. Jane Goodall**, The Jane Goodall Institute • **Scott Mackinlay Hahn**, Loomstate • **Paul Hawken**, Author • **Peter Head**, ARUP • **Graham Hill**, Treehugger • **Khaldoon Khalifa Al Mubarak** • **Yang Lan**, Sun Television • **Ira Magaziner**, The Clinton Foundation • **Bill McKibben**, Environmentalist • **Barry Nalebuff**, Yale University • **Sergio Palleroni**, BaSiC Initiative • **Karim Rashid**, Designer • **Cameron Sinclair**, Architecture of Humanity • **Werner Sobek**, Architect • **Philippe Starck**, Artistic Director • **Diane von Furstenberg**, Designer • **Dilys Williams**, Center of Sustainable Fashion • **Ken Yeang**, Architect

The Earth Awards invites design submissions from all corners of the globe in six categories: **Built Environment, Fashion, Products, Systems, Future and Social Justice**. Ideas, great or small, realized or prototypes, will be considered but must distinguish themselves in six criteria: **Achievable, Scalable, Measurable, Useful, Original and Ecological**. The grand prizewinner will receive **\$50,000** while category winners receive **\$10,000** each.

In 2010, **The Earth Awards' Ceremony** moves from New York City to London, where the Selection Committee will judge a shortlist of six finalists culminating with an exhibition in sustainable design. This world-class exhibition will showcase the 2010 winning submissions, as well as past years winners. Along with the exhibition and awards gala, the **Financial Times** will hold a **Sustainable Business Summit** inviting CEOs, entrepreneurs and venture capitalists to match innovation with investment, fulfilling The Earth Awards' commitment to shepherd winning innovations closer to market.

Not since the Industrial Revolution has there been a more apt moment for unbridled creativity, invention, innovation and entrepreneurialism. The Earth Awards provides a platform for transformational ideas for the way we think about design and the way we live on Planet Earth.

Open for Submissions: March 3rd - May 10th 2010

Selection Committee Review: May 17th – July 23rd 2010

Awards Gala in London: September 16th 2010

SUBMIT TO A BETTER WORLD: www.theearthawards.org

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