



United Business Media

PRESS RELEASE

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NOMINATIONS OPEN FOR BIODIVERSITY AWARDS

GENEVA – In the context of the 2010 International Year of Biodiversity, United Business Media (UBM) and the Union for Ethical BioTrade (UEBT) launched the Biodiversity Awards, to be presented at the Health Ingredients Fair Europe (HIE) in Madrid, November 2010. UBM and UEBT are now accepting nominations for candidates for these awards, until 1 October 2010.

The Biodiversity Awards, the first of their kind, are divided into two categories: leadership and innovation. They will recognize the efforts of companies that promote the objectives of the Convention on Biological Diversity (CBD) throughout their supply chain, which are: biodiversity conservation, sustainable use, and benefits sharing.

After an influential report on biodiversity was released last month highlighting the growing scrutiny of business and its impacts on nature, the case for business involvement in biodiversity is now particularly strong. The report's findings indicated that companies with pro-active policies related to biodiversity will increasingly become winners. The Biodiversity Awards are therefore an opportunity for companies in the food sector to differentiate themselves by showing their commitment to biodiversity and gaining recognition for it.

Applications will be reviewed by a panel of judges composed of experts in the field of food and/or biodiversity. Companies or brands that are involved in initiatives related to biodiversity may apply. This ranges from broad initiatives that contribute to the conservation of biodiversity, or initiatives more specifically linked to a product or supply chain. Awards will be presented at the HIE in November 2010.

Submit your nomination now! For more information go to www.Ethicalbiotrade.org

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The Union for Ethical BioTrade is a non-profit association that promotes the 'Sourcing with Respect' of ingredients that come from native biodiversity. Members commit to gradually ensuring that their sourcing practices promote the conservation of biodiversity, respect traditional knowledge, and assure the equitable sharing of benefits all along the supply chain.

Fi Europe is a biennial global trade show and the leading business platform for the food ingredients industry. The show is a key event in the industry calendar as a premier networking destination and launch pad for innovative new products. Fi Europe is the flagship show in the worldwide portfolio of Fi events.

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