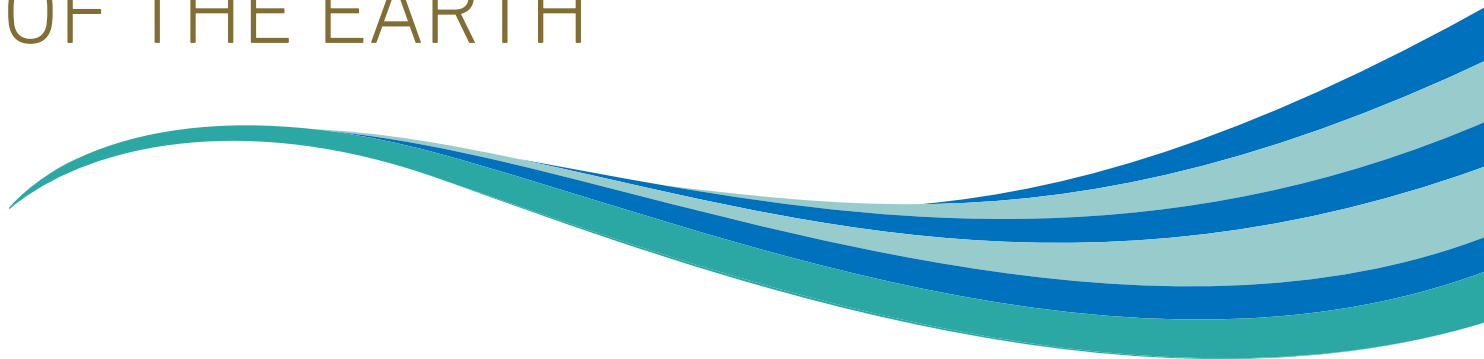




# 2011 CHAMPIONS OF THE EARTH



## Message from Achim Steiner UN Under-Secretary General and Executive Director of UNEP

Welcome to the 2011 Champions of the Earth Awards Ceremony, the United Nations' highest awards for environmental leadership.

The five winners, drawn from the worlds of government, science, business and entertainment, each exemplify how action, inspiration, personal commitment and creativity can help us fulfill the imperative to articulate and to demonstrate in clear and concrete terms the transition to a low carbon, resource-efficient Green Economy.

We are living in a new age and witnessing a new dawn. The opportunities and the knowledge of how to shape and refocus economies and current unsustainable patterns are far more available than they have been in the past. The environmental movement we are witnessing today has the potential to be a new 21st century renaissance, a rebirth to transform outdated modes of thinking and action into more intelligent and less wasteful production and consumption patterns.

The Champions of the Earth Awards honour those leaders and innovators who are shaping this new Renaissance. This year's laureates demonstrate that even in challenging times, there are unprecedented opportunities for solutions, leadership, and entrepreneurship.

We hope their shining examples will give even more impetus and motivation to build a new, inspiring and sustainable green development path, so urgently needed today, to build a better tomorrow.



Established in 2004, the Champions of the Earth is the flagship environmental award of the United Nations that is presented each year by the United Nations Environment Programme (UNEP) to outstanding leaders.

Through seven award cycles, the Champions of the Earth has now recognized 40 outstanding environment leaders, thinkers and achievers who have shown determination, resourcefulness and enduring commitment towards a better, greener and more prosperous future.

For 2011, the Award Ceremony is held in the margins of the 19th Session of the Commission on Sustainable Development (CSD), which provides the opportunity to amplify a key theme of the CSD's discussions in the lead up to the 2012 UN Conference on Sustainable Development in Rio de Janeiro(RIO+20) - the Green Economy in the context of sustainable development and poverty eradication.

**“The winners represent some of the key pillars upon which society can build Green Growth and a development path to unite rather than divide six billion people.”**

Achim Steiner

## RECEPTION, GALA DINNER AND AWARD CEREMONY

American Museum of Natural History  
Central Park West at 79th Street, New York, NY  
Tuesday, 10th May 2011

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### RECEPTION

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1845 Cullman Hall of the Universe

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### AWARD CEREMONY & GALA DINNER

Milstein Hall of Ocean Life

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1930 Opening Performance by guest artist **Ms. Angelique Kidjo**  
Unicef Goodwill Ambassador and Patron of UNEP's Music & Environment Initiative

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1940 Welcome remarks by Masters of Ceremony,  
**Ms. Gisele Bundchen & Mr. Don Cheadle**, UNEP Goodwill Ambassadors

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1945 Message from **Mr. Ban Ki-moon**, United Nations Secretary General

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1950 Keynote Address by **Mr Achim Steiner**, Executive Director, UNEP  
and Under-Secretary-General of the United Nations

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2000 Remarks by **Mr. Young Kee Kim**, Chief Relations Officer of LG Electronics

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2005 Dinner

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### AWARD PRESENTATIONS by Mr. Achim Steiner

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2040 Champion of the Earth for Science & Innovation  
**Dr. Olga Speranskaya**, Eco-Accord Center for Environment and Sustainable  
Development (Eco-Accord), Russia



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2048	Champion of the Earth for Entrepreneurial Vision <b>Mr. Zhang Yue</b> , BROAD Group, China
2056	Launch of World Environment Day Challenge by <b>Ms. Bundchen &amp; Mr. Cheadle</b>
2100	Champion of the Earth for Inspiration & Action (co-winner) <b>Mr. Louis Palmer</b> , Switzerland
2108	Champion of the Earth for Inspiration & Action (co-winner) <b>Ms. Angelique Kidjo</b> , Benin
2116	Champion of the Earth for Policy Leadership <b>H.E. Mr. Felipe Calderon</b> , President of the Republic of Mexico
2126	Group photo opportunity
2130	Closing remarks by Masters of Ceremony
2135	<b>Performance by Ms. Kidjo</b> Dessert / coffee and tea
2200	End of ceremony

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## POLICY LEADERSHIP

### H.E. PRESIDENT FELIPE CALDERÓN MEXICO

Mexico's president, Felipe Calderón, has impressed many on the world stage with his oft-repeated aim of turning his country into one of the first developing nations to take a leading role in combating climate change. In 2009, Calderón made a commitment to reduce Mexico's emissions by 50 million tonnes a year until 2012. The Mexican president said this would be achieved by more efficient cars and power plants, as well as reductions in gas leaks and flaring by the oil industry. Calderón also called for the establishment of a global "Green Fund," which would receive contributions from all but the poorest countries in the world to finance environmentally friendly projects. Showing leadership by example, around 17 percent of Mexico's electricity now comes from hydro dams. Iberdrola, a Spanish utility, is building a giant wind farm in the southern state of Oaxaca which will provide power to 200,000 people, and avoid the emission of 150,000 tons of carbon dioxide each year.

# ENTREPRENEURIAL VISION

## ZHANG YUE

### CHINA

Zhang Yue's company BROAD Group which he formed in 1988 specializes in the production of non-electric air conditioners that operate on clean energy and zero-polluting refrigerant. Indeed, all the company's products (which also include heat recovery fresh air units & air quality detectors) have a continual goal of enhancing energy efficiency and minimizing pollution. Still, Zhang's environmental leadership extends beyond his business: Being an air conditioning producer, BROAD has been actively promoting building thermal insulation to reduce the excessive building dependence on air conditioning with its demos on old building retrofitting. When Zhang Yue was distressed to see still that thermal insulation of buildings has not gained enough attention, he determined to increase energy conservation of buildings by promoting energy-efficient industrial machinery. In 2009 BROAD developed a factory-made building with 5-time energy efficiency higher. BROAD has been a member of the United Nations Global Compact since 2001, and in 2008, it joined The Climate Group, working internationally with government and business leaders to advance smart policies and technologies to cut global emissions and accelerate a clean revolution.





## SCIENCE AND INNOVATION

**OLGA SPERANSKAYA**

**RUSSIA**

Russian scientist Olga Speranskaya successfully transformed the NGO community in Eastern Europe, the Caucasus and Central Asia (EECCA) into a potent, participatory force working to identify and eliminate the Soviet legacy of toxic chemicals in the environment. Speranskaya formed a civil society network that has grown to include NGO groups, governmental bodies and academia in 11 former Soviet states to work on phasing out toxic chemicals and reducing harmful exposures to human health and the environment. The countries of the EECCA region are home to vast stockpiles of 12 of the world's most toxic chemicals called persistent organic pollutants (POPs) and since 1997, Speranskaya has worked to create awareness of the health dangers of hazardous chemicals, led campaigns to ban their burial and transport, provided information to government decision-makers for policy changes and fostered civil society participation.



# INSPIRATION AND ACTION

## LOUIS PALMER

### SWITZERLAND

Louis Palmer - the first man ever to circumnavigate the world in a solar car first received global recognition when he travelled from Argentina to Brazil in one of the smallest airplanes that had ever crossed the continent to draw attention to the fast-disappearing Amazon rainforest. In 2004 he successfully completed the Solar Taxi tour. With the help of four Swiss universities he managed to build a car powered by renewable energy, find supporters and sponsors, and took his energy efficiency message to 38 countries. In 2010, Palmer adapted Jules Verne's vision of global circumnavigation in 80 days to reflect 21st century technology and environmental awareness when he launched the Zero Race. The race began on August 16, 2010, at the United Nations Palace in Geneva, Switzerland and all race entrants were restricted to emission-free vehicles. After some 25,000 km of driving over 71 days, Palmer successfully highlighted two major challenges facing society today - securing an efficient, environmentally friendly energy supply, and developing minimum-impact, reliable modes of transportation.





# INSPIRATION AND ACTION

## MS. ANGÉLIQUE KIDJO

### BENIN

Called “Africa’s Premier Diva” by Time Magazine, Angélique Kidjo is a Beninese singer-songwriter and activist who has captured the world’s attention through her distinctive sound, and creative music videos. Significantly, Kidjo has used her worldwide celebrity and iconic status to speak out in support to a number of important humanitarian causes; from the value of education to stewardship of the environment. This track record led to her appointment by UNICEF as a Goodwill Ambassador and by the United Nations as a Champion for the Millennium Development Goals (MDGs) in 2010. In a mark of her commitment to the environment and sustainable development, she recorded a video for UNEP’s Seal the Deal campaign that featured striking images from UNEP Goodwill Ambassador, Yann Arthus-Bertrand. The following year, she was one of the LiveEarth Ambassadors for the Run for Water events, along with Jessica Biel and Peter Wentz. Also in 2010, Kidjo was appointed as a Patron for the UN Music & Environment Initiative, and committed to using the power of her music to promote environmental awareness and respect for the environment among the public, especially young people.



