



**ONE  
WORLD AWARD**

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BY RAPUNZEL



**FINALISTS AND LAUREATES**

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**2010**

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THE WINNERS ARE ..





## Dear friends of the One World Award,

Thank you for your interest in our topic of a fair and sustainable globalization and our "One World Award".

Let me briefly explain to you the idea of the "One World Award". Although it has already been three years that we established the concept and two years that we celebrated the first price award ceremony on the occasion of the international IFOAM Conference in Modena/Italy, the concept of the OWA still remains more than relevant. In fact, today the results of a false and misapplied globalization understanding can be seen everywhere on the globe.

Globalization does not mean prosperity and affluence on one side of the globe (mostly the Northern hemisphere) and poverty and hopelessness on the other side. This is the linear consequence of centuries of colonization. On the contrary, humane and sustainable globalization means balancing and sharing available resources in all respects, may they be material or economic, spiritual or social.

Prosperity and well-being cannot be permanent and sustainable if they are achieved at the expense of others. Definitely and ultimately, we all sit in "the same boat"! In order to promote a turnaround in the awareness and the underlying school of thought, we initiated the "One World Award" that honors individuals and/or institutions for their courageous, self-responsible actions. This award shall encourage to take action and not to fall into passiveness and despondence in the face of global challenges and problems whose complexity often appear to be overwhelming at first.

For the second OWA nomination, we received 29 high-quality applications from Peru to Laos. Each of these applications would have deserved to be a winner. I would like to thank the nominees, also on behalf of the jury, for the applications and the effort associated with the application process. Unfortunately, our means are not sufficient to reward and support each one of them.

The jury I would like to thank for the inspiring cooperation and for making difficult decisions. It was fun working with you! Thanks a lot to our patron IFOAM and especially to IFOAM Director Markus Arbenz and IFOAM Vice President and new jury member Roberto Ugas/Peru who actively participated in the decision-making process. Congratulations to the winners and finalists who are presented on the following pages! May their achievements and projects encourage many people and initiatives in their efforts for a just and liveable future and fair globalization.

Joseph Wilhelm  
*Initiator of the One World Award*  
*Founder and Managing Director RAPUNZEL*



## A GREETING FROM THE IFOAM PRESIDENT

Katherine Di Matteo

It is exciting and uplifting that there is the One World Award to celebrate inspirational achievements of individuals especially in these times when news stories from around the world fill us with anxiety, uncertainty and pessimism. Thanks to the vision of Joseph Wilhelm of RAPUNZEL Naturkost this international award was presented for the first time in 2008 to acknowledge creative engagement, innovative performance and the courage to support a future worth living.

IFOAM is proud to be a partner and patron of the One World Award and to be among the jury members to select the 2010 award recipient. It is also our great honor to have selected again this year the One World Lifetime Achievement Award, which honors the Indian organic pioneer and farmer Mr. Bhaskar H. Save.

This year's honorees and the other finalists exemplify how dedication to a sustainable and just world can make a difference, and provide hope. The individuals and their projects considered for this year's One World Award have in common a holistic and community approach that transforms the concept of sustainability into real social, economic and environmental solutions. IFOAM applauds all the finalists for their achievements.

The 2010 One World Award gives well-deserved recognition to Rachel Agola on behalf of the organic "push & pull" farmers in Kenya and to Dr. Hans Rudolf Herren for their heartfelt work for the greater good. Their dedication and accomplishments encourage us to be caring stewards of our global resources. Thank you and congratulations!

Katherine DiMatteo  
*IFOAM President*



# ONE WORLD AWARD



Globalization seems to have made the world a smaller place; at the same time there is a growing demand for space and the fear of losing vital resources is increasing. Many people perceive globalization as a global, more or less openly conducted competition at all levels of society. There is, however, also a different way. Globalization can also have positive effects. Global communication networks, worldwide trade and transport routes offer the possibility for more and more people to participate in global knowledge and prosperity. The way HOW this is achieved is the central question...

## Objectives of the One World Award....

- **To promote** globalization in a way that is not only oriented on profit maximization, but on the three pillars of sustainability: ecology, social aspects, economic welfare.
- **To recognize** outstanding engagement and creative projects that promote environment protection and fair living conditions.
- **To encourage** more involvement for a happy, liveable future and a peaceful society.

## Who is behind it all?

The fact that we all live in one world inspired Joseph Wilhelm, German organic pioneer and Managing Director of RAPUNZEL, to establish this international award.

RAPUNZEL ("Organics with Love") was founded 35 years ago and sources its organic and fair trade raw materials worldwide. Inspired by the experience and success of its pioneering HAND IN HAND fair trade program, Joseph Wilhelm and RAPUNZEL established the OWA initiative (**for more information: [www.rapunzel.de](http://www.rapunzel.de)**).

With the "International Federation of Organic Agriculture Movements" (IFOAM), the global umbrella organization of organic agriculture, the OWA has found an ideal partner and patron. IFOAM represents more than 700 membership organizations and institutions in more than 100 countries around the world (**for more information: [www.ifoam.org](http://www.ifoam.org)**).

The coordinator of the OWA initiative is Bernward Geier (COLABORA – lets work together) who served as IFOAM Director for 18 years.

## The winners are...?

The ONE WORLD AWARD (OWA) honors people and their projects that make the world a better place; OWA laureates are dedicated people who give positive and innovative examples of globalization - people who make the future worth living. Nominations for the international ONE WORLD AWARD can be submitted worldwide. The nomination documents must fulfill certain criteria. Five finalists were preselected and visited by the OWA Jury Chairman. Based on the submitted nomination documents, the on-site visits and video interviews with the nominees, the international OWA Jury selected the OWA laureate from the five finalists.

Each finalist receives a certificate and a 2,000 Euro cash prize. The OWA laureate receives the beautiful OWA statue and a 25,000 Euro cash prize.

A second OWA, the "Lifetime Achievement Award" is presented to a person who pioneered and actively worked on the implementation of the OWA goals.

The OWA initiative has decided to expand the categories to include an award for outstanding personalities of global impact. There for the "OWA Personality Award" was created.

The OWA laureate 2010 was selected in a jury meeting on May 17, 2010. At this meeting, the jury also confirmed the decision of IFOAM who selected the winner of the "Lifetime Achievement Award".

The four finalists and the two OWA laureates were honored on September 17, 2010 at a big gala event in Legau/Allgäu.

Next to the finalists, the laureates, the members of the OWA jury, the OWA initiator Joseph Wilhelm and IFOAM Director Markus Arbenz, approximately 500 guests came to the festive event and celebrated the four finalists and the OWA laureates.





## THE LIFETIME ACHIEVEMENT AWARD

Bhaskar H. Save / India

Bhaskar Save was born in 1922 in the charming village of Dihri in Gujarat, India. He had a happy childhood and reminisces about his formative years. "Farming was a natural, intercultural part of life, changing according to the season. It was a fulfilling occupation - not the alienated, anxiety ridden struggle it has become with modern methods." Bhaskar Save grew up on his family farm which cultivated traditional crops like rice, pulses and vegetables. Despite the demands of farming there was abundant leisure time, which allowed him to observe and enjoy the beauty and gifts of nature. He spent ten years as a teacher while working every day from 6:00 to 10:00 am on the family farm. In 1951 he married Maltiben. In the same year he dug a well and, along with water irrigation, came the first use of chemical fertilizers. He started to have bumper crops which even attracted public attention. This led the director of a fertilizer company to offer him an agency for marketing chemical fertilizers! He was convinced as well as convincing with this new form of agriculture and became a "model farmer" in the early days of the so-called "green revolution". In the mid-1950s, he was able to buy one hectare of land suitable for growing paddy. This was the foundation of his present Kalpavruksha farm. Save soon realised that he had entered a vicious cycle with the use of chemical fertilizers. Just to avoid dropping yields he had to use more and more mineral fertilizer.

Mahatma Gandhi had a great influence on Bhaskar Save from his early years on. His ideas inspired Save's "organic experiments with truth" as he calls his conversion to organic farming. Another influential person was Vinoba Bahve who impressed

Save not only with his writings on farming, but even more so with his integrity, a trait Vinoba shared with Gandhi.

Save reverted to organic paddy (rice) farming and experienced quiet a significant decrease in yield at first. But – at the same time - he realised that he was benefiting from significantly declining input costs which gave him a marginal profit even in the first year of conversion (he did not fully convert to

organic farming all at once, but continued to use chemicals for the production of his market vegetables at first). He ended up nearly doubling his farmland and was able to build a small home for his family. Facing difficulties marketing his vegetables (due to over-supply), he switched to planting fruit and nut trees. Finally he was so convinced by his "experiments" that he stopped using any chemicals at all on his land. More and more diversity flourished on his farm where he soon produced not only bananas, but also coconuts and papayas. Trees became an integral part of his farm and he



developed a system of raised platforms divided by irrigation trenches on which he grew trees. This system became known as the "platform & trench-system". Year by year the organic fields yielded more (while the cost of labour inputs surprisingly declined), leading to a steadily increasing income. He shares his vast knowledge with others by writing articles and contributing to book publications, sponsored among others by the United Nations Development Program. In the last three decades, a few dozen articles have been written on Bhaskar Save and his organic farming – not only in English but also in Marahati, Gujarati, Hindi and a few more languages. His convincing dedication and "fame" also led to films about him and his work was broadcast on TV channels.

Bhaskar Save has received various recognitions and awards, including the "best coconut farmer" award by India's Minister of Agriculture. He is regularly invited for consultancies and lectures. But what he likes best of all is talking to practicing farmers. Every Saturday a large number of people come to see Mr. Save and his farm in order to learn from his vast organic farming knowledge.

With his knowledge, authority and passion he has become a chief advocate for organic farming in India and beyond.

Four years ago, Bhaskar Save wrote and published a series of open letters backed by strong evidence to M.S. Swaminathan who is known as the father of India's so-called "green revolution" and also chairs the national commission for farmers. His criticism of Mr. Swaminathan was sharp and courageous: "You are the father of India's so-called 'green revolution' that flung open the flood gates of toxic agro-chemicals, ravaging the lands and lives of millions of Indian farmers for the past 40 years."

Although Bhaskar Save challenged M.S. Swaminathan fundamentally, he has also earned his respect. Mr. Swaminathan wrote to him: "I have long admired your work and I am grateful to you for the detailed suggestions, [...] valuable comments and recommendations. We shall take them into consideration." Their profound correspondence has been published by Earthcare books under the title "The Great Agriculture Challenge" and translated into several languages.

The OWA Lifetime Achievement Laureate Bhaskar Save is one of the earliest and most influential pioneers of the organic movement. With his impressive 60 years of organic farming experience, he has been able to inspire and motivate three generations of young Indian farmers to take up organic farming. Save exemplifies the power of "farmer to farmer" education and is rightly praised as "the living Gandhi of natural organic farming in India."

With due respect for his highly impressive achievements, Bhaskar Save deserves to have the last word of this laudatio: "I see with conviction that only by organic farming in harmony with nature can India sustainably provide abundant wholesome food and meet every basic need of all – to live in health, dignity and peace".

**For more information: Bhaskar H. Save**

Contact address: Kalpavruksha Farm, Village Dehri, District Valsad, Gujarat 396 170 (India)

## THE WINNERS ARE..

### HANS HERREN, RACHEL AGOLA AND THE BIOVISION FOUNDATION IN KENYA AND SWITZERLAND

Dr. Hans Rudolf Herren

The world that OWA laureate Hans Rudolf Herren thrives in is as complex and integrated as Nature itself. He is a scientist and a farmer, a discoverer and a learner. He influences governments and public policy, he touches single lives in villages in East Africa. He is patient and indignant, native Swiss and transplanted African. Hans Herren's achievements validate the conviction that a world without hunger is a realistic goal when innovative science is pursued in balance with nature's ecosystem.

His professional story begins with graduation from the ETH in Zurich, where he had studied agricultural science. Hans Herren's career choices took him to Nigeria and confronted him with the threat of a food crisis for 200 million people due to the Cassava mealy bug ravaging this staple crop on the African continent. As Director of the Biological Control Program at the International Institute of Tropical Agriculture (IITA), he built up an international coalition to discover an effective, ecological way to fight the mealy bug, without resorting to pesticides, and execute it on a large scale. In recognition, he was awarded the World Food Prize. During his subsequent tenure as the director general of the International Centre of Insect Physiology and Ecology (icipe) in Kenya, Dr. Herren's vision of an agro-ecosystem evolved into a new 4-H paradigm of human, animal, plant and environmental health.

Today Dr. Herren's respect for holistic scientific research, his international coalition building ability, and his personal ties to rural communities in Africa continue to expand through the Zurich-based NGO Biovision Foundation, which he founded and is the president of, through the World Agriculture Report (IAASTD), which he co-chaired, and through the Millennium Institute (MI), which he leads. IAASTD, published in 2008 and initiated by the World Bank and UN, brought together 400 experts in 59 countries who concluded that the definition of sustainable agriculture had to change to recognize other local to global concerns, such as biodiversity and ecosystem services, climate change, and water availability. Advocating the implementation of the IAASTD recommendations has now become one of the goals of the Biovision Foundation.

Rachel Anyango Agola

The OWA laureate Rachel Agola is a 38-year-old farmer, married and a mother of 5 children, living in Yenga village in Western Kenya. And she is an innovator in her district. Rachel Agola was among the first to adopt the Push-Pull farming method to improve maize cultivation on her  $\frac{3}{4}$  acre farm, on which she also grows various vegetables and keeps a dairy cow and a few sheep. The Push-Pull organic method, presented below under the Biovision-supported projects, resulted

from local research undertaken by icipe. Previously, Rachel Agola's maize crop was only 35kg because her farm – typical of smallholder farms in Kenya -- was decimated by the parasitic striga weed and stemborer insects and suffered from very poor soil fertility. After learning about the method from icipe, she planted her first Push-Pull plot in 2007. Now her yield from the small plot of land has increased to 350kgs (equivalent to 2.83 t/ha.). She does not use chemical fertilizer, but applies farmyard manure. Besides increased maize yields, Rachel Agola derives other far-reaching benefits from Push-Pull, such as greater soil fertility and increased income from the sale of surplus milk and of Napier grass as fodder. Her life has changed: more food security, more money from milk sales to send her children to school, and more self-confidence motivating her to be involved in community activities. She is treasurer of the Yenga Push-Pull Farmers Self-help group, where she learns new agricultural technologies and trains other farmers.

### Biovision and its projects




technologies and approaches on a broad scope on the African continent and beyond.

### Raising maize yields through the Push-Pull method

Maize is a staple crop for millions of Africans and a shortage of corn would be disastrous for the whole continent. The stem borer and the striga weed are the main threats to maize in East Africa and can destroy up to 90% of farmers' harvests. Local research undertaken by icipe revealed a sustainable way to fight these pests and increase yields – an organic method called Push-Pull. Biovision has attained a quintuplication of harvests in its Push-Pull projects, a stunning result. The method has been taught to thousands of farmers and has been adopted by more than 30,000 of them in East Africa. Indeed Push-Pull is one of the components the Royal Society identified as a technology that can be immediately applied for achieving the massive increase in food crop production in Africa that will be required by 2050 to meet the continent's food demands without damaging the environment and without cultivation of more land. Women farmers, many who are HIV widows and struggling to survive, have especially been receptive to adopting the successful Push-Pull organic method.


### Stopping malaria at its root without DDT

Biovision first started two Stop Malaria projects in Kenya in 2004 (Nyabondo) and 2005 (Malindi) and after the initial success of the Kenyan projects expanded to Ethiopia in 2007. Local communities learn about the deadly link between mosquitoes and



malaria and are trained to protect themselves. Mosquito scouts from the local villages are instructed how to identify breeding grounds and eradicate the sites – using measures such as building ditches through community work or disposing of tires – or eliminate the larvae themselves with environmentally friendly bacteria called Bti.

With relatively small expenditures – around US\$ 270,000 for all three projects in 2008 – and by implementing the projects through icipe and local NGOs and parastatal organizations, dramatic relief from this scourge is being sustained. The prevalence of malaria cases effectively dropped by up to 62% in the last year alone (Nyabondo) and the number of mosquito larvae has shriveled between 50% (Malindi) and 80% (Nyabondo) in the last two years alone. As the Stop Malaria sites are geographically distinct – Malindi is a tourist port city while Nyabondo is a poor rural area characterized by local brick making – they can serve perfectly as pilot projects for a national health initiative. Biovision aims to convince governmental bodies to adopt this sustainable method to fight malaria rather than regressing to the use of substances (i.e. DDT), which are dangerous for people, future generations, and the land.




### Reducing the agricultural information deficit: farmer communication program

Biovision has built an information network to let knowledge flow out to as many small farmers and people in Africa as possible. There is the monthly magazine called The Organic Farmer, a weekly radio program on sustainable farming called TOF Radio, and the comprehensive, online information platform. Together, these communication channels merge knowledge from local and international research as well as the know-how gained through Biovision's on-the-ground experience into user-friendly formats. The Organic Farmer Magazine was established as a Biovision project in 2005 and has increased its circulation to 19,000 reaching altogether more than 100,000 small-scale farmers, while the radio program reaches more than 3 million listeners. The information

platform is open free of charge to all users of the worldwide web and has been used by about 70,000 Internet users in 2009 alone. Especially the Internet platform boasts an enormous potential for the future of sustainable farming as Internet usage in Africa is ever growing, and Internet cafés are mushrooming all over Kenya. The demand for practice-oriented and locally adapted techniques in the agricultural sector is huge and in light of climate change, up-to date and locally relevant advice on pests and diseases becomes ever more essential.

### Medicinal plant-based enterprises to conserve biodiversity


“Create income - save the forests” is the slogan of villagers living next to the Kakamega Forest in western Kenya. Many farming families are driven to overly use wood, plants, and grass from protected forests in order to survive. Biovision and its partner icipe, knowing that new sources of income were critical to sustain all life in the region, support local cooperatives whose members plant aromatic and medicinal plants on their farms using organic methods. These groups work closely with icipe to monitor cultivation, secure a stable selling price, and process the raw materials at environmentally friendly distillation facilities. A valuable plant extract is made into rubs and ointments



that are currently marketed locally and nationally under the Nature Rub trademark. The interest of farmers to join the enterprise is great. Plans are being worked on to receive organic certification via the internal control system for small producers and fair trade labeling, thus positioning the products to enter international markets.

“Previously my income as a conventional farmer simply did not meet my family's needs. When I learned of the opportunity to take part in the medicinal plant project, the big turn around happened. We can earn more by cultivating medical or medicine plants. I personally have learned through the project that I have a head for the business.” James Ligare, Herb Farmer and Leader of the Muliru Farmers Group in Fakinaga

### One shared world



OWA Laureates Hans Rudolf Herren and Rachel Agola share a world of challenges and potentialities. Together their success stories exemplify how scientific innovation and individual initiative can preserve this one world and give, as the Biovision Foundation's dictum says, **a future for all life, naturally.**

For more information: [www.biovision.ch](http://www.biovision.ch)

Contact address: Biovision Foundation, Schaffhauser Str.18, 8006 Zürich/Switzerland

### Rationale of the OWA Jury for its decision:



The jury was very impressed by the holistic nature and high impact of the work of the Biovision Foundation “on the ground”. The projects in Africa are each and by themselves promising and hope-giving success stories. Many experiences made in the projects are ready for major, if not massive role out - not only in Africa. The jury appreciated very much the bridge building role of the foundation being a voice of Africa in the North and opening windows to Africa of the North”. Behind all this is the personality of Hans Herren who as founder of the Biovision Foundation not only had the vision for the Foundation, but also stays “at the helm” as president. Apart from the remarkable achievements that have been realized over decades, the central role that Hans Herren played in the IAASTD World Agriculture Report was yet another important reason for the jury to choose him as OWA laureate. With this award the jury sends a clear message of support and encouragement to give not only much more attention to the report, but also to start making use of the findings and conclusions of the report for concrete steps towards the needed paradigm shift from an environment-destroying, dependency-creating and resource-consuming, conventional form of agriculture towards a sustainable and ecological way of producing our food all over the world. The unanimously elected OWA laureates also send a clear message with regard to the highly potential solutions that Africa can offer for solving major problems - even beyond Africa. Out of this and with respect for the fundamental role African people play in the various projects, the jury had decided to honor on behalf of all these encouraging “future makers” one of the pioneering push and pull women farmers as an additional laureate. Rachel Agola is an inspiring example of women power and the leading role that women play in farming worldwide. A visionary scientist, a dedicated woman farmer and an outstanding foundation together have not only deserved the One World Award 2010, but will take the wings of “Lady OWA” to continue providing a highly substantial range of sustainable solutions for the protection of another earth, our environment and for fair livelihoods.



## HELMY ABOULEISH AND THE SEKEM GROUP IN EGYPT

### Helmy Abouleish

Helmy Abouleish was born in Austria, came as teenager to Egypt, is married and has 4 grown-up daughters. He studied Business Administration, Marketing and Finance and has been Managing Director and Vice Chairman of the SEKEM Group for 16 years. He is (co-) founder of many organizations and has been or still is serving on 29 boards including the IFOAM Mediterranean and Anglophone African Group.

Helmy Abouleish is a most competent and brilliant speaker and is therefore in high demand worldwide. Besides talking at the UN, FAO and UNDP he meets with world leaders and promotes the organic and sustainable agenda all around the world. Recently, he was invited to a presidential conference with US President Obama and a meeting with Prince Charles on sustainability and organic agriculture.

Some years ago, Sekem has been recognized as “Outstanding Social Entrepreneur” by the Schwab Foundation in Davos and was awarded the Right Livelihood Award. Helmy Abouleish describes his personal mission: “To raise awareness for the urgency of a more sustainable development path in Egypt and around the world; to lobby for related policy changes, and to drive and support initiatives for sustainable development both in the public and private sector”. SEKEM was founded 33 years ago by Ibrahim Abouleish, Helmy’s father, as a small, bio-dynamic farm on the edge of the Sinai desert. Today, the farm totals more than 500 hectares. Every work day starts with a morning circle where the different work teams, companies and schools come together greeting each other and getting inspiration from a “text of the day” while holding hands.

Until today, the bio-dynamic farm operation remains the backbone of SEKEM. One must see it to believe what a green paradise can grow on desert soil. The fields are lush green and a cornucopia of alley trees, flowers, birds and butterflies give you the feeling of being in a beautiful oasis.

To create such a green miracle in a desert landscape is only possible with lots of compost that is produced in a huge compost plant where 40 people make fine compost out of animal manure, farm crop residues and hyacinths from the Nile River. The compost plant is also co-financed with carbon credits from the “Soil & More” initiative that was initiated by SEKEM. Typical for bio-dynamic agriculture is a dairy herd that is complemented by a flock of “fat tailed” sheep (a local breed), a chicken house as well as numerous bee hives. All of the animal feed for the farm is produced in SEKEM’s own mill.

SEKEM employs 1,500 people in various companies, most of which are located on the farm grounds. LOTUS produces medicinal herbs that are processed into teas which hold an



unbelievable 70% of the Egyptian tea market. ISIS manufactures various organic food products. Fresh foods and vegetables are handled by a different enterprise called HATOR. The pharmaceutical company ATOS develops and produces natural medicines. LIBRA coordinates the cultivation of crops on the 1,200 bio-dynamic farms in Egypt, MIZAN produces organic seedlings and ECOTEC is a holding for facility management and sustainable industrial development.

SEKEM was the world pioneer in developing organic cotton cultivation. Before, it was believed that industrial cotton production was impossible without the use of chemicals. Thanks to SEKEM, the chemical use could be reduced by 90%. NatureTex, SEKEM’s own textile enterprise, is managed by Helmy’s wife Konstanze. Here, 360 employees design and tailor a broad range of organic cloth – especially for babies and children as well as cotton dolls that are popular all around the world. Among NatureTex’s employees are many deaf people.

About 600 children are being educated in SEKEM in a Waldorf school and a kindergarten as well as in a Polytechnic School where young Egyptians get an education in metal-working



professions, carpentry and electronics. SEKEM also maintains a school for handicapped people as well as a school for the so called “chamomile children”. In this school, 80 children from very poor families and school drop-outs are getting a chance for a good education. The pupils contribute to their education by doing some easy work tasks such as picking chamomile blossoms. The architecture of SEKEM village is very harmonious and features a circular guesthouse, an unusually designed mosque, a shop

and a health clinic that is open for the SEKEM staff and about 30,000 people in neighboring villages. Eurythmie, theater, music (with the SEKEM orchestra) characterize the cultural life in SEKEM.

SEKEM’s latest initiatives are a land reclamation project where three 2,000 hectare plots in the Sinai Desert are being converted into bio-dynamic fields and the HELIOPOLIS University that is the major focus of the work of Ibrahim Abouleish. The university will open its gates next year and will include Organic Agriculture, Medicine, Pharmacy, Pedagogy and Arts faculties.

SEKEM has set up a network of organic companies called Internation Association of Partnership in Trade and Ecology (IAP) and often takes the “driving seat” to advance organic issues. One example was their leading role in developing IFOAM’s ethical code for organic trade. Over the last 15 years, the SEKEM Group has become a very successful business based on an ecological and social enterprise approach which Ibrahim Abouleish refers to as “economy of love”. It has developed into what many consider the most successful and impressive bio-dynamic and organic project in the world.

For more information: [www.sekem.com](http://www.sekem.com)

Contact address: SEKEM, Post Box: 2834 El-Horreya, Egypt - 11491 Cairo





## BETI MINKIN AND THE ANATOLIA FOUNDATION IN TURKEY

Beti Minkin



In 2006, Beti Minkin founded the Anatolia Foundation in the USA. The principle goals of the Foundation are to preserve and support the rich biological diversity of the rural Anatolian region of Turkey with sustainable village projects.

Born and raised in Turkey, Beti Minkin has spent most of her adult life in the USA, but always displayed a passion for her native land. Since the 1990s, she pioneered holistic sustainability projects in regions where biodiversity is prolific but greatly endangered. Her vision and enthusiasm are truly inspirational.

Her "Tohum" ("Seed" in Turkish) ventures raised local awareness of the importance of heirloom seeds, traditional foods and natural lifestyles. The Tohum® Natural Foods brand she created still exports organic artisan foods from Anatolian villages to the benefit of community health and economy.



Most recently, under the auspices of the Anatolia Foundation, Beti Minkin initiated an extensive agro-biodiversity sustainability program in the remote Kars Province of Eastern Turkey. The project links bio-conservation with organic food production and ecologically viable livelihood. It focuses on a full-scale organic certification program with over 200 farmers and the revival of the ancient grain "Kavilca" or emmer (*Triticum dicoccum*), amongst other important traditional crops such as flaxseed and red wheat.

The project includes the full production cycle, from sowing seeds on organic farms to selling the products on global markets. The heirloom seeds rescued from the brink of extinction now provide raw materials to the local community for developing marketable organic products. In this context, a bakery in Kars will soon start marketing the traditional "pide bread" (flat bread) made with the project's organic whole red wheat flour. Whole grain emmer and barley products are also in the works.



The project also promotes traditional wildflower honey with new colonies of the endangered Caucasian queen bee. Other programs include a scientific survey of local medicinal plants and botanical product formulation workshops for village women.

The whole community is enthusiastically engaged, initiating village NGOs and a Farmer's Cooperative. Activities bring people of different skills together: from students cataloging wild flora and grandmothers sharing traditional recipes to young adults returning from big cities to farm organically on their native land. Women participate in all aspects and Beti Minkin has become an important role model for them.



The project positively impacts the ecological, social and economic conditions of the villages. Its success is a result of the holistic approach to development.

This further adds value to behaviours that protect local ecology and promote social equity, in accordance with the three pillars of sustainability.



For more information: [www.anatoliafoundation.org](http://www.anatoliafoundation.org)  
Contact address: Beti Minkin Post Box 6011, Albany, 94706 California USA







## THE COOPERATIVE ASSOCIATION OF EL CEIBO IN BOLIVIA



### El Ceibo

During the OWA finalist visit the leaders of EL CEIBO expressed their clear opinion that no individual person should be singled out to receive the OWA attention and recognition. EL CEIBO is a truly democratic organization that is based on communal principals and has a rotating leadership.

Founded in 1977, EL CEIBO Ltd. is an association of cocoa producer cooperatives that has directed its efforts towards improving the production, processing and marketing of organic cocoa and its derivatives.



The farmer organization consists of 49 primary cooperatives, distributed throughout the Alto Beni Region and other Bolivian regions, uniting more than 1,200 cocoa-producing families who are all organic and fair trade certified. The cultivated area totals nearly 5,000 hectares which translates into an annual production volume of 960 metric tons of cocoa.

The head office and processing factory is located in the Bolivian capital La Paz at an altitude of over 4,000 meters. The principal task of the head office is to coordinate the collection of the cocoa beans from the cooperatives, their processing and sale in national and international markets, bringing economic benefits and improving the living conditions of its associates. Five chocolate and confectionary shops in La Paz form the back bone of the local marketing success story. EL CEIBO currently employs 90 factory workers directly and provides for over 2,000 livelihoods.

The Association also established the FOUNDATION FOR SUSTAINABLE DEVELOPMENT that is based in Sapecho / Alto Beni and that forms the technical and social branch of the cooperative. Among other things, the foundation is responsible for providing technical assistance and comprehensive training on quality improvement, productivity growth, organic and fair trade certification, agro-forestry systems as well as the development of the cooperatives and their members. It secures the cocoa volumes required by EL CEIBO and currently employs 50 workers.

EL CEIBO is one of the first and therefore pioneering organic organizations in the Southern hemisphere and has become a highly successful cooperative and business initiative during the last 30 years. It is a "shining example" of the benefits that result when organic and fair trade come together. From the beginning, EL CEIBO has cultivated



ated cocoa and other crops on the farms organically. The cooperative has also been certified by NATURLAND and BCS-Öko Garantie, a leading German certification agency. The inspections and certification are carried out by the Bolivian organization BOLICERT. The cooperative farmers are also certified by FLO-cert and market their products with the fair trade logo.

Remarkable is the positive development respectively the fact that EL CEIBO shifts its commercial activities more and more to explore and develop national and regional markets. Already 40 percent of the production and income is achieved through regional/national marketing and the plan is to increase this share beyond 50 percent.



A lot of capacity building on environmental issues is central to EL CEIBO activities with a special focus on quality improvement and agro-forestry systems. Moreover, EL CEIBO runs a well maintained seed bank with local plants and produces more than 80,000 trees per year for the farmers (in various nurseries).

The social agenda is very impressive with investments in schools, housing and health care. Women not only play a central role on the (cocoa) farms and as workforce, but also hold leadership positions. A women committee coordinates special projects and programs that focus on womens' needs and issues. Important and promising is also the fact that EL CEIBO attracts and employs many young people in the countryside and thus helps to curb emigration of the rural young to the cities.

What does the EL CEIBO success story mean in concrete terms? More than 1,200 cocoa farmers, almost 200 staff and more than 2,000 indirect jobs have significantly improved the life of more than 10,000 Bolivians. The nomination documents and more so the visit in Bolivia confirm that EL CEIBO is one of the best organized and most professional cooperatives and prove that cooperative systems are alive and meaningful. Additionally, EL CEIBO stands for organic farming and nature conservation at its best making it a proud show case example of the movement. And last but not least: The farmers and workers make many customers around the world happy with finest organic and fair trade cocoa and chocolates.



For more information: [www.elceibo.com](http://www.elceibo.com)  
Contact address: Av. Juan Pablo II No. 2560, El Alto, Bolivia





## FRANZISKA KAGUEMBEGA-MÜLLER AND THE NEWTREE ASSOCIATION IN BURKINA FASO

Franziska Kaguembega-Müller

Franziska Kaguembega-Müller was born and raised in Switzerland and came to Burkina Faso as a master thesis student. She married a Burkinabe and has been living in this country for 12 years. She cofounded the newTree Association and remains the visionary person and driving force behind this project. Biologist by education she is also mother of two daughters. She is well accepted and integrated in the project communities and Burkinabes see her as one of her "sisters". She is an environmentalist, a feminist and a sensitive person yet with "Swiss discipline" in organizing her tremendous work load besides running the family. In a society very much dominated by men she is highly respected. She is a strong and powerful woman, driven by a vision and fully engaged by her mission.

"Daring visions - living dreams" is the appropriate slogan of the newTree Association which was founded in 2001 centering its main activities around agro-forestry and reforestation in the Sahel region. A key objective is the protection of trees as an effective means to protect the environment while also combating poverty. newTree has its seat in

Switzerland where fundraising and PR is coordinated. Its annual budget is about 600,000 Swiss Francs. Only 10 percent is spent for administration, communication and public relation.

The field work and projects are concentrated in Burkina Faso where seventeen Burkinabe staff members work. With its partner organization TOKOR newTree also reaches out to Mali and to Eritrea. In eight years, the foundation has been able to protect 400 hectares by fencing out grazing animals. The central pro-

blem of the Sahel region is overstocking and consequently overgrazing. Not only tree planting, but protecting the trees is the key as many reforestation projects waste money in that they merely produce fodder for the grazing flocks.

Fenced-in plots have about 700 trees and bushes per hectare. One protected plot has a size of almost three hectares and requires about 1,300 Euro worth of materials. 300,000 trees in Burkina Faso have thus been protected from being cut or destroyed by animals - namely sheep and goats. In Eritrea, already more than 80.000 trees could be planted. Very impressive is the diversity of plants that grow in a fenced area: (Monitoring has shown that) up to 140 different local tree species have been counted. Young trees already absorb 200 tons of CO<sub>2</sub> per hectare. In addition to the impressive reforestation success.



People use the fenced areas to grow crops for themselves and for sale at local markets. Very important is the high-quality hay that is being produced on the fenced in plots that helps to cover the nine months of dry season.

newTree is active in almost 60 villages and presently works with 138 large family clans and women groups. The life and fate of far more than 3,000 people in villages and rural areas threatened by desertification has been changed through newTree. A new program explores money transfer opportunities for the needed up-scaling investments through CO<sub>2</sub> compensations schemes. The fencing project is based on self-help. The family clans and women groups are taught how to build a fence and get the material, but have to do all the work themselves. Recently, more and more projects are transferred to women groups. This is important in a society where women are not even allowed to hold land titles. Yet newTree is much more than a reforestation program. The association is also very engaged in capacity building with the focus on the empowerment of women (in a predominantly Muslim society).

A central part of the project activities focuses on teaching and enabling women to build new efficient cooking stoves that reduce fire wood consumption by more than half. More importantly, the new cooking stoves protect woman and children from heavy toxic smoke and the stoves are also child-safe so that children cannot burn themselves.

The stoves use only local materials like clay, dung and straw. Women are taught to build these stoves in the villages and as "business models" in order to generate income. Until today, more than 1,300 stoves have been built. newTree also supports the farmers to market their products for a fair price. All the work is build on participatory principles. A new and ambitious project is the foundation of an ecological training center in the outskirts of the capital Ouagadougou. Beautiful buildings for housing, kitchen, dining and teaching have already been finished. All buildings are made from local materials using traditional construction methods. Many activities are taking place in the new Eco-Center even before it is completely finished. A women group for example is making high quality hay and has learned how to produce soap - products that have become essential income generators.

The successful projects with the improvements they bring to the villages, families and women groups are ready for a major roll-out. The interest in project cooperation is enormous and project applicants have to wait up to three years until they get the funds to start. The association shows among others how people can combat desertification successfully and significantly improve their livelihoods - especially the livelihoods of women and children. newTree fuels the optimism that we have solid solutions to make the world a better place even in the face of hardest environmental and difficult social conditions.

For more information: [www.newtree.org](http://www.newtree.org)  
Contact address: newTree, Bollwerk 35, CH 3011 Bern





## THE ONE WORLD PERSONALITY AWARD

Prof. Wangari Matu Maathai

*The OWA initiative has decided to expand the categories to include an award for outstanding personalities of global impact. Our understanding of "VIP" is to honour "Very Impacting People". The impressive achievements of our first Personality Award laureate will set a standard for this new award category.*

Wangari Maathai was born as a farmer's daughter in 1940. Her list of "pioneering" is most impressive. She was one of the first woman in East and Central Africa to earn a doctoral degree and subsequently became the first female professor for veterinary medicine.

Even more so than in her academic career she has also been a pioneer in the political arena. Opposing the corrupt government of Daniel Arap Moi she was numerous times arrested and even tortured. Amnesty International often came to her rescue as she expressed: "I cannot count the many times you saved my life and made my work possible." In 2002 she was elected to Parliament and became Deputy Minister for the Environment. She founded the Kenyan Green Party and was the first Green politician in Africa to be elected to government.

Although a veterinarian by profession, Wangari Maathai made trees the focus of her life. In 1997, she founded the Green Belt Movement (GBM). Besides tree planting, the organization is active in civic and environmental education and advocacy and networking. Wangari established over 600 tree nurseries in 13 African countries and has planted 40 million trees with GBM. "Mama miti" - Mother of trees" as she is called in Sahili has now set an even more ambitious goal: to plant 1 billion trees within the next decade.

Already in 1984 she was awarded the Right Livelihood Award for her work with GBM. Ten years later she was the first African woman ever to receive the Nobel Peace Prize for her achievements in "sustainable development, peace and democracy". She is a most impressive "living proof" for the interdependence of peace and a healthy environment. With her outstanding work, Wangari Maathai personifies all objectives of the OWA, especially the aspect of "peaceful community building". All of her work is solidly built on the three pillars of sustainability. As a tireless campaigner and activist for environmental conservation, democracy, human and especially women's rights, peace and justice she puts the objectives of the One World Award into action on a global level – motivating us to do our share for reaching our common goal to make this world a better one.

For more information: [www.greenbeltmovement.org](http://www.greenbeltmovement.org)  
Contact address: Green Belt Movement International, P.O Box 67545-00200, Nairobi, Kenya

## INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS



Founded in 1972, IFOAM, the International Federation of Organic Agriculture Movements, is the international umbrella organization for the organic movement.

Currently, IFOAM represents over 800 member organizations in over 100 countries. Among IFOAM's affiliates are, for example, organic farmers' associations, organizations from the organic food industry, research institutions, as well as certifiers.



IFOAM represents the common interests of the organic movement based on the principles of organic agriculture (ecology, health, fairness and care). IFOAM's mission is to lead, unite and assist the organic movement in its full diversity.

The worldwide adoption of ecologically, socially and economically sound systems, based on the principles of Organic Agriculture, is IFOAM's vision.

### The work includes:

- The provision of an international umbrella through a global information platform and through publications, a directory, statistics and magazines;
- The advocacy to international organizations (e.g. UN) to include organic farming practices and concepts into food security, biodiversity, sustainable soil and water management or climate change policies;
- The uniting of organic standards in the IFOAM family of standards, accreditation of certification bodies and the provision of other services for quality assurance in organic agriculture and products;
- The implementation of projects to develop organic agriculture, especially in developing countries;
- The capacity-building of actors within the organic movement.



# RAPUNZEL Naturkost – 35 Years Organics With Love



When Joseph Wilhelm and his former wife Jennifer Vermeulen started to mix muesli in a bathtub 35 years ago, they would have never thought that RAPUNZEL would develop into an international organic food manufacturer.

Like all big stories, the RAPUNZEL story also started out small. The focus of Joseph Wilhelm back then was the production of muesli and nutsreads and the procurement and distribution of healthy food products such as bread, fruit and vegetable from organic cultivation. Today, RAPUNZEL markets every year about 12,000 tons of organic food in all the world and more than 450 products, half of which are processed or manufactured in Legau/Allgäu.



The biggest challenge of such a development is the challenge of remaining true to one's principles. Joseph Wilhelm managed to do just that! All his actions are still inspired by the basic idea of promoting and supporting organic agriculture – beyond Germany and Europe.



Especially important was the procurement of raw materials in sufficiently high organic quality. To this end, Joseph Wilhelm founded the so-called RAPUNZEL projects. In 1976, the first RAPUNZEL project started in Turkey with organic dried fruit and nuts; a few years later, coconuts started to be grown in Sri Lanka.

Along the entire chain, from the field to the finished product, RAPUNZEL advises farmers and producers – over time, a joint venture will develop. But also social and political aspects are taken into consideration. Today, RAPUNZEL procures organic raw materials from nearly 40 countries worldwide and the organic RAPUNZEL products can be bought in almost as many countries.

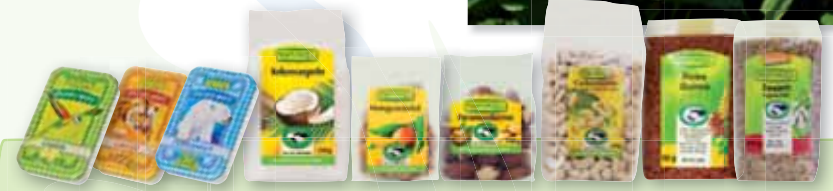
Since its foundation, RAPUNZEL has been combining economic success and social responsibility for customers, employees and suppliers. Particular attention is paid to the relations with producers from the so-called “developing countries”.

This was the motivation for the first “HAND IN HAND” projects that connect organic agriculture and fair trade. Since the 1990s, the range of products that is marketed under the “HAND IN HAND” label has increased to 87 products.



Part of the purchase price of “HAND IN HAND” products is donated to a fund that is administered by the German Environmental Aid (DUH).

Since 1998, 112 projects around the world were supported with a total sum of almost 460,000 Euro.



## HAND IN HAND PRODUCTS

In Tanzania, for example, a classroom was built for the children of coffee growers and in Bolivia the fund money was used to equip houses with water tanks and solar panels.

With this commitment, RAPUNZEL improves the living conditions in developing countries and demonstrates that consumers can choose to take responsibility for the producers' situation with the kind of food they buy.

During the many years of cooperation with the “HAND IN HAND” partners and through the many projects that were funded by RAPUNZEL, a new idea began to grow. Joseph Wilhelm initiated the “ONE WORLD AWARD”.

This award honors people and initiatives who are committed to making globalization a positive experience and who help to make the world a little bit better day after day.

The award should also be encouragement that everyone can contribute his or her part to this great goal.



## Presentation of the 1. One World Award 2008 in Modena



# THE JURY OF THE ONE WORLD AWARD



## Vandana Shiva | India

Vandana Shiva was born in 1952. She studied in Canada where she received a doctorate in physics. After returning to India, she set up her own research lab (in her mother's cowshed). Since the 1970s she has been an environmental activist and eco-feminist. She sees her work and struggle for the poor in the tradition of Mahatma Gandhi and was headlined in an interview on globalization in the leading German magazine Stern as the "Voice of the Poor". She is a world wide authority on issues like biodiversity, seeds, genetic engineering, globalization and climate change. Vandana Shiva is a member of the Club of Rome, one of the presidents of the International Forum on Globalization, president of the Future of Food Commission and Vice President of Slow Food. The Time Magazine named her one of the five "Heroes of the Green Century". She has received numerous international awards and recognitions among others also the Right Livelihood Award.



## Tewolde Berhan Gebre Egziabher | Ethiopia

Tewolde Berhan was born in 1940. After graduating from the University of Addis Abeba he took a doctorate from the University of Wales. After he finished his studies, he became Dean of the Faculty of Science in Addis Abeba and served for 8 years as president of the Asmara University. Today Tewolde Berhan is Director General of the Ethiopian Environmental Protection Agency which is effectively the country's Ministry of Environment. He is a world-leading expert and authority on issues such as biodiversity, seeds, patents on life and intellectual Property Right (TRIPS) and has centrally influenced the Convention on Biological Diversity and the bio safety negotiations. Outstanding among his many international recognitions is the Right Livelihood Award also known as the "Alternative Nobel Prize".

"I am a local, rural and communal citizen and I believe that the whole world is a community. We have made huge progress in asserting local community rights around the world and we shall continue to do so."



## Roberto Ugas | Peru

Roberto Ugas is a Peruvian agronomist and horticulturalist who studied in Peru, the Netherlands and Japan. He lectures and researches at the Universidad Nacional Agraria La Molina (National University for Agricultural Science in La Molina) and works as a consultant in rural development, agroecology, agrobiodiversity and organic agriculture. Roberto Ugas is main advisor to Peru's National Association of Ecological Farmers (ANPE) and is a member of the National Commission for Organic Products (CONAPO), the advisory board that drafted the first organic regulation in the country. He represents La Molina in several national and international committees including a committee with ANPE and Slow Food. Roberto Ugas is a member in several scientific societies such as ISOFAR, SOCLA and EducAndes, an association that promotes education for sustainable development. Additionally he has served on the board of SEPIA, a think tank dealing with small-scale agriculture and economy. Ugas is a member of GALCI, IFOAM's regional group in Latin America and for 15 years was involved with IFOAM's Accreditation Program. Together with IOAS, he presided the Accreditation Committee for several years. Roberto Ugas was also a member of the task force that drafted the principles and the definitions of organic agriculture.



## Joseph Wilhelm | Germany

The organic pioneer and activist is founder and Managing Director of RAPUNZEL Naturkost INC in Legau/Germany. Joseph Wilhelm started his agricultural career on his parents' farm in the Swabian village of Großaitingen. Already as a teen he started travelling abroad. In 1974, after completing a bio-dynamics training, he and Jennifer Vermeulen opened one of Germany's first organic food stores with an organic market garden and organic wood stove bakery. In 1976, they founded the food processing and wholesale company "RAPUNZEL". Today, RAPUNZEL has become one of the biggest German organic food manufacturers that exports into more than 30 countries. With the RAPUNZEL Turkey project, Joseph Wilhelm established one of the largest organic cultivation and food processing projects in Turkey. The combination of fair trade and organic cultivation is another major concern of his activities. Numerous projects around the world have been supported with funds from the HAND IN HAND foundation that was built up by Joseph Wilhelm. Joseph Wilhelm has committed himself to the struggle against genetic engineering, e.g. with his 2007 "Genfrei Gehen" march across Germany and a second march in 2009 from Berlin to Brussels.

## Bernward Geier | Germany

Bernward Geier was born 1953. After a peace service as war resister in the ghetto in Washington D.C. he studied cultural history in Mexico and agriculture at the University of Kassel/Germany, where he worked in the field of organic agriculture as a scientist and lecturer for 5 years. From 1986 onwards he served for over 18 years as Director in the global umbrella organisation of organic farming IFOAM (International Federation of Organic Agriculture Movements). He is, among other things, journalist, political activist and member of the Future of Food Commission and involved in Slow Food. He lives on a small organic farm and is today Director of the consulting agency COLABORA-let's work together. He coordinates the award initiative and serves the One World Award Jury as (non-voting) chairperson. "Think globally and act locally?...this is by far not enough. We live in a 'glocal' world and thus need to think and act globally as well as locally."



Jury meeting in Legau (Joseph Wilhelm, Vandana Shiva, Bernward Geier, Roberto Ugas, Tewolde Berhan Gebre Egziabher was connected via phone)



## DAO DROSTE

### ARTIST OF THE ONE WORLD AWARD STATUE

Cosmopolitan, Taoist, free-lance artist (paintings, sculptures, installations, video-art), former chemist (Ph.D.). Internationally she became known with her large-scale ground installation "Open-Mindedness" and her 500 terra-cotta face sculptures.

The OWA statue is a female torso that is characteristic for Dao Droste. It typifies the life-giving power of "Mother Nature". The Earth is represented as a flat relief that centrally penetrates the torso and is carried by it at the same time. The coloured areas of the continents, oceans and blue stripes flow across the statue and thus form a unity of everything – an expression of harmony between man and the earth: globalization that takes on responsibility.

As a matter of fact, Dao Droste always wanted to be an artist. But when she graduated from high school there was war in Vietnam and her home country did not need any artists. So Dao, a young lady without any German language background, went to Germany and completed her study of chemistry in Stuttgart and Heidelberg.

After passing all exams she was "so unhappy of not being examined any longer" that she went on to earn a doctor's degree – with distinction.

Not until 15 years after her arrival in Lüneburg, Lower Saxony, she started to dedicate herself to her original passion: installations, sculptures, paintings. In Eppelheim near Heidelberg she opened her own studio where she will soon celebrate her 25 anniversary as an artist.

"The Way" is the meaning of her first name. And it perfectly fits this tender woman. She is a Taoist being convinced "that you have to accept what is and that you have to be fully present in the moment without thinking of what comes next". And you have to always be open for balance, reconciliation and your own intuition.

"Open-Mindedness", an installation of strictly grouped, but also entirely individualized faces, has been key to building up Dao's international reputation since 1999. Her Far-Eastern roots can not only be felt in her personality, but also in her artwork which has become part of renowned public and private collections.

While her family lives scattered across four continents, Vietnam has always remained the spiritual home of the artist. But what does home mean? She calls herself a cosmopolitan and knows: "I can only survive with this attitude".

Source: Nicole HeB (Stadtmagazin MEIER, October 2007)  
For more information: [www.daodroste.de](http://www.daodroste.de)



## Call for Nomination Date for the OWA 2012

Information on how to submit a nomination can be found at [www.one-world-award.de](http://www.one-world-award.de) or can be requested from [OWA@rapunzel.de](mailto:OWA@rapunzel.de) (fax: +49-(0)8330-529-1678)

### Award Ceremony: Sommer 2012



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