

## PUBLIC EYE AWARDS 2010

### Nomination Shortlist by Award Category

| Corporation or Organization           | Reason for the Nomination  | Nominating Organization                                     |
|---------------------------------------|--|---|
| <b>Public Eye GLOBAL Award</b>        |  |   |
| Arcelor Mittal                        | <i>South Africa:</i> The Indian/Luxembourger steel company accepts no responsibility for a steelworks it purchased, refuses to release information from studies about its hazards to humans and the environment, lobbys against air pollution regulations, is accused of price-fixing and market collusion, illegally disposes of chemical waste, weakens labor unions, and demolishes worker housing under disputed circumstances.  | Groundwork, USA   |
| GDF Suez                              | <i>Brazil:</i> The French half-state-owned energy provider is principal financier of the Jirau hydroelectric dam, to be built on the Brazilian Madeira River. Consequences include slash-and-burn clearance, forced resettlements, and soil and water contamination, much of which is illegal. Numerous mandatory regulations are systematically disregarded, leading to political tensions between Brazil and neighbors Bolivia and Peru.                                       | Amigos da Terra, Brazil                                     |
| Royal Bank of Canada (RBC)            | <i>Canada:</i> RBC has invested US \$20 billion in companies that extract oil from tar sands in the province of Alberta – a bigger investment than any other bank. The oil is being removed from an area the size of England and is the dirtiest oil in the world. This eco-catastrophe also has implications for the (primarily indigenous) people in the area: Serious air and water pollution have already led to a significant rise in the cancer rate.                      | Rainforest Action Network, USA                              |
| <b>Public Eye SWISS Award</b>         |  |   |
| Farner PR                             | <i>Switzerland:</i> On the occasion of an initiative to ban war material exports, the Zurich-based PR agency spied on the GSoA on behalf of the weapons industry. Only after multiple pieces of evidence emerged – including internal meeting minutes – did the agency admit to the procedure and at the same time declare it as “common practice.” Spying on political opponents not only offends moral decency, but also legally violates freedoms of assembly and expression. | Group for a Switzerland Without an Army (GSoA), Switzerland |
| International Olympic Committee (IOC) | <i>Canada:</i> The 2010 Winter Olympic Games are taking place to a large degree on Indian lands, without the IOC having appropriately consulted with or compensated the rightful owners. Vast areas of virgin forest have been cleared, also without informing – let alone compensating – the owners. Following after Beijing, the Lausanne-based IOC once again exhibits poor corporate manners under the innocent guise of an association.                                     | Olympic Resistance Network, Canada                          |
| Roche                                 | <i>China:</i> Roche is conducting two studies in China on a drug to prevent rejection of transplanted organs. In China, more than 90% of transplanted organs come from executed prisoners. The Basel-based pharmaceutical multinational cannot or does not want to disclose the origin of the more than 300 organs used in its studies. Roche must therefore immediately halt these studies, since it cannot rule out that the organs are from prisoners.                        | The Berne Declaration, Switzerland                          |

| <b>Public Eye GREENWASH Award</b>     |  |                                    |
|---------------------------------------|--|------------------------------------|
| CEO Water Mandate                     | Within the framework of the CEO Water Mandate, companies dependent on water such as Coca-Cola, Dow Chemical and Nestlé profess to tackle the water crisis together with UN organizations, NGOs and other stakeholders. In reality, the companies pursue systematic water privatization with little regard for existing mandatory environmental and social standards.   | Polaris Institute, Canada          |
| Health Promotion Switzerland          | The half-state-owned organization awarded the “Friendly Workspace” label in 2009 to undeserving Migros companies. Criticisms: ignoring legal requirements and occupational health findings regarding unhealthy long-term night shifts; creation of a climate of fear caused by over-demanding performance requirements; layoffs of workers in poor health.   | Unia (Service Sector), Switzerland |
| Round Table on Responsible Soy (RTRS) | The RTRS attempts to legitimize agroindustrial production of soy on vast monoculture plots via large landowners, investors and corporations, although it presents a severe threat to humans, environment and climate. Entire agricultural production systems, regions and the feeding of further segments of the population run the risk of being monopolized by a handful of firms. Pending cases concerning threats and violation of rights of affected parties are denied and delegitimized via the RTRS. | Rainforest Rescue, Germany         |

**A Project of the Berne Declaration and Greenpeace Switzerland**

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