

CHANGING MARKETS AWARD

Recognising Champions for Green and Inclusive Markets



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CALL FOR APPLICATIONS

www.ibf2013.adelphi.de

Submission deadline: 1 September 2013

If you represent a successful business offering an innovative green solution and creating real impact at the Base of the Pyramid, we encourage you to apply !

The **CHANGING Markets Award** rewards enterprises that are actively contributing to a greener, more inclusive world. We seek to identify companies ("Champions for Green and Inclusive Markets") that are successfully building their business case around environmental considerations and creating real impact at the Base of the Pyramid (BoP).

We will select the 10 most promising enterprises as finalists and invite them to the **16th International Business Forum (IBF)** in Istanbul, Turkey on the 23-24 October 2013. As a finalist, you will be supported in further building your capacity in targeted workshops directly before and after the Forum (21-22 October and 25 October). Our facilitators focus on sharpening business cases and profiles and on promoting a productive exchange of experience. Finalists have the opportunity to put their skills and knowledge directly into practice during the IBF, where they can showcase their business models and discuss their successes and challenges. As a highlight of the IBF, 3 winners will be chosen in a public jury session. Distinguished jury members will elect those enterprises that are truly inspiring and transformative – the "**Champions for Green and Inclusive Markets**".

WHY APPLY ?

Apply to showcase your green and inclusive business model on a global level during the 16th International Business Forum and benefit from a great learning and networking opportunity !

As a finalist, you will be supported in various ways:

- A full stipend for a 5-day stay in Istanbul on 21-25 October, 2013 and participation in the 16th IBF (for one representative per organisation)
- Targeted capacity building workshops to sharpen your business case and profile
- Experience exchange with business leaders from around the world
- Opportunities to present your business to influential representatives from government, private sector and civil society at the 16th IBF
- International promotion of your business, including through the IBF website and social media
- Membership in the IBF network.

Up to **3 winners** chosen from the finalists will additionally receive a **monetary prize of 5,000 Euro**.

On behalf of

BMZ



Federal Ministry
for Economic Cooperation
and Development

giz

WHO CAN APPLY ?

The **CHANGING Markets Award** is open to businesses that:

- Have a green value proposition and impacts on the BoP: the business needs to create quantifiable environmental impacts as well as social or economic benefits at the BoP
- Have been in operation for a minimum of 2 years
- Have been operating in an emerging or developing country (all countries except EU and OECD member states, but including Turkey)
- Offer a product or service on the market that is commercially viable
- Constitute for profit or non-profit entities: businesses, subsidiaries, business associations, NGOs, community-based organisations, think tanks, research institutions or public sector organisations.

WHAT ARE WE LOOKING FOR?

We are looking for businesses that can demonstrate:

- Environmental impacts and benefits for the BoP
- Integration of green and inclusive aspects within their business model
- A viable business case and financial sustainability
- Achieved impacts for a transformation towards a green and inclusive economy and potential to act as an agent of change.

BE A CHAMPION FOR GREEN AND INCLUSIVE MARKETS! APPLY NOW !

Submission deadline is 1 September 2013, 23:59 CET.

For more information and to apply for the Award, visit www.ibf2013.adelphi.de. You can apply online or download the application form from the Award website and send it back to ibf2013@adelphi.de.

CONTACT

The **CHANGING Markets Award** is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and organised by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). It is taking place in the framework of the 16th International Business Forum which will be held in Istanbul, Turkey on 23-24 October 2013.

If you would like to discuss whether your work is relevant to the Award, or if you have any questions about your application, you are welcome to contact us:

Email ibf2013@giz.de

Phone + 49 6196 79-6698

Further information about the IBF will soon be available on www.ibf2013.net