



PRESS RELEASE

**Design globalization positive –
RAPUNZEL NATURKOST initiates „One World Award“**

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The fact that we all live in one world inspired the German organic pioneer and founder of RAPUNZEL NATURKOST Joseph Wilhelm to establish a new international prize – the „One World Award“.

The positive sides of globalization are worldwide communications networks, traffic and sales routes and realistic possibilities that more and more people can participate in global knowledge and open prosperity. The downside is the world's 2.6 billion poor; wealth is increasingly more concentrated in the hands of the 800 multi-millionaires and compounded by the increasing worry about the loss of essential resources. Today, we face the challenge of finding a way to make globalization work better and more fairly and aim to achieve basic living conditions for everyone in this world.

As some measure of counterbalance against the daily examples of injustice and conflict in the world, Joseph Wilhelm would like to send a positive signal with the „One World Award“. The three columns of sustainability form the basis of the prize: ecology, economy and social. He would like to honor people and sponsor projects that give a positive dimension on the more positive basis of globalization. He would like to award creative engagement and innovative performance and to have the courage to support a future worth living.

The „One World Award“ is given out every two years and will be awarded for the first time in 2008 at the world convention of the International Federation of Organic Agriculture Movements (IFOAM) on June 19th, 2008 in Modena (Italy). The „One World Award“ is remunerated with prize money of 25,000 euros. The IFOAM is patroness and the jury consists of Joseph Wilhelm, two holders of the alternative Nobel prize: Vandana Shiva from India and Tewelde Egziabher from Ethiopia, and the IFOAM vice-president Alberto Pipo Lernoud from Argentina.



More information: www.one-world-award.com

„One World Award“

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