



## Frequently Asked Questions

### **What does Katerva mean?**

Katerva is derived from the Latin word, *caterva*, which means “crowd.”

### **What is Katerva’s goal?**

Katerva holds an annual competition for the best sustainability efforts in the world. With the participation of an international network of thought leaders and experts, Katerva identifies, nominates, ranks, and recognizes programs based on the World Business Council for Sustainable Development’s Vision 2050 report. Winners are those organizations and individuals making the greatest strides toward a sustainable planet

### **When did Katerva start?**

Katerva was founded in 2010. The category winners will be announced September 23, 2011, and the Grand Prize Award and People’s Choice Award will be announced November 30, 2011. Thereafter, the awards will be presented annually.

### **Where will the awards ceremony take place?**

The site of the awards ceremony will be The Lincoln Center for the Performing Arts in New York City on Wednesday, December 7, 2011. A press release will provide details.

### **How are nominations submitted?**

Katerva has enlisted an international network of scholars, scientists, and thought leaders—called “Spotters”—who nominate sustainability innovators for consideration by our teams of judges.

Nominations may also be made by emailing [Nomination@Katerva.org](mailto:Nomination@Katerva.org). The deadline for nominations for the 2011 Katerva Awards is May 31, 2011.

### **In what categories will nominees compete?**

The awards will recognize sustainability efforts in 10 categories, including Behavioral Change, Human Development, Gender Equality, Economy, Food Security, Protected Areas, Energy and Power, Urban Design, Transportation, and Materials and Resources. A Grand Prize Award winner will be determined by Katerva’s Award Council of business and science luminaries.

### **What is the People’s Choice Award?**

An online vote will elect a People’s Choice Award winner from among the category winners.

### **How can I find more information on Katerva?**

In addition to The Katerva Challenge website—<http://katerva.org>—you can find news about Katerva on your favorite social network. If you have a question, you can email [Info@Katerva.org](mailto:Info@Katerva.org).

### **Who is the press contact?**

All press inquiries should be directed to: Cheryl Kaften, Chief Communications Officer:  
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