ONE WORLD AWARD
BY RAPUNZEL

2021

THE WINNERS ARE...
In this booklet, we present you the winners of the 6th One World Award. Unfortunately, the circumstances associated with the Covid pandemic make it impossible to present the awards in a big live gala event as was originally planned in 2020/2021 – instead, we will only have an online ceremony.

The Covid pandemic further accentuates the injustice in our world. Although most of the countries of the poor South were hit less harshly with respect to the numbers of Covid infected, the consequences of the pandemic will nevertheless have dramatic impacts. Given the poor social security systems of these countries, the economic impacts will be much more serious there. Poverty and famine will increase dramatically especially in Africa. This is further compounded by the tendency of several rich, industrialized countries to drift off towards national isolationism. All this will lead to an even greater imbalance in the distribution of global wealth.

In this context, the OWA with its objective of strengthening the four pillars of sustainability and creating a fairer world has even greater importance. Therefore, Rapunzel together with our partner IFOAM and the OWA-jury are very happy to honor outstanding projects and people with the 6th OWA awards.

We all have an impact on the world – either with small or big projects but also with our personal buying behavior. With the award we want to reward the laureates and we want to encourage all of us. Let us participate actively in giving globalization a positive direction that empowers people and liberates them from dependence.

With encouraging regards

Joseph Wilhelm
Initiator of the One World Award,
Founder and Managing Director Rapunzel Naturkost

Now more than ever, sustainability and food security have become important in the world. We are not only questioning our food systems because of the impact of the Covid-19 pandemic, but we are also paying attention to the policies around them. In times of uncertainty, we are often reminded of how vital organic and agroecological farmers are in nourishing the world sustainably.

With organic agriculture covering an area of 72.3 million hectares in 187 countries, we are seeing growth, but more work still needs to be done. This is why IFOAM – Organics International is honored to work with the organic movement in promoting the four principles of organic agriculture and recognizing the efforts of the many people working to help shape sustainable systems around the world, for example, by choosing a recipient of the Lifetime Achievement Award.

We are proud to be partner and patron of the One World Award (OWA), which every three years recognizes people and projects that impress us and from which we can all learn. Ultimately, the award encourages all people to stand up, even under the most difficult conditions, for a livable coexistence and a world worth living in.

In 2021, IFOAM - Organics International would like to present the Lifetime Achievement Award to Tomoko and Yoshinori Kaneko, a married couple who are organic pioneers in Japan. They have been leading the organic movement for over 40 years in Japan and have trained over 400 trainees on their organic farm.

In addition to honoring the Kanekos, we are happy to present the OWA Grand Prix to Organic Danmark. All winners are a constant inspiration and role models of sustainably developing one’s community, despite the challenges encountered.

We at IFOAM – Organics International, on behalf of the organic movement, would like to congratulate all the winners and thank them for their commitment towards promoting a sustainable world that nourishes us, as it is nourished by us.

Peggy Miar
IFOAM – Organics International President
Globalization seems to have made the world a smaller place; at the same time, there is a growing demand for space and the fear of losing vital resources is increasing. Many people perceive globalization as a global, more or less openly conducted competition at all levels of society. There is, however, also a different way. Globalization can also have positive effects. Global communication networks, worldwide trade and transport routes empower many people to participate in global knowledge and prosperity. The central question is therefore, how globalization is implemented...

WHO IS BEHIND IT ALL?
The fact that we all live in one world inspired Joseph Wilhelm, the German organic pioneer and Managing Director of Rapunzel, to establish this international award. Rapunzel (“Organics with Love”) was founded 1974 and sources many of its organic and fair trade raw materials worldwide. Inspired by the experience and success of the company’s pioneering “Hand in Hand” fair trade program, Joseph Wilhelm and Rapunzel established the One World Award.

With IFOAM – Organics International, the global umbrella organization of organic agriculture, the OWA has found an ideal partner. IFOAM – Organics International unites 800 membership organizations and institutions in more than 120 countries from around the world (more information: www.ifoam.bio)

The coordinator of the One World Award and jury chairman is Bernward Geier (COLABORA – let’s work together) who was IFOAM Managing Director for 18 years.

Objectives of the One World Award (OWA)...

- To promote globalization in a way that focuses primarily on the four pillars of sustainability: ecology, economy, social and cultural aspects and not exclusively on profit maximization.
- To recognize outstanding commitment and creative projects that promote environmental protection and fair living conditions.
- To encourage more involvement for a happy, liveable future and a peaceful society.

The One World Award honors people and projects that make the world a better place and promote justice. The laureates are individuals who stand for a positive globalization and who create future through their innovative ideas and their personal commitment.

The OWA is an international contest and the nominations must comply with certain ecological, economic, cultural and social criteria. After a preliminary screening, five winner candidates are named who are visited by the jury coordinator. Based on the information provided from the application, the visit report and documented interviews of the candidates, the international OWA jury selects the OWA Grand Prix Winner.

The OWA Grand Prix Winner receives a prize money totaling 25,000 Euro and the OWA statue. Each of the four runner-up OWA winners gets 5,000 Euro and an OWA medal.

Additionally, to the OWA awards, the Lifetime Achievement Award is presented. This honorary award goes to exceptional pioneers and people who have persistently promoted throughout their lives the development of the organic movement and the One World Award objectives. The OWA winners 2021 were thoroughly selected by the jury.

This year’s Grand Prix Winner is an outstanding project in Europe. The jury also confirmed the Lifetime Achievement Award winner. In light of recent events, the OWA awards were presented in an online ceremony with OWA founder Joseph Wilhelm, IFOAM – Organics International Director Louise Luttikholt, German Federal Minister for Economic Cooperation and Development, Dr. Gerd Müller, and Jury Coordinator Bernward Geier. All OWA winners and the members of the OWA jury and hundreds of guests from around the world were connected online.

The Winners Are?...
For over 40 years, Mr. and Mrs. Kaneko have been true champions leading the organic agriculture movements in Japan. They are highly respected for their personal integrity, sacrifice and dedication to the development of organic agriculture.

Their organic farm became the starting point of the transformation of an entire village into organic – the first ever in Japan – this is known as the "Shimosato Model" of organic agriculture development. The village became the basis for other local governments and communities to convert to organic.

Mr. Yoshinori Kaneko realized that the Japanese society was very dependent on imported agricultural products and he believed this could be solved if local farmers produced safe and tasty organic products.

Under the belief of the "Basics of Organic Farming is in the Soil", he began to build a circular system that included eating produce that was harvested in the fields – giving vegetable residues to feed livestock – livestock manure and fallen leaves of the forest and rice straw becoming raw materials for barnyard manure – using the barnyard manure as fertilizer to grow crops and to feed the livestock.

In 2015, their organic farm was designated as a training center for organic farming by the Ministry of Agriculture. More than 400 trainees from all over the world have received training there. This has enabled many to start their own organic farms in their communities.

Mr. and Mrs. Kaneko also started a unique “Teikei” (partnership between producer and consumer) system called “orei-sei”. As the word "Orei" from “Orei-sei” means "gratitude", consumers are allowed to express their gratitude according to their free will not necessarily only with money.

Based on this unique way of "Orei-sei", the Kanekos have established a trusting relationship with consumer households for more than 40 years. As of today, there are 40 households who buy produce directly from the farm. The payment for the food (seasonal vegetables, rice, milk and eggs) is decided by the consumers as the Kanekos do not believe that food is a "commodity" but "a gift".

“The Shimosato Organic Farm in Saitama, Japan, is the most exemplary organic farm I have visited over the years and it is an outstanding example to highlight the attributes of the One World Award.”, declares Zhou Zejiang, President, IFOAM Asia.

More information: www.shimosato-farm.com
Contact: simosato@bb.knet.ne.jp
Paul Holmbeck and Helle Borup Friberg
FROM DENMARK

… are key personalities behind the unrivaled success story of Organic Denmark. Born in the USA, Paul worked in grassroots politics and as a journalist for among others the New York Times. 25 years ago, he came to Denmark working for the organic movement as a political analyst and lobbyist, where he quickly became an instrumental contributor to the world’s first national organic action plan. Paul was the leading author of seven organic action plans and he helped to create broad political support for organic research, innovation, conversion and market development. He also played a leading role in the first EU Organic Action Plan and the EU ban on GMOs in organic production.

The unique policy framework of Denmark promoting organic agriculture has been backed by all nine political parties in the parliament not least thanks to Paul’s diplomatic skills and advocacy. By reaching out to all political parties and collaborating broadly with trade unions and NGOs that represented consumers, climate issues, farming and animal welfare, Organic Denmark has created a political ecosystem that is very supportive for organics. The Danish organic action plans have recently been recognized with the silver Future Policy Award (known also as “policy Oscar”) from World Future Council, IFOAM and FAO.

In 1999, Paul became director and served the next 18 years at the helm of Organic Denmark. He established “The Organic House” as the home for eight organic NGOs, which merged into Organic Denmark and that united Denmark’s organic farmers, food companies, consumers, food professionals and chefs. A wide range of stakeholders give Paul credit for having built what well could be considered the world’s leading NGO in the organic sector – and certainly the most successful.

A key strategy for expanding the rapidly growing Danish organic market targets public procurement. A national goal of 60% organic food in all public kitchens, financing for the education of kitchen workers and a mobilization of farmers
and food companies created transformative energy. Today, child care centers, schools, ministries, hospitals and military barracks are all serving organic. The capital city of Copenhagen now serves 80,000 public meals daily with 86% organic ingredients! The cost issue is not preventing large-scale conversion to organic as the organic premium is covered through the reduction of food wastes and a reduction in meat serving sizes in more vegetable-rich meals (a change that was accepted by the meat-loving Danes).

Breakthroughs in the gastronomic sector came with a certification program awarding restaurants with organic cuisine logos in bronze, silver and gold that represent shares of 30, 60 and 90% organic ingredients. Over 3,400 kitchens have organic medals nowadays! A number of restaurants with Michelin stars are also gold “Ø” holders. Michelin star chef Christian Puglisi values his organic gold medal highly: „I would rather give back my Michelin star than my golden organic kitchen label “.

Another unique feature is the role Organic Denmark has played in developing the organic market to the highest level in the world. This has been done through close strategic partnerships with all retail chains in Denmark that increased the visibility of organic products, led to an expansion of organic product assortments and facilitated the communication to consumers with respect to “why organic is important”.

Today, organic food is available everywhere in Denmark, for everyone at affordable prices. More than half of the Danes buy organic food every week and the market share has grown in 15 years from 3.2% to over 12% – a world record. Baby food tops the organic market share list with 95%, followed by oats (52%), yoghurt (48%), carrots (42%), eggs (33%) and milk (32%). Another world record: the Danes have annual per capita spending on organic food totalling 344 €. With the current growth rates, organics are already mainstream and are on the way to conquer the entire market.
Lobby work for research and innovative funding, often with revenue from a pesticide tax, created both the Fund for Organic Agriculture and the Danish International Centre for Research on Organic Food Systems that helped to develop organic farming.

Scaling-up in size without compromise on organic standards, means that in Denmark one can find dairy farms with up to 700 cows – with all the cows grazing! The Hestbjerg pig farm converted to organic already 25 years ago and has taken the pigs back to where they come from – literally to the forest. The 1,500 sows are probably the happiest in Denmark. They give birth to over 30,000 piglets/year that enjoy a happy free-range life. The size of these organic farms is a valuable challenge to the organic mindset that favors the paradigm “Small is beautiful.”

Credit for this Danish success story must be given to many people, to farm advisors, to the 65 employees of Organic Denmark and to many allies. But also, to organic pioneers like Organic Denmark’s President Per Kølster or to Rikke Lundsgaardand and the bold Danish Agricultural Ministers and politicians.

Today, Paul is advising leaders in governments, business and organic NGOs around the world on organic policy and on how to expand the organic sector. In 2017, Helle Borup Friberg took over as CEO of Organic Denmark. Having studied and lived in the USA, Germany and Vietnam she brings new experiences to the job with her international background, her master in business administration, her career in marketing and her experience with partnerships. Helle’s skills and dedication will lead Denmark to the next big goal of achieving 30% organic consumption and 30% organic farmland in the next ten years. Moreover, Organic Denmark will help the food sector and the organic farmers to play a lead role in achieving Denmark’s ambitious 70% CO₂ reduction target by 2030.

If they can make it there, we can make it anywhere... Spreading the success story of this well deserving OWA 2020 Winner offers a cornucopia of inspirations and learnings. Thus, Organic Denmark paves the road to the ultimate vision for mother earth being cultivated 100% organically.

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Eliza Mayo and Tareq Abu Hamed
FROM ISRAEL

... work at the Arava Institute for Environmental Studies in Israel which was founded in 1996. Eliza, Deputy Director, and Tareq, Academic Director, are part of a team of more than 40 scientists and peace activists at the Institute. Tareq’s academic background is in renewable energy research and Eliza worked in kibbutz community leadership.

The Institute, in the heart of Israel’s Southern Arava desert, focuses on advancing cross-border environmental cooperation through environmental research and preparing future Arab and Jewish leaders to solve cooperatively the environmental problems of the Middle East region. The Institute is a unique oasis, not only of environmental education and international cooperation, but foremost for peace-building through education. So far, more than 1,400 alumni have enjoyed a sound education leaving the Arava Institute with utmost motivation to work together for the common cause of a sustainable future of the region’s human and natural resources. The Jewish, Palestinian, and Jordanian students are joined by students from all over the world. While studying and living together they build regional and global networks for future cooperative work.

The academic research leads to practical applications in the fields of renewable energy, wastewater reuse, and climate appropriate sustainable agriculture. For almost five years, the “Track II Environmental Forum” promotes and initiates cooperation among Israel, Jordan and Palestine, bringing key environmental public institutions and civil society groups together.

The work in sustainable agriculture has emphases on arid lands and their natural resources. A special focus is on indigenous plants with their pharmaco-ecological potential. Endangered desert plant species are cultivated and saved in the “Shelter Garden”.

The development of peace-building leadership skills is central in the academic curriculum. Partial and full scholarships are available for Middle Eastern students.

The staff and the students of the Arava Institute are delivering impressively on the objectives of the One World Award with regard to commitment and encouragement for a peaceful society. This oasis of peace in the Arava desert shows the potential that making peace with nature has for creating peace in a historic war zone and demonstrates how swords can be made into ploughshares.

More information: www.arava.org
Contact: info@arava.org
...were and are instrumental for the impressive development of the Global Ecovillage Network (GEN). Kosha was born in South Africa. She joined at an early age the Anti-Apartheid-Movement, which paved her way into leadership roles with GEN. She was elected President of GEN Europe & Africa in 2008. Until last year, she served as Executive Director of the global network. Under Kosha’s guidance, GEN became a truly global movement. Her greatest achievement was the emergence of a strong African network of ecovillages and reaching out to governments to introduce national ecovillage programs. Sonita co-founded an ecovillage in Cameroon and then stepped in as Executive Secretary for the African office. Despite her young age she has (net)worked in over 20 African and European countries and at UN & international conferences.

GEN started with a handful of sustainable communities in 1995 and today reaches out to over 6,000 ecovillages and communities in more than 120 countries. The essence of the movement is captured in the Map of Regeneration – 30 ecovillage principles encompassing ecology, economy, social and cultural recreation of low impact lifestyles in community.

A short glimpse to two ecovillages:

The Findhorn community in Scotland is one of the oldest ecovillages in Europe. Kosha lives there and the GEN office is based in Findhorn. It’s history started 60 years ago with the 3 founders living in a caravan on sandy dunes. Over the years they transformed the area into rich organic gardens. Today, over 500 people live here and Findhorn is one of the ‘lighthouses’, that inspired many to adopt eco-living approaches, so far over 30,000 people attended courses in Findhorn. The community has great impact in the region where already 500 enterprises work with principles of social entrepreneurship, inspired by the Economy of Common Good. Many people who learned or have lived in Findhorn carried the torch of ecovillage living all over the globe. www.Findhorn.org

The “Ökodorf Sieben Linden” in Germany, has grown in 25 years from an abandoned farm to a village for 140 people. It is is most famous for its strawbale buildings. The water use is about ½ of the German average and the CO₂ footprint is even only ¼, while the emission from heating is down to 10% of the national average. www.siebenlinden.org

The ecovillage movement is showcasing some of the wonderful solutions and deep transformations that become possible in communities that provide a blueprint on which we can build the future for mother earth and our society.

More information: www.ecovillage.org
Contact: welcome@ecovillage.org
... is known and named with love by all as Pati. Initially, music was Pati’s world. Already in her teens, she played the first violin at Queretaro City’s chamber orchestra. She resigned 38 years ago as a music teacher and moved with her family to the mountains of the Sierra Gorda where she engaged in nature conservation and environmental protection.

As co-founder of the Grupo Ecológico Sierra Gorda (GESG), she served as Director for 10 years. During that time, she confronted mining & industry interests and corrupt politicians and was confronted even with life-threatening risks until the Sierra Gorda was turned into a national protected area and an UNESCO Biosphere. With over 400,000 ha and 638 villages it protects 1/3 of the state of Queretaro! Pati is an impressive example of a dedicated, unstoppable woman activist.

Strategies and models developed by the GESG are nowadays replicated and scaled-up all over Mexico. Unique about the Sierra Gorda is that it is the first federal area in Mexico created with and co-managed by civil society.

The environmental education program reaches 17,000 children and 70 agriculture clusters engaging in organic & regenerative practices. Most impressive are the activities in eco-tourism where 33 restaurants have become eco-destinations on the Ruta del Sabor (Flavour Trail).

For every dollar going into the projects, 32 dollars have been generated as a social return on investment which shows that protecting the environment provides decent livelihoods.

Pati is instrumentally supported by her two sons. Roberto, a fantastic photographer and Mario, who runs an experimental organic training farm. She has lectured around the world and became internationally known beyond nature conservation. After 14 years as Federal Director of the Sierra Gorda Biosphere Reserve she returned to GESG with persistant force. The model inspired the neighboring state of Guanajuato, adding 263,000 ha as federally protected land. Pati’s energy and dynamism is woman power at its best. With optimism and with a wonderful song on her lips she will continue to be an inspiration for the world.

More information: www.sierragorda.net
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... with their love story are the founders of Sustainable Agriculture Tanzania (SAT). Alex came as a volunteer from Austria to Tanzania and met Janet, who was an agricultural student. Falling in love was fueled by their common dream to create sustainable livelihoods for farming families based on organic agriculture. Inspired by the farmer field school concept and participatory strategies they listened first to and learned from farmers, which led 10 years ago to the foundation of SAT. It all started with 200 $, a tiny shed and the Garden of Solidarity. It is impossible to mention all the projects SAT has already realized with its very dedicated team of 85 staff.

The demonstration gardens at the headquarter in Morogoro and the new farm and training center are the core of SAT. Already 5,000 people from Tanzania and all over the world have been trained there. The center is also the hub for creating market opportunities. Starting with a beautiful organic shop, they have developed a significant market for certified organic products. Evaluations show that organic farmers could increase their income up to 30 %. Another indicator of success is that 95 % of the established farmer groups remain active after the initial support has ended. Instrumental for the farmers is a monthly published magazine, which reaches out to 90,000 farmers in East Africa and is co-published with the Biovision Foundation of OWA 2014 Winner Hans Herren.

A most impressive project is the mediation of land use conflicts between farmers and Massai pastoralists that had led to violent clashes in the past. SAT created a win-win constellation where the farmers exchange hay bales for animal manure from the the pastoralists. Thus, former enemies became peaceful business partners.

With their enormously successful projects SAT has become an authority and an inspiration for policy makers in their country and other African countries and beyond. Janet and Alex were able to change the curriculum of all Tanzania Agriculture Training Institutes so that nowadays every year 5,000 students study a complete module about organic agriculture. The organic Advocates are as well present at UNO & FAO events to share their success stories from the field.

Certainly, also motivated by their three children they work tirelessly and possibly more successfully than any other organic project in Africa. Their couple power with soul and soil spirit is a best-case example how we can (and must) live the change the world needs to make.

More information: www.kilimo.org
Contact: info@kilimo.org
The very first OWA winner was Lal Emmanuel from Sri Lanka. Already in the 1970s the agro scientist worked as instructor for sustainable agriculture. In 1991, he founded the Nagenahiru Foundation on behalf of which he received the OWA-statue. His commitment focuses on the protection and the reforestation of mangrove forests. The foundation supports the ecological education of young people and promotes the conservation of clean water.

The second OWA went to Rachel Anyango Agola and Dr. Hans Rudolf Herren representing the Biovision Foundation in Kenya and in Switzerland. The Biovision Foundation focuses on ecological development strategies that are successfully implemented in Kenya and other African countries. Rachel Agola is a pioneer in her region where she was the first to test the so-called "push-pull cultivation technology" in order to improve the corn yield on her 0.5-hectare farm plot. Dr. Hans Rudolf Herren is scientist and farmer. He advises governments and politicians and helps individual farmers in the villages of Eastern Africa. 1995 he received the World Food Prize and in 2013 the Right Livelihood Award.

The third OWA went to the Philippines to Nacianceno M. Pacalioga, an extraordinary mayor also known in his home region as Mayor Jun. He was honored for his ambitious organic cultivation conversion project that forms the central backbone of an integrated regional development strategy. Together with the municipal employees and the people of the town of Dumingag he created the "Genuine People's Agenda" (GPA) that focuses on sustainable ecological and economic development in the region. The agenda’s 15 points include the development of organic cultivation as well as health development, environmental aspects, security, peace and tourism.

The fourth OWA was presented to two worldwide outstanding projects: Translated into English, Hansalim means „protecting all living beings“. The Hansalim Association is probably the largest community-supported agriculture association in the world that produces healthy organic foods for more than 2.6 million people.

Mary Vattamattam and Bablu Ganguly are the founders and the driving force behind the Timbaktu Collective. They implemented their vision with more than 200,000 farmers and their families to live a self-determined, sustainable life with equal rights and the focus on organic agriculture.

The fifth OWA Grand Prix went to two laureates: Chief Minister Pawan Chamling for his decade-long successful efforts to convert the Indian federal state of Sikkim into the first organic state in the world. Sikkim proves that 100% organic is possible – already today!

Sikkim’s success shows that the IAAS “World Agriculture Report” is absolutely right in its conclusion that sustainable, agroecological agriculture is the only future-proof strategy for farmers around the world.

John Michael Koffi, Congo; Miriam Abel, Germany, Zachary Wakefield, USA; accepted the award on behalf of the global movement of the 16 United World Colleges (UWC) with their 9,000 students from 150 countries. UWC understand education as a way to connect people, nations and cultures in their search for a peaceful and sustainable future.
The first OWA-VIP was presented in 2010 to Prof. Wangari Muta Maathai. Already in 1977, she founded the Green Belt Movement (GBM). In addition to tree planting, GBM is committed to environmental education and political campaigning. With GBM Wangari Muta Maathai built up 600 tree nurseries in 30 different African countries that have planted more than 40 million trees. The Kenyan professor, scientist, politician and environmental activist was the first African woman to receive the Nobel Peace Prize in 2004.

In 2014, the second OWA-VIP went to Klaus Töpfer. The former Federal Environment Minister of Germany and Ex-Director of the United Nations Environment Program (UNEP) received the second VIP Award at the Gala 2014. He was one of the first politicians of rank who proactively promoted organic agriculture already in the 1980s. Especially during his time as UNEP Director there has been a fruitful cooperation with IFOAM. Also, his passion for soil respectively for soil protection connects him closely with the organic movement.

In 2010, Bhaskar Hiraji Save from India was presented with the Lifetime Achievement Award for the invention of the so-called platform & ditch system and his lifelong development and teaching of organic cultivation methods.

In 2012, the award went to Prof. Dr. Ana Primavesi, scientist and organic pioneer from Brazil. In numerous manuals and specialist articles she passed on her vast knowledge on soil fertility and soil improvement methods.

In 2014, the US-American Fred Kirschenmann won the prize for successfully promoting organic cultivation for decades.

In 2017, the award was presented for the first time to a married couple – to two „organic personalities” from Africa. Sue Edwards and her husband Tewolde Berhan Begre Egziabher from Ethiopia are pioneers of the organic movement in Ethiopia and are highly appreciated both in their homeland and the entire African continent.
When Joseph Wilhelm and his former wife Jennifer Vermeulen started to mix muesli in a bathtub more than 40 years ago, they would have never thought that Rapunzel would develop into an international organic food manufacturer.

Like all big stories, the Rapunzel story also started out small. The focus of Joseph Wilhelm back then was the production of muesli and nut spreads and the procurement and distribution of healthy food products such as bread, fruit and vegetable from organic cultivation. Today, Rapunzel produces some 600 products, half of which are processed or manufactured in Legau/Allgäu.

The biggest challenge of such a development is the challenge of remaining true to one’s principles. Joseph Wilhelm managed to do just that! All his actions are still inspired by the basic idea of promoting and supporting organic agriculture – beyond Germany and Europe. Of special importance is the procurement of raw materials in highest organic quality.

To this end, Joseph Wilhelm founded the so-called Rapunzel projects. In 1976, the first Rapunzel project started in Turkey with organic dried fruit and nuts; a few years later, the cultivation of organic coconuts was started in Sri Lanka. Along the entire value chain, from the field to the finished product, Rapunzel advises farmers and producers – until a joint venture has formed over time. During this process, social and political aspects are also taken into consideration. Today, Rapunzel procures organic raw materials from nearly 40 countries worldwide and the organic Rapunzel products can be bought in almost as many countries.

Since its beginnings, Rapunzel has been combining economic success and social responsibility for customers, employees and suppliers. Particular attention is paid to the relations with producers from so-called developing countries. This attitude marked the emergence of the first HAND IN HAND projects that connect organic agriculture and fair trade. Since the 1990s, the product range with the HAND IN HAND label has grown to 100 products.

Part of the purchase price of HAND IN HAND products is donated to a fund that was founded by Rapunzel and the Environmental Action Germany (DUH). Since 1998, 426 projects in 61 countries were supported through the HAND IN HAND fund with a total sum of almost 1,9 million Euro. The HAND IN HAND partner get the additional HAND IN HAND bonus. In 2019, the HIH bonus for 18 HIH partners amounted to almost 500,000 Euro (2018: 501,000 Euro; 2017: 466,000 Euro). During the many years of cooperation with the HAND IN HAND partners and through the many projects that were supported by Rapunzel, a new idea began to grow. Joseph Wilhelm initiated the ONE WORLD AWARD. This award honors people and initiatives who are committed to make globalization a positive experience and who help to make the world a better place. Moreover, the award should also be encouragement that everyone can contribute a part to this great goal.
Dao Droste

Cosmopolitan, Taoist, free-lance artist (paintings, sculptures, installations and video art), former chemist with a doctor's degree...

As a matter of fact, Dao Droste always wanted to be an artist. But when she graduated from high school there was war in her native country Vietnam and nobody there needed artists. So young Dao went to Germany and studied chemistry in Stuttgart and Heidelberg. After passing all exams she was "so unhappy of not being examined any longer" that she went on to earn a doctor's degree – with distinction. Not until 15 years after her arrival in Lüneburg, Lower Saxony, she started to dedicate herself to her original passion: installations, sculptures, paintings. In Eppelheim near Heidelberg she opened her own studio where she celebrated 2017 her 30th anniversary as an artist. "The Way" is the translation of her first name. And it perfectly fits this tender woman. She is a Taoist being convinced "that you have to accept what is and that you have to always be fully present in the moment without thinking of what comes next". And you have to always be open for balance, reconciliation and your own intuition. Her Far Eastern roots can be felt in her personality, but also in her artwork which has become part of renowned public and private collections. While her family lives scattered across four continents, Vietnam has always remained the spiritual home of the artist. But what does home mean? She calls herself a cosmopolitan and knows: "I can only survive with this attitude".

The OWA statue symbolizes the life-giving power of "Mother Nature". The colorful areas representing the continents and the oceans and additional blue bands flow across Dao Droste's typical female torso forming a unity of everything – a symbol for harmony between man and Earth and for a type of globalization that takes on responsibility. Sustainability is a matter of the heart for Dao that she expresses artistically in various ways. For this heartfelt expression she received the Environmental Award of the German Federal Work Group for Environmentally Aware Management [B.A.U.M.] in 2015 in the category "culture and media".

Source: Nicole Heß (Stadtmagazin MEIER)
www.daodroste.de

IFOAM – Organics International

IFOAM - Organics International is a membership-based organisation working to bring true sustainability to agriculture across the globe. Together with hundreds of members in over 100 countries and territories, they are leading change, organically. That is why the organisation has been the patron of the global organic movement since 1972: from the early days of the pioneers ("Organic 1.0") to opening the movement up to a wider audience with "Organic 3.0". Organic 3.0 positions organic as a modern, innovative system with concrete, positive impacts for the global environment as well as for social challenges. It is an overall strategy for more growth and sustainability to increase the positive impact of organic for the planet and for people.

IFOAM – Organics International aims to:
- build capacity to facilitate the transition of farmers to organic agriculture,
- raise awareness of the need for sustainable production and consumption,
- advocate for a policy environment conducive to agroecological farming practices and sustainable development.

Their work is overseen by a World Board consisting of 10 members, two of whom are part of the OWA jury. The World Board develops strategic recommendations that help IFOAM – Organics International bring true sustainability to global agriculture.

The international office is based in Bonn, Germany and works closely with its regional bodies all around the world.

www.ifoam.bio
Reinforcements for the OWA

Joseph Wilhelm, Germany
The founder and managing director of Rapunzel Naturkost started the OWA in 2008. The organic pioneer is a worldwide promoter of organic agriculture and for just and peaceful living – with fair trade, proprietary organic cultivation projects and active involvement against agropoisons and GMOs.

Dr. Vandana Shiva, India
The physicist with a PhD is globally involved in environmental issues, biodiversity, women’s rights and sustainability. For her extensive engagement, she received several awards such as the Right Livelihood Award. She has been active as OWA jury member since the beginning.

Shamiso Mungwashu, Zimbabwe
The co-founder of the „Fair Trade Support Network Zimbabwe“ (FSNZ) is committed to improving the living conditions in her homeland – with respect to fair trade, organic agriculture, sustainable development or children’s rights. The 2017 OWA laureate now supports the jury for the first time.

Dr. Hans Herren, Switzerland/USA
The internationally-renowned scientist, farmer and Right Livelihood Award laureate is one of the new jury members. He founded the Biovision Foundation that focuses on developing successful organic strategies. In 2010, Hans Herren and Biovision were awarded with the OWA.

Julia Lernoud, Argentina
At the Reasearch Institute of Organic Agriculture (FiBL), this new jury member used to compile the annual reports “The World of Organic Agriculture”. Since 2017, she is member of the IFOAM - Organics International World Board. IFOAM has been partner of the OWA since its start.

Santiago J. Sarandón, Argentina
The professor of Agricultural Ecology is also new in the OWA jury. His research focuses on sustainable agriculture and biodiversity and he is an internationally-renowned lecturer and author.

Bernward Geier, Germany
Jury coordinator since 2008 when the OWA was first initiated. Bernward Geier has been active in more than 100 countries and for more than 40 years as networker, journalist, lecturer or moderator for agricultural issues and environmental politics.
Call for the Nominations for the OWA 2024

For information on how to submit a nomination:
www.one-world-award.de

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