



**To civil society  
organizations**

Zurich, 6 August 2007

## **CALL FOR NOMINATIONS for the “Public Eye Awards 2008” at Davos**

Dear colleagues,

With our “Public Eye Awards 2007”, the Berne Declaration and Pro Natura - Friends of the Earth Switzerland effectively reminded corporate executives at the World Economic Forum (WEF) in Davos for the third consecutive time of their social and ecological responsibilities. As in the past, our “awards of disrepute” again attracted considerable media attention and provoked reactions from price-winning corporations. These facts demonstrate that the issue of **corporate accountability** continues to climb up on the public agenda.

With the “Public Eye Awards 2008,” we pick up where they left off and hereby invite you to participate in our WEF-critical event. This time we are looking for specific cases/areas where

1. corporations act (or recently have acted) in a particularly **irresponsible** manner, socially and/or ecologically. In two categories:
  - “**PUBLIC EYE GLOBAL AWARD**” (Global Players, incl. WEF members)
  - “**PUBLIC EYE SWISS AWARD**” (Swiss Companies, from transnational to small and medium size firms)
2. corporations display (or recently have displayed) particularly **responsible** behavior, fitting as a role model, for the
  - “**PUBLIC EYE POSITIVE AWARD**”

### **PARTICIPATE AND WIN!**

Minimal investment, maximum yield: Convince us on one print page, brief and to the point, why the corporation you nominate deserves a “Public Eye Award”. In return, we offer you the prospect of international **media attention** for your organization and your cause.

**Submit your nominations by 20 SEPTEMBER 2007 to**

- Public Eye Awards c/o Berne Declaration, PO Box, 8031 Zurich, Switzerland
- [publiceye@evb.ch](mailto:publiceye@evb.ch)
- Fax: +41 (0)44 277 70 01

For further information see [www.publiceye.ch](http://www.publiceye.ch) or call  
Oliver Classen, Tel: +41 (0)44 277 70 06

**WHAT HAPPENS NEXT?**

The organizers review all received **proposals** and present them to a jury of experts. They then produce a **shortlist** consisting of three outstanding cases for each of the three categories. If your nominee makes the shortlist, we will contact you in mid-October to assemble a more detailed dossier together. Based on those dossiers, the jury will select the **prizewinners** in mid-November. As in previous years, they will be "honored" in the setting of a prominently-attended awards ceremony in Davos.

However, all nine short-listed nominees will be presented at an international **press conference** in mid-January 2008 and announced simultaneously on [www.publiceye.ch](http://www.publiceye.ch). If your nominee wins one of the three awards, you can join us on 23 January 2007 in Davos and present the case at our WEF counter-event, at our expense.

Therefore colleagues on your marks... get set ... go Davos!

Thanks for your participation and for spreading the word.

With best regards,

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