



# The role of business in development

## NESTLE 2012 CREATING SHARED VALUE PRIZE CEREMONY

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**Paul Bulcke - CEO - Nestle S.A.**

Maria, if you could stay for a second to -- I want to thank you. I want to thank you because this was a long, long day and you have moderated that, again with mastery and also you have stirred us with, what I call, a gentle firmness to the whole agenda which was quite challenging with all panelists and with all these topics and all that.

I just want to thank you formally. Let's give Maria a good hand.

And this is now the time for the Nestle prize in Creating Shared Value. Actually the prize was launched in 2009 where we had in New York our first Creating Shared Value forum. And the objective of the Nestle prize in Creating Shared Value is to encourage and reward innovative projects that are going to inclusive businesses or social enterprise in the area of nutrition more than rule of development.

And the prize is to support and actually invest money in social change and help innovative commercially viable and how we impact initiatives to achieve social scale and also financial sustainability.

And the first prize was -- has been awarded to IDE of Cambodia in 2010 and that was in the Creating Shared Value forum in London. IDE Cambodia was rewarded for a very innovative approach to extension services working with micro rural entrepreneurs and small-scale farmers to spread a better understanding and training of good farming practices.

Now our investment, the prize was CHF 500,000 has helped IDE to expand its program and making it available to more entrepreneurs and farmers and thereby increasing both farmers and entrepreneurs revenues. And actually is has demonstrated also very effective as a model that has attracted for maybe other development partners support.

So we are very impressed by the team of IDE Cambodia within the last two years. I would like to wish them further success in their program.

And now back to the 2012 Creating Shared Value prize. And I would first want to thank all people involved in the prize. First of all, 634 applicants from over 65 countries -- 75 countries that have applied -- that has applied for the prize.

I want to thank also the Nestle markets and the Nestle people who were involved and who has been a great help in publicizing the prize and creating interest. I want to thank specially also the screening committee, the members for the meticulous review of all these applications, many of them in selection of 9 strong finalists. And I want to thank then finally all Creating Shared Value advisory board members of Nestle who have then selected the prize winner and actually also to runner ups.

But before I announce who is the winner of the 2012 Nestle prize in Creating Shared Value, I would like with you to share a short film describing the finalist projects. Please can I have the film?

(Video Plays)

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**Paul Bulcke - CEO - Nestle S.A.**

Well, and indeed it's now time to announce the Nestle prize laureate and the winner I have here in an envelope, so --. And the winner of the 2012 Nestle prize in Creating Shared Value is the Fundacion Paraguaya de Cooperacion Y Desarrollo.

And that with a project self-sufficient agriculture school models Fundacion Paraguaya will receive a support of CHF300,000 to help them replicate the model that they have done already in two continents, and to start with the opening of a new self-sufficient school in San Pedro, one of the poorest departments in Paraguay.

But in addition, we have decided to invest and support also with CHF100,000 each of the two runner ups, the Excellent Development for the pioneering sand dams projects in the sub-Saharan African drylands and then also arcenciel for their botany initiative in Lebanon. Also congratulations to these two organizations.

May I then ask first Simon Maddrell from Excellent Development and [Pierre Isa] from arcenciel on stage to receive their prize.

And I may now invite Martin Burt from Fundacion Paraguaya as the winner.

Well, that brings us to an end. And I want to thank, again, and congratulate first of all the 634 applicants from over 70 countries for their fantastic work that they are doing. And we've got to rate them all before so many good initiatives. And the initiatives, so many of them are really a reflection also of Creating Shared Value, which is going about an activity that is economically justifiable and sustainable overtime and yet create so much good value for the society at large. And specific, congratulations, again for the three winners. We look forward to working with them and scaling up their initiatives.

As you saw also in the short firm, we were inviting already also for the 2014 Nestle prize in Creating Shared Value and that goes about initiatives that are linked, again, with nutrition, water and rural development. And we encourage those all running -- innovative commercially viable and that's important, and high impact initiatives in these areas to nominate their projects before the 31st of March, 2013.

And with that we come into, I would say, the end of a fantastic, fruitful, constructive and insightful day or I call it a forum, the Creating Shared Value forum and actually with the title, The Role of Business and Development. And I would say actually we could go away today and say, it's the role of business and development, it is actually business is development that would be the right takeaway of what we have been discussing today.

I want to thank, again, Maria Cattai for her very important role in moderating the whole day. I want to thank also FICCI for being partner in this day and organizing it all for us. Thank you very much. And also, thank you for all of you here present be it physically here or through the video conferencing for your active participation.

Thank you very much.