

The Katerva Challenge discovers and nominates entries in 10 categories of sustainability—including:

Behavioral Change

Even when new technologies are rolled out continually, habits are slower to change. This category covers those initiatives that educate people, raise awareness, and encourage better behaviors at a global level. The best technologies can do little to save the planet if people don't make a conscious effort to use them.

Human Development

In 2011, the global human population is expected to reach 7 billion. Now more than ever, issues related to population density, poverty, peace, and security are on the minds of the planet's biggest thinkers. This category covers initiatives related to maintaining and improving the quality of life for all people on the planet, despite the growing population.

Gender Equality

Entire societies develop for the better when women are enabled to fully contribute. Strides toward gender equality lead to strides against all forms of discrimination. This category covers initiatives designed to improve the overall quality of life for women, provide them with more opportunities, and defend their right to equal treatment



alongside men.

Economy

Money may make the world go around, but fair values and free markets make it a more enjoyable ride. Recent economic events have driven many global economic weaknesses into the spotlight. This category includes works to increase transparency, remove barriers, and internalize costs. The pinnacle of economic sustainability is making market price equal true value.

Food Security

A global human population of 7 billion demands large strides in food production and security. This category encompasses efforts to improve output and efficiency of farmland and fisheries, and to reduce their effect on environmental systems. In addition, this category covers innovations involving efficient water use, and sustainable and safe alternative food supplies.

Protected Areas

Space is one very finite resource our planet has to offer. Efforts must be made to create sustainable ecosystems that can be replaced at the same rate as or faster than they are used. This

<http://katerva.org>



category covers programs to protect and regenerate forests, oceans, and other ecosystems, as well as initiatives to create sustainable land use.

Energy & Power

Man cannot continue to meet energy needs in traditional ways, which have been extraordinarily damaging to the atmosphere and the environment. Carbon emissions are perhaps the largest problem to result from current energy use. This category covers innovations in energy production, storage, and delivery. It also includes programs focused on cleaning up current power systems.

Urban Design

The continued growth of the global human population demands changes and upgrades to infrastructure and living spaces—as well as food, energy, communications, water, and other resource delivery systems. This category covers the creation of energy-efficient and sustainable alternatives to the systems currently in place.

Transportation

Regardless of the advancement of communication systems and automated processes, we will always need ways to get things (including ourselves) from point A to point B. This category covers innovations and efforts leading to safe and accessible, low- or zero-carbon transportation modalities, as well as efforts to improve current methods of mass transportation of materials.



Materials & Resources

A truly sustainable world is one that produces no waste. Meeting this goal requires efforts at both ends of the waste cycle. Resources must be used hyper-efficiently and materials must be made entirely recyclable. This category covers advancements in man-made materials, resource efficiency, and waste reduction.

How Will I Know If I Am Nominated?

- You will receive correspondence from Dr. Victoria Kamsler, Katerva Chief of Research and Nominee Relations, informing you that your initiative is under consideration.
- You will receive a Nominee “Bug” to upload to your own website.
- The Katerva Challenge site at <http://katerva.org/initiatives> will feature a blog about your initiative.
- The deadline for nominations is May 31, 2011. Send new nominations to Nomination@Katerva.org.
- For all other comments, questions, and suggestions please email Info@Katerva.org.

