



WANTED: THE WORST CORPORATIONS OF THE YEAR

Call for nominations for the “Public Eye Awards 2011”

Zurich, mid-August 2010

Dear colleagues:

The Berne Declaration and Greenpeace Switzerland are once again on a global hunt for corporations whose social or ecological behavior stinks to high heaven. For their public naming and shaming we need **relevant cases from civil society**... that means you!

Whether exploitative working conditions, calculated environmental sins, intentional disinformation, or other disregard for corporate social responsibility: At the forefront of the World Economic Forum (WEF) in late January, the most evil corporate offenses will appear on the **shortlist of the Public Eye Awards 2011**. And those firms placed in the pillory will feel the heat: Our renowned (in)famous awards shine the international spotlight on corporate scandals and thereby help focused NGO campaigns succeed.

We are searching for well-documented cases where firms cause concrete environmental and/or social harm. This year the award categories are:

“**GLOBAL AWARD**” (chosen by an internal panel of experts)

“**PEOPLE’S AWARD**” (chosen via online voting at www.publiceye.ch)

Two awards, two chances: Tell us who you nominate and why this firm merits a (or maybe even both!) Public Eye Awards 2011. The easiest way is by briefly answering the following questions:

- What is the corporation? How many employees? Where are its headquarters?
- Which of its activities do you consider socially or ecologically irresponsible?
- What consequences do the firm’s activities have for people and environment?
- What is the current state of your campaign? What are the next steps?
- Where on the Internet is further information about this particular case?

Participation pays: The winners will be invited by us to Davos where they can present their cases to the prominent attendees of our media conference.

Please send nominations to info@publiceye.ch. **ENTRY DEADLINE** is September 20, 2010.

Find more information at www.publiceye.ch

Thank you for participating and telling your colleagues!

Good luck and onward,

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