

THE Social Innovation Awards

The Grand Hyatt, New York City

March 2nd, 2009

JUDGES

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Josh Mailman
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Creative Director
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Martin Smith
Founder
JustMeans, StartingBloc

Andy Savitz
Author,
The Triple Bottom Line

Kathee Rebernak
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Overview of Awards Program

Today's global challenges require a new mindset toward value creation, one where the goal of profit-making is expanded to a broader definition of wealth creation. Business as usual will not work and tomorrow's companies must redefine their processes to balance the needs of both their shareholders and society. Beyond developing new products and services, the processes underlying business are changing. Companies now co-create their strategies with a wide variety of stakeholders, including employees, customers, activists, shareholders, and NGO leaders.

The inaugural Financial Times/JustMeans Social Innovation Awards will showcase those companies and people that are shaping this new world of sustainable and socially responsible enterprise.

Awards Categories

Most Innovative Social and Environmental Strategy/Program – This award will be given to companies that demonstrate progressive thinking in weaving social and environmental innovation through their core strategy. Applications to this award can showcase a product, service, program, or strategy. Awards will given to one company in each of the following three categories:

- Large company (revenues > \$500MM)
- Small to medium company (revenues >\$5MM and <= \$500MM)
- One startup company (revenues > \$500,000 and < \$5MM)

Social Intrapreneurs Award - This award will be given to an individual that made the most significant contribution to the field of sustainability over the past year. This award will be hosted at JustMeans and will begin December 1st, 2009.

Awards Presentations

The Awards will be given out at the FT's Sustainable Business and Responsible Investing Conference to be held in New York City on March 2nd, 2009.

How to Apply

For the company awards program, please visit www.SocialInnovationAwards.com to download an application. If you have any questions on the application, please reach out to Martin Smith at msmith@justmeans.com. The entire Social Intrapreneur Awards program will be available on JustMeans.com on December 1st, 2008.