

**Ashridge announces winner of the 2009 Sustainable Innovation Award**

Ashridge Business School today announced the winner of the 2009 Ashridge Sustainable Innovation award, an essay competition run in association with the European Academy of Business in Society (EABIS), Hewlett-Packard (HP) and WWF. Jonathan Alexander, a Masters student from the University of Bath, was awarded first place, with Luc Petit from Ashridge Business School placing second and Srikanth Madani from the University of St. Gallen in Switzerland coming third.

The award searches for the best ideas from MBA and other post-graduate students on sustainable innovation and creating value from the shift to a low carbon economy. Jonathan receives the top prize of €7,000 for his entry and will be presented with his award by a representative of the Swedish government at the EU Presidency conference *'Eco-efficient Economy - Towards Innovative and Sustainable Competitiveness'* held in Linköping, Sweden on 2 November 2009.

His winning entry, *"How can organisations innovate to create value from the shift to a low carbon economy"* explores the imperative for innovation that is modelled on creating what is needed, rather than what will make money. His inspiring essay concludes, "The kind of innovation...that will truly lead to a low-carbon economy, is not just the one that is necessary to create a sustainable future, it is also the most fun to be involved in. If that combination isn't about creating value, I don't know what is."

"HP is delighted to support the Ashridge Sustainable Innovation Award," says Gabriele Zedlmayer, Vice President, HP Global Citizenship and Social Innovation. "We believe it is very important for students not just to think about the sustainability challenges that await them when they enter their professions, but also to recognise the opportunities that they have to actively contribute to a low carbon economy."

As part of this award WWF visited key partner universities of HP and EABIS in the Czech Republic, Egypt, France, Germany, Hungary, Poland, Switzerland, Turkey and the United Kingdom in winter 2008 and in 2009 to engage tomorrow's leaders in discussions about innovation for a sustainable future. Around 500 students participated in the lectures and workshops that have taken place to date.

A publication with all shortlisted entries can be downloaded from:

www.ashridge.org.uk/SustainableInnovation

- ends -



Press Enquiries:

Louise Conway, PR Manager, Ashridge

Tel: +44 (0) 1442 841249 / Email: louise.conway@ashridge.org.uk

Jacqui Thomasen, Corporate Events and Communications Manager, Ashridge

Tel: +44 (0) 1442 841388 /Email: Jacqui.thomasen@ashridge.org.uk

NOTES TO EDITORS:

Ashridge

Coinciding with its 50th anniversary as a business school, this is the 9th Ashridge award run among management and business students to find the most thought provoking essays and ideas on the changing role of business in society. Ashridge is one of the world's leading business schools, being ranked number one in the UK in the latest *Financial Times* rankings for tailored executive education (May 2009). Its activities include open & tailored executive education programmes, MBA, MSc & Diploma qualifications, organisation consulting, applied research and online learning. It is one of a handful of schools to be accredited by The Association to Advance Collegiate Schools of Business (AACSB); The European Quality Improvement System (EQUIS) and the Association of MBAs (AMBA). www.ashridge.org.uk

European Academy of Business in Society

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge and learning on corporate responsibility. With a European focus, but a global outlook, EABIS' membership currently numbers more than 100 institutions and includes some of the world's largest global corporations including Shell, Unilever, IBM, Johnson & Johnson and Microsoft and Europe's top business schools. www.eabis.org

HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at www.hp.com

WWF

WWF is one of the world's most experienced independent conservation organisations. It is a challenging, constructive, science-based organisation that addresses issues from the survival of species and habitats to climate change, sustainable business and environmental education. With almost 5 million supporters distributed throughout 5 continents, WWF has offices in over 90 countries and can safely claim to have played a major role in the evolution of the international conservation movement. www.wwf.org.uk

Judging Panel

The award was judged by:

- Sir Paul Judge, Benefactor of the Judge Institute, Cambridge University
- Eric Cornuel, Director General, EFMD
- Jeanette Purcell, Chief Executive, Association of MBAs
- Gabriele Zedlmayer, Vice President Corporate Marketing and Global Citizenship, HP EMEA
- Dennis Pamlin, Global Policy Advisor, WWF
- Kai Peters, CEO, Ashridge
- Della Bradshaw, Executive Education Editor, Financial Times
- Tom Dodd, CSR Policy Advisor, DG Enterprise and Industry, European Commission
- Anthony J Vardy, Senior Director, Spencer Stuart & Associates
- Rachel Jackson, Head of Social and Environmental Issues, Association of Chartered Certified Accountants
- Viscount Etienne Davignon, Chair, European Academy of Business in Society and Vice-Chair, Suez-Tractebel