

# The Nestlé Prize in **Creating Shared Value**

The Nestlé Prize in Creating Shared Value will be awarded for the first time in April 2010 to encourage and reward an outstanding innovation for improving access to and management of water, improving the lives of farmers and rural communities, or delivering high nutritional value to populations suffering from nutritional deficits.

Nestlé believes that developing countries face under-investment in key social sectors, and that rewarding truly significant and innovative efforts to meet these global challenges creates shared value for us all. For a business to be successful in the long term, it must create value not only for its shareholders but also for society. Creating Shared Value is central to the Nestlé Corporate Business Principles.

The Nestlé Prize in Creating Shared Value seeks to recognise not only successes and innovations in the areas of water, nutrition and rural development but will highlight exemplary efforts that benefit the local community that can be replicated elsewhere.



Unlike other “one-time” prizes, awards or honours, the Nestlé Prize in Creating Shared Value will commit to the Prize Laureate an investment of up to CHF 500,000 for a specified period of time to assist in the scaling-up of the innovation.

That’s what makes the Nestlé Prize unique – a financial commitment that may continue for several years to ensure success and adherence to the values that set it apart from other nominees.



**On the issue of nutrition, specific fields of achievement include, but are not limited to: food science and technology, fortification, nutrition education and healthy lifestyles programmes, initiatives aimed at fighting malnutrition.**

The Official Rules for 2009-2010 and the Nomination Form can be downloaded at:

[www.nestle.com/CSV/CSVatNestle/CsvPrize](http://www.nestle.com/CSV/CSVatNestle/CsvPrize)

More information:

**General Secretariat of the Nestlé Prize  
in Creating Shared Value**

*Public Affairs Department, Nestlé S.A.*

*Avenue Nestlé 55*

*1800 Vevey*

*Switzerland*

Email: [CSVPrize@nestle.com](mailto:CSVPrize@nestle.com)

# The Nestlé Prize in Creating Shared Value

## **Nomination Process:**

Nominations for the Nestlé Prize in Creating Shared Value must be submitted in writing to the Prize Jury to the attention of:

### **General Secretariat of the Nestlé Prize in Creating Shared Value**

Public Affairs Department, Nestlé S.A.  
Avenue Nestlé 55  
CH - 1800, Vevey  
Switzerland

Nominations may also be submitted via e-mail (max 5MB): [CSVPrize@nestle.com](mailto:CSVPrize@nestle.com)  
Confirmation of receipt will be sent by e-mail or mail.

## **Nomination Form Content:**

To apply to the Nestlé Prize in Creating Shared Value the following questions have to be answered:

### **1. Project description**

*Please provide a brief description of the project. Where applicable, include a brief history, objectives and accomplishments to date as well as the impact or potential impact the project has had on the community and its people.*

### **2. Water, nutrition or rural development**

*The project would best be described as an innovative approach to:*

- *Improving access to and management of water*
- *Improving the lives of farmers and rural communities*
- *Providing greater nutrition to populations suffering from nutritional deficits*

### **3. Principal officers and ownership**

*Please provide information about the individuals operating the project, the history of their involvement and their contact information.*

### **4. Project viability**

*Please provide any information that gives insight into the long-term viability of the project.*

### **5. Business plan**

*Please provide an overview of the mid-term / long-term development plan of the project and the names of the individuals who are, or will be responsible for carrying it out.*

### **6. Worthiness of the Nestlé Prize in Creating Shared Value**

*What are the unique attributes of the project and why is it worthy of international recognition and the Nestlé Prize in Creating Shared Value?*

### **7. Potential impact of the Nestlé Prize on the programme or project**

*Please describe the value the Nestlé Prize might have on this project and the potential for expansion into other communities and expected impact in the area or region.*

### **8. Endorsement**

*Please provide letters or other communications from individuals or organisations familiar with the project who can attest to its value, viability, current or future impact as well as personal recommendations regarding the leadership of the project.*

### **9. Project contact**

*Additional information may be requested by the Screening Committee or the Creating Shared Value Advisory Board. Please provide the contact details of the individual to whom further inquiries should be addressed.*