



SEED Initiative

Supporting entrepreneurs for sustainable development

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Dear Ning Chao,

RESULTS OF SELECTION PROCESS - SEED AWARDS 2009

The SEED international jury has now carefully reviewed the fifty SEED shortlisted projects, and we are delighted to inform you that your partnership has been chosen as one of twenty 2009 SEED Award Winners. Congratulations!

You are welcome to tell your colleagues, project partners and the local media that you have won a 2009 SEED Award. However, it is essential that you ensure that this information will not be published before **12 May**, when the official announcement will be made, during the 17th session of the United Nations Commission for Sustainable Development (UN CSD) in New York. A copy of the press release will be sent to you via email a few days before the official announcement and you are welcome to use it for contacting local medias some days in advance.

What happens next.

SEED will be busy for the next couple of weeks putting in place the necessary arrangements for announcing the Winners in New York. We will be therefore contact you in mid-May with more details of what happens next.

However, in brief, Adelphi Consult will contact you to work with you and your partners to:

- develop an information flyer and profile-page on the SEED website
- develop a summary of your business plan and understand your growth needs
- help connect you with potential partners and funders

These services have a value of \$5000 – but please note this is not cash funding: it is support services to help profile and consolidate your initiative.



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This process will take place through June and July. The SEED International Jury will then meet again to choose this year's **Gold Award Winners**, selected from the Award Winners, which receive additional business and partnership support services over a period of up to 12 months, to help them scale up. The services are worth up to US\$35,000, of which US\$25,000 is managed directly by the Gold Award Winner. The nature of the support services is developed jointly with each Winner, responding to the needs that they identify. SEED then helps to locate or provide those services, drawing on local sources wherever possible. In addition to receiving support services, Gold Award Winners are celebrated at SEED Awards ceremonies in their home countries.

Again, we wish you many congratulations. We look forward very much to our future collaboration.

Yours sincerely,

Helen K. Marquard