



PRESS RELEASE

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Public Eye celebrates its 10th year: "Bond antagonist" exposes true villains in Davos

On the opening day of the World Economic Forum the Berne Declaration and Greenpeace Switzerland present their "Public Eye Awards 2009". The current Bond villain Anatole Taubman will host the tenth anniversary edition of the awards ceremony on January 28. Former German minister Heiner Geissler and Susanne Leutenegger, member of the Swiss parliament, will be the keynote speakers on the subject of corporate responsibility. Six companies have been shortlisted for this year's shaming awards, including Tesco, Nestlé, Newmont Mining, and UBS. Voting for the audience award takes place on www.publiceye.ch and the new "Positive Award" honors a particularly courageous employee.

During this year's crisis World Economic Forum corporations that have most blatantly disregarded their environmental and/or social responsibility will be given one of the notorious awards at the Davos counter event. The presentation, organized by the Berne Declaration (BD) and its new partner Greenpeace, will be hosted by the Swiss actor Anatole **Taubman** who is known from the latest James Bond movie "Quantum of Solace" and films such as "Sniper's Valley", "Marmorera", "Walking the Dead – Pietà" and who can be seen this fall in the upcoming blockbuster "Pope Joan". Against the backdrop of the worldwide recession and the reasons behind it the organizers recall that legally binding rules and regulations for transnational corporations are now needed more than ever. Expect explosive speeches from Heiner **Geissler**, a doyen of the German Christian Democratic Union and the Swiss Socialist MP Susanne **Leutenegger Oberholzer**. Patrick Frey and Greis will provide satirical insertions.

Once again non-government organizations from Switzerland and abroad have proposed around 40 companies for the shaming awards. Nine companies, three per category, have been shortlisted. The candidates for the "Global Award" showcase how big corporations treat people and the environment without the slightest qualm: The US mining giant **Newmont Mining** wants to open a scandalous gold mine in Ghana, the British retailer **Tesco** systematically exploits its textile workers and the French bank **Paribas** finances a nuclear power plant in an earth quake prone part of Bulgaria.

Nominated for the "Swiss Award" are: The **Bernische Kraftwerke BKW** (due to a project for a coal power plant in Germany), the UBS (for its disastrous risk management) and **Nestlé**. The Swiss food giant has been spying on globalization critics, namely members of Attac. The worst company of both categories will be chosen by an audience internet vote and handed out the "People's Award". The online voting starts today and runs through to 27 January.

For the first time, there will also be an award for an individual whose exemplary action from within a company was deemed most courageous. One can fight against damaging business practices from within corporations as shown by the examples of union leaders from Poland and Colombia nominated for the "Positive Award".

- Programme, shortlist nominations and voting at www.publiceye.ch

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