



## UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement    Programa de las Naciones Unidas para el Medio Ambiente  
Программа Организации Объединенных Наций по окружающей среде    برنامج الأمم المتحدة للبيئة  
联合国环境规划署



Our Ref: LJ/RKS/DCPI-5-6

17 February 2009

Dear Mr. Gonen,

I am pleased to inform you that UNEP has decided to recognize RecycleBank's outstanding achievements in the field of the environment by naming you as the 2009 Champion of the Earth for Entrepreneurial Vision.

For 2009, the award has been revamped to distinguish environmental heroes not just in the field of Policy Leadership as in the previous years, but also those in the areas of Science and Innovation, Entrepreneurial Vision, and Inspiration and Action (civil society). Apart from revitalizing the Awards, the introduction of new categories enables us to represent a broader range of stakeholders. *(Please see attached list of 2009 Laureates)*

By offering a pioneering environmental rewards and loyalty programme that help people turn their trash into cash, RecycleBank is motivating a growing number of communities to recycle at increasing rates as high as 90 per cent. The spread of your venture to 12 states in just two years, and the collaborations being explored with large universities for special recycling kiosks prove that this visionary green idea can be profitable, help create jobs, empower and engage communities, while at the same time addressing an environmental challenge.

The Champions of the Earth Award will be presented on 22 April 2009 at a special ceremony in Paris, France. We would be grateful if you could confirm your availability for a minimum of two days to be with us on this occasion. The public announcement regarding the winners will be made in late February and it would be appreciated if this information is kept confidential until then.

Mr. Ron Gonen  
Co-Founder and Managing Director  
RecycleBank  
1733 Spring Garden Street  
Philadelphia PA 19130  
United States of America

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Executive Office

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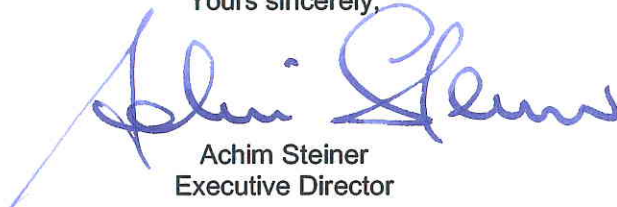


In the meantime, our partner, Global Initiatives, will be in touch with you to initiate travel arrangements and request interviews for the production of a vignette that will be shown during the Awards Ceremony.

Past Champions of the Earth winners include *inter alia*: H. E. President Thabo Mbeki and the people of South Africa, H. E. Mr. Mikhail Gorbachev of the Russian Federation, H. R. H. Prince El Hassan Bin Talal of Jordan, Jacques Rogge and the International Olympic Committee, and Mr. Al Gore, former Vice President of the United States.

For more information on the award, I invite you to visit the Champions of the Earth website at <<http://www.unep.org/champions>>.

Yours sincerely,



Achim Steiner  
Executive Director

Congratulations. After  
our meeting in Davao  
I am fully convinced  
that the jury made  
a great decision.

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