

27<sup>th</sup>

TWENTY-SEVENTH ANNUAL  
CALL FOR NOMINATIONS



2011 WEC GOLD MEDAL

for INTERNATIONAL CORPORATE  
ACHIEVEMENT IN SUSTAINABLE DEVELOPMENT

## THE WORLD ENVIRONMENT CENTER

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Founded in 1974, the World Environment Center (WEC) is an independent, not-for-profit, non-advocacy organization that advances sustainable development through the business strategies and operations of global companies in partnership with governments, non-governmental organizations and other stakeholders. The WEC supports its mission through three complimentary programs:

- **Capacity Building, Advancing Sustainable Solutions:** WEC advances solutions to global sustainability challenges through a variety of approaches, including capacity building – mobilizing people and organizations to improve economic conditions and environmental and social quality. The goal of WEC’s capacity building initiatives is to plan and achieve concrete, measurable results in such areas as conservation of natural resources, energy efficiency, reduction in releases to air, land and water, and worker and community safety. Such results contribute both business and societal value and assist participating companies in becoming more competitive.
- **Membership Roundtables: Learning & Building Competency:** Since its inception, the WEC membership forum, has held over 150 meetings with environmental ministers or other high-level government officials. Approximately two roundtables per year are held in Europe, and two more in North America and Asia. This provides members and other participating companies the opportunity to interact with global peers, along with access to a diverse international network of government representatives, global managers and representatives of international organizations.
- **WEC Gold Medal Award:** Established in 1985 – Now celebrating its twenty-sixth year, the WEC Gold Medal for International Corporate Achievement in Sustainable Development honors a global company for its outstanding corporate environment, health and safety innovation, leadership, performance and policy achievements as well as its social and economic responsibilities. An independent international jury of distinguished experts selects the recipient. Innovative programs and projects that stimulate nations and industry to enhance and protect the environment and contribute to sustainable development must be an integral part of the company’s business practices.

## HISTORY OF THE WEC GOLD MEDAL

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The WEC Gold Medal Award was established in 1985 to publicly recognize industry’s worldwide environmental, health and safety accomplishments and leadership in sustainability. One of the earliest initiatives of public recognition, it is among the most respected measures of multinational manufacturing, processing and service companies’ commitment and capability to maintain uniformly high environment, health and safety standards and to promote sustainable development throughout their worldwide operations. Presented annually, acceptance of the WEC Gold Medal constitutes public recognition of achievements to date, as well as a company’s commitment to maintaining or improving sustainability in the future.

Inquiries about the WEC Gold Medal for International Corporate Achievement in Sustainable Development should be addressed to the WEC Gold Medal Jury Secretariat at:

World Environment Center  
734 15th St NW, Suite 720  
Washington D.C. 20005 USA  
T 1 202 312 1281 F 1 202 637 2411  
website: <http://www.wec.org/main/programs-initiatives/gold-medal>  
email: [wecgoldmedal2011@wec.org](mailto:wecgoldmedal2011@wec.org)

## INTRODUCTION

The World Environment Center Gold Medal for International Corporate Achievement in Sustainable Development was established in 1985 (originally as the Gold Medal for International Corporate Environmental Achievement) to recognize preeminent industry leadership initiatives and contributions to worldwide environmental and subsequently sustainable development quality. It acknowledges multinational manufacturing, processing and service companies' achievements and commitments to maintain and continuously improve their worldwide environmental, health and safety practices, as well as the discharge of their social and economic responsibilities. WEC Gold Medal recipient companies are expected to sustain their global sustainable development leadership role.

For each industry sector, the objective should be to contribute, as effectively as possible, to the meaning of sustainable development as defined by the World Commission on Environment and Development and comprised of concerns for economic growth, environmental protection and social responsibility.

The Jury is completely independent of WEC and is composed of international leaders from various disciplines with formidable experience in sustainable development initiatives.

## DEFINITIONS

Throughout this document, the concept of "sustainable development" shall follow the Bruntland Commission definition: meeting economic, environmental and social needs of the present without compromising the ability of future generations to meet their own needs.

Throughout this document, the term "environment" shall be understood to include a fully integrated approach to environment, health and safety (EHS).

Throughout this document, the terms "submit", "submission(s)" or "submitted" can mean either electronic or hard copy, a CD-ROM, a website URL and password, or some combination thereof, delivered in a timely fashion to the WEC Gold Medal Jury Secretariat.

## ELIGIBILITY

- Includes multinational manufacturing, processing and/or services companies with a substantial part of their operations outside the headquarters' country.
- Parent or subsidiary companies may submit candidacy. Assessment of subsidiaries' performance will include that of the parent company.
- Candidates must show exemplary benchmarked performance in all three areas of the basic principles.
- Candidates must show improvement in sustainable development over consecutive years as documented in corporate sustainability/social responsibility reports, preferably independently audited.
- Candidates must have performed beyond legal and statutory compliance.
- Past recipients of the WEC Gold Medal may be re-nominated, but only on the basis of new, outstanding and globally implemented sustainable development activities.
- The Chairman, Chief Executive Officer and/or President of the recipient company must be present on Thursday, May 19th, 2011, to accept the WEC Gold Medal at the presentation in Washington, D.C.

## Friday, August 20

### NOMINATIONS

Submit completed Nomination Form (on page 4) by mail or electronically at <http://www.wec.org/main/programs-initiatives/gold-medal>.

## Monday, August 27

### NOTIFICATION

Following the Jury's review of the nominations, qualified candidates will be notified and invited to make a full submission. A checklist/instruction sheet regarding the full submission process will be sent at this time.

## Monday, October 29

### FULL SUBMISSIONS

Full submissions, including supporting materials and documentation, must be submitted (see page 5). Previously nominated candidates may submit updated, revised or additional material and address any new requirements in the criteria.

Please follow the link from <http://www.wec.org/main/programs-initiatives/gold-medal> for online instructions.

## December 2010

### ANNOUNCEMENT

The recipient of 2011 WEC Gold Medal will be announced during the Fall.

## Thursday, May 19

### PRESENTATION

The WEC Gold Medal will be presented to the Chairman, Chief Executive Officer and/or President of the recipient company at a presentation ceremony in Washington, D.C. Representatives from government, industry, the diplomatic corps, national and international environmental agencies and organizations, the academic and scientific communities, and the media will attend the ceremony. The presentation will be followed by a formal dinner and dancing.



### 1. NOMINATIONS

- Any individual or organization may nominate eligible companies.
- Self-nominations are accepted.
- The identity and number of nominees, and all materials submitted in support thereof are held in strictest confidence.
- Electronic nominations through the WEC website are encouraged.
- Nominations received after August 20, 2010 will not be considered.

### 2. NOTIFICATION

- Screening and notification of qualified nominees to be completed by August 27, 2010.
- Qualified nominees will be invited to make a full submission.
- A checklist/instruction sheet will be sent with the notification.

### 3. FULL SUBMISSIONS

- Full submissions and supporting material must be in English.
- Deadline for full submissions is October 29, 2010.
- Submissions are accepted electronically. Electronic materials may be sent to the WEC Gold Medal Jury Secretariat: [wecgoldmedal2011@wec.org](mailto:wecgoldmedal2011@wec.org)
- Candidates maintaining eligibility from a previous year's nomination are encouraged to submit revised and/or additional material that addresses any new or revised criteria.
- All materials submitted remain the property of WEC.
- In addition to submitted material, the Jury may gather information from independent sources.

### 4. ANNOUNCEMENT

- The recipient of the 2011 Gold Medal will be announced in early 2011.
- If, in the judgement of the Jury, no candidate meets the criteria, the WEC Gold Medal will be withheld.

### 5. PRESENTATION

- The 2011 WEC Gold Medal will be presented to the Chairman, CEO and/or President of the recipient company.
- The presentation ceremony will be on Thursday, May 19, 2011 in Washington, D.C.
- Representatives of government, industry, the diplomatic corps, national and international environmental agencies and organizations, the academic and scientific communities, and the media will attend the ceremony.



# NOMINATION FORM

This form must be received by the World Environment Center by August 20th, 2010 addressed to the Chairman, WEC Gold Medal Jury. Please print below or use the online form at <http://www.wec.org/main/programs-initiatives/gold-medal>.

Name of Nominee Company: \_\_\_\_\_

Address: \_\_\_\_\_

Is Nominee a Parent Company or Subsidiary? \_\_\_\_\_

Number of employees: \_\_\_\_\_

Sales (in US\$): \_\_\_\_\_

Annual report: Yes/No (Please attach or type URL): \_\_\_\_\_

Environmental report: Yes/No (Please attach or type URL): \_\_\_\_\_

Social Responsibility report: Yes/No (Please attach or type URL): \_\_\_\_\_

Briefly describe the environmental and sustainable development policies and practices that illustrate the Nominee's qualifications for the WEC Gold Medal:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List countries where the Nominee company has significant manufacturing/  
processing facilities:

\_\_\_\_\_

Signature of Nominator: \_\_\_\_\_

Name, Title, Affiliation, Address, Phone, Fax, and E-mail:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Full submission documents are only needed after the candidates are nominated (step 1) and accepted as a nominee for the Gold Medal.**

For full submissions, candidates should have a clearly articulated set of values, a history of proven accomplishment, a global outlook and a commitment to sustainable development. The narrative and signature contribution as described below will be used to establish the outstanding and unique nature of the submission. The finalized submission consists of three sections: executive summary, narrative and signature contribution.

### **EXECUTIVE SUMMARY (2 pages)**

Briefly discuss and summarize your submission on the basis of:

- a. The three basic principles,
- b. Benchmarked performance, and
- c. Signature contribution.

### **1. NARRATIVE**

The Narrative should focus on three basic principles:

1. Sustainability policy & commitment;
2. Implementation and application; and,
3. International sustainability leadership

which demonstrate that all three are indeed part of the Nominee's routine business practices. The narrative should also discuss the Nominee's economic growth, environmental stewardship and corporate social responsibility goals and objectives, and their relationships.

#### *a. SUSTAINABILITY POLICY & COMMITMENT (3 pages)*

Establishment of an exemplary, comprehensive, published corporate policy committing the company to the following undertakings:

- Explicit commitment to a sustainable development mission that incorporates stewardship of the economic, environmental, and social components in a sustainable and responsible manner;
- Integration of the sustainable development components at all levels of the company;
- Commitment to generating innovative science, technology and management practices to achieve environmental quality and sustainable economic development in a socially responsible manner;
- Involving appropriate levels of government agencies, suppliers, customers, non-governmental organizations and private citizens groups in the integration of the new industrial development into the social and economic fabric of the community;
- Contributing to the establishment of consistent and equivalent worldwide environment, health, safety and social standards; and
- Publishing those goals and reporting on performance and progress to employees and the public on a regular basis using customary business reporting documents and utilizing consistent parameters.

#### *b. IMPLEMENTATION & APPLICATION (3 pages)*

Demonstrated, uniform global application of the corporate sustainable development policy and social responsibility beyond mandatory compliance, as illustrated by including metrics in the explanation to have:

- Implemented cutting-edge management practices, technologies, products and/or services that enhance quality of life and promote sustainability.

- Company's rating in indexes such as DOW JONES SUSTAINABILITY INDEX, FTSE4GOOD, GLOBAL 100, ETHIBEL, ASPI, INNOVEST and DOMANI);
- Worked closely with the public, governments, environmental and development agencies and suppliers at the planning, constructing and operating stages of industrial activities;
- New facilities that are state-of-the-art in terms of sustainable development, such as in energy-efficiency, emissions control and consistency with capacity building;
- Dealt quickly, effectively and openly with environmental incidents and issues having an impact on freedom of association/human rights, regardless of size, location or severity, using comprehensive prevention, communication, and contingency planning involving the local community;
- Set specific, measurable goals and benchmarked performance against recognized leaders in the sector (provide examples of benchmarking with industry that has changed or reinforced the existing system);
- Conducted dynamic and comprehensive sustainability education and awareness programs for employees, the local community, customers, suppliers and the general public in all countries of operation (discuss how communications and efforts effected these relationships); and
- Recognized and rewarded employees for superior performance in sustainable development initiatives (describe recognition specifics for facilities and/or employees that have demonstrated superior performance).

### *c. INTERNATIONAL SUSTAINABILITY LEADERSHIP (3 pages)*

Demonstrated international leadership in the economic, environmental and social responsibility arena as evidenced by:

- Contributions to the solution of global sustainability problems;
- Participation in and contribution to sustainable development worldwide;
- Contributions to local economic development initiatives with emphasis on their durability and in the spirit of partnership with the developing world;
- Innovative activities that share technology and management practices, that lead to sustainable development with suppliers, clients and industry in general, evenhandedly in all nations;
- Outreach to legislators, regulators, community leaders and others seeking non-regulatory and other innovative solutions to sustainable development challenges facing not only industry but all sectors of society.

## **2. SIGNATURE CONTRIBUTION (4 pages)**

The Signature Contribution should describe the corporation's crowning achievement in sustainability performance and its contribution to sustainable development that clearly and unambiguously sets a new international benchmark.

The Signature Contribution may entail an initiative, a program, or a project that is coherently linked to the corporation's environmental and social responsibility. It should clearly demonstrate the corporation's leadership through creative, cutting-edge approaches.

The Signature Contribution should serve as evidence of an achievement that makes a significant impact in its sector and is broadly applicable. This could be enhanced by providing an explanation of how all three components of sustainable development – economic, environmental and social – are integrated seamlessly without any one functioning at the expense of the others.



## CHAIRMAN

Dr. Joel I. Abrams  
Professor Emeritus  
University of Pittsburgh  
United States of America

## MEMBERS

TBD\*  
Walmart Stores, Inc.  
United States of America

Mr. Raymond van Ermen  
Executive Director  
European Partners for the Environment  
Belgium

Mr. Susumu Nakamaru  
Corporate Councilor (Retired)  
Product and Environmental Safety, Corporate  
Environment, Quality of Management & CSR  
Ricoh Company, Ltd.  
Japan

Dr. Richard Poduska  
Director (Retired)  
Health, Safety & Environmental Affairs  
Worldwide Manufacturing  
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Mr. David Rehling  
Editor  
Dagbladet Information  
Denmark

Dr. Robert W. Slater  
Professor  
Carleton University, Ottawa  
Canada

*\* Representative of the 2010 Gold Medal Awardee.*

2011 WEC GOLD MEDAL JURY

# A DECADE OF GOLD MEDAL LAUREATES

2010	WAL-MART STORES, INC.
Accepter	Mr. Lee Scott, Chairman of the Executive Committee of the Board of Directors, USA
Presenter	President Bill Clinton, Founder of the William J. Clinton Foundation and 42nd President of the United States, USA
2009	THE COCA-COLA COMPANY
Accepter	Mr. Muhtar Kent, Chairman & Chief Executive Officer, USA
Presenter	Mr. Carter Roberts, President & Chief Executive Officer, WWF-USA, USA
2008	MARKS & SPENCER
Accepter	Sir Stuart Rose, Chief Executive, Marks & Spencer, United Kingdom
Presenter	Mr. David Nussbaum, Chief Executive, WWF-UK
2007	ALCAN
Accepter	Mr. Richard B. Evans, President & Chief Executive Officer, Alcan Inc., Canada
Presenter	Mr. Björn Stigson, President, World Business Council for Sustainable Development
2006	ABN AMRO
Accepter	Mr. Rijkman Groenink, Chairman of the Managing Board, ABN AMRO, The Netherlands
Presenter	The Honorable Timothy E. Wirth President of the United Nations Foundation
2005	STARBUCKS COFFEE COMPANY
Accepter	Mr. Howard Schultz, Chairman, Starbucks Coffee Company, USA
Presenter	His Excellency Oscar Berger Perdomo, President of Guatemala
2004	JOHNSON CONTROLS, INC.
Accepter	Mr. John M. Barth, President & CEO, Johnson Controls, Inc., USA
Presenter	The Honorable Michael O. Leavitt Administrator, US Environmental Protection Agency, USA
2003	RICOH GROUP
Accepter	Mr. Masamitsu Sakurai, President & COO, Ricoh Company Ltd., Japan
Presenter	Dr. Klaus Töpfer, Executive Director, United Nations Environment Programme, Kenya
2002	CEMEX
Accepter	Mr. Lorenzo H. Zambrano, Chairman of the Board & CEO, CEMEX, Mexico
Presenter	Mr. Harrison Ford, Actor and Conservationist, USA
2001	ROYAL DUTCH/SHELL GROUP OF COMPANIES
Accepter	Sir Mark Moody-Stuart, Chairman of the Committee of Managing Directors, United Kingdom
Presenter	Prof. Dr. Klaus Töpfer, Executive Director, United Nations Environment Programme, Kenya
2000	INTERNATIONAL PAPER COMPANY
Accepter	Mr. John T. Dillon, Chairman & CEO, USA
Presenter	Mr. Gilbert M. Grosvenor, Chairman of the Board, National Geographic Society, USA
1999	EASTMAN KODAK COMPANY
Accepter	Mr. George M.C. Fisher, Chairman & CEO, Kodak, USA
Presenter	Ms. Kathryn S. Fuller, President, WWF-USA



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