



The World Ecological Forum Announces Winners of the Global Impact Awards

London, May 11, 2010 – The first annual Global Impact Awards, given out on the recommendation of the World Ecological Forum, were announced today.

The World Ecological Forum Global Impact Awards are international acknowledgements of environmental achievements. As such, winners are selected for their “outstanding contributions to create environmental and economic balance in order to achieve sustainable growth, welfare and social justice for all”. The 2010 winners are as follows:

AN OUTSTANDING INDIVIDUAL: FORMER U.S. PRESIDENT BILL CLINTON

President Clinton is awarded for his outstanding efforts through the William J. Clinton Foundation. Accomplishments include generating clean energy to power more than 400,000 homes, providing over 12 million people with fresh drinking water, and protecting or restoring over 33 million acres of forest.

AN OUTSTANDING CORPORATION: PATAGONIA

Patagonia is awarded for donating time, services and revenues to inspire new solutions to the environmental crisis. In an effort to support environmental groups that are overlooked or rejected by other corporate donors, Patagonia has donated more than \$35 million to over 1,000 organizations.

AN OUTSTANDING ENTREPRENEUR: SHAI AGASSI

Shai Agassi is awarded for his exceptional efforts as founder and CEO of Better Place, a company that works to reduce global dependency on petroleum by developing electric vehicle services.

AN OUTSTANDING WRITER/JOURNALIST: THOMAS L. FRIEDMAN

Thomas Friedman is awarded for his book “Hot, Flat, and Crowded - Why We Need a Green Revolution - And How it Can Renew America”, which presents fresh and inspiring solutions to the crises of destabilizing climate change.

AN OUTSTANDING ENVIRONMENTAL RESEARCHER: DR. JOHAN ROCKSTRÖM

Dr. Rockström is awarded for conducting outstanding environmental research and pushing for awareness of anthropogenic climate change. The message is exceptionally clear, logical, and capturing.

The award ceremony will be held at the World Ecological Forum 2010 Gotland Summit at Wisby Strand Congress & Event, in the UNESCO-protected city of Visby, Sweden.

About the World Ecological Forum

The World Ecological Forum is a non-profit organization that is headquartered in Visby, Sweden. The Forum’s flagship event is an annual summit that brings together responsible business leaders, policy makers, academia, and

experts to tackle environmental issues of global concern. Plenary sessions and workshops are held to produce commitments, cooperation, and policy recommendations. The World Ecological Forum has also launched a Green Marketplace in partnership with Tynax, the world's largest technology exchange. For more information, visit www.worldecologicalforum.com.