

# The Yara Prize 2013

For a Green Revolution in Africa

Celebrating transformative change



Information For Nominators

The 2012 Yara Prize laureates at the AGRF 2012 Awards Ceremony in Arusha: Dr. Agnes Kalibata, Rwanda and Dr. Eleni Gabre-Madhin, Ethiopia, together with HE. President Jakaya Kikwete of Tanzania, Yara's President and CEO Mr. Jørgen Haslestad and Chairman of the Board of AGRA, Mr. Kofi Annan.

# The Yara Prize

## Objectives

The Yara Prize shall recognize outstanding contributions to sustainable food production with socio-economic impact in the smallholder sector

The Yara Prize shall recognize food and nutrition security and sustainable agricultural initiatives with a transformative power and serve as inspiration for action to scale up the African green revolution

The Yara Prize shall increase awareness of social and environmental conditions in Africa and the prevailing dynamics affecting agriculture and food and nutrition security

The Yara Prize shall provide inspirational example(s) of African leadership



### Previous Yara Prize laureates



2005 Meles Zenawi, Ethiopia



2006 Fidelis Wainaina, Kenya



2006 Celina Cossa, Mozambique



2007 Akinwumi Adesina, Nigeria



2007 Josephine Okot, Uganda

*“The Yara Prize has given me extra moral authority.”*

Josephine Okot, Uganda  
Yara Prize laureate 2007



2008 Florence Wambugu, Kenya



2009 Peter Munga, Kenya



2009 The National Smallholder Farmers' Association of Malawi (NASFAM), Malawi

*“The Yara Prize has had a greater effect than I could ever have imagined.”*

Victor Mfinanga, Tanzania  
Yara Prize laureate 2008



2008 Victor Mfinanga, Tanzania

# The Yara Prize 2013

## Background and key facts

The mission of the Yara Prize is to contribute to the transformation of African agriculture and food and nutrition security, within a sustainable context, thereby helping to reduce hunger and poverty.

The Yara Prize was established in 2005 as a direct response to the former UN Secretary-General Kofi Annan's call for a green revolution in Africa in 2004. It aims at celebrating significant achievements related to food and nutrition security and sustainable agriculture with a transformative power.

The prize was first handed out in Oslo in 2005. The prize was handed out in Africa for the first time in 2012 in connection with AGRF 2012 (African Green Revolution Forum) in Arusha, Tanzania. The laureates were Dr. Agnes Kalibata, Minister of Agriculture in Rwanda, and Dr. Eleni Gabre-Madhin, outgoing CEO of the Ethiopian Commodity Exchange. The Prize will be handed out annually in Africa.

The Yara Prize is made up of a financial grant of USD 60,000, a diploma and a trophy. The Prize winner is free to decide how to utilize the Prize in order to further the sustainable greening and development of Africa.

The Prize is awarded at a special ceremony attended by the Prize winner(s), the Yara Prize Committee and invited guests. The Prize winner is committed to attend this ceremony.

The Yara Prize 2013 will be handed out in Africa in September 2013. The exact date and venue are to be decided.



## Nomination & Selection Procedure

The nomination process for the 2013 Yara Prize starts with invited nominators submitting written nominations to the Yara Prize Secretariat by May 3, 2013. The Yara Prize Secretariat then assists the Prize Committee in screening and selecting candidates. The name of the 2013 Yara Prize Winner will be announced in due time.

The Yara Prize Committee chooses the Prize winner by unanimous vote. The Committee has absolute authority and its decisions cannot be overruled or appealed.

### Eligibility

The Yara Prize can be awarded to any individual or identifiable group of individuals, as well as to established institutions, associations, organizations or government bodies with a formal and recognized judicial and organizational structure contributing to the overall objectives of the Prize.

The Prize can be awarded to any qualified candidate, irrespective of nationality, profession or location, whose work, and contributions deriving from the work, has had a clear impact on the African situation, nationally, regionally or for the continent.

The Prize can be awarded with reference to a specific contribution or achievement, or a series of efforts and results; recently or in the past, or over a period of time - judged as viable and in accordance with acknowledged principles of sustainability.

Current or recent members of the Prize Committee, or an institution/organization headed by such a member, are ineligible for the Prize. The Prize cannot be awarded to a person already deceased, but will be presented in the event a Prize winner dies before receiving the Prize.

The Prize can be awarded to more than one winner, but not more than two. If shared, each winner will receive equal prize money (USD 60 000 divided in two), a diploma and a trophy.

### Nomination Criteria

The Yara Prize can be awarded to any qualified candidate(s) recognized for their contributions to reducing hunger and poverty in Africa. The Yara Prize shall have a focus on food; the improvement of sustainable food production and availability and the development of local markets in Africa, as a contribution to reduce hunger and poverty.

In 2013, the Yara Prize will have a specific focus on young women and men who are making a particular effort within agriculture paying particular attention to innovation and entrepreneurship.

The Prize recognizes such efforts and results in any field of work clearly related to combating hunger and reducing poverty in Africa, within every aspect of agriculture and food production supporting the development of both the input and the output market, particularly:

#### **Food and nutrition security and sustainable agriculture**

- Food production and availability
- Creation of agricultural value chains and local markets
- Sustainable intensification in the smallholder sector
- Human nutrition
- National policies and politics to enhance awareness of the importance of agricultural inputs and promote sustainable food production methods
- Soil and water management

#### **Transformative change**

- Well-proven leadership
- African owned and led
- Sustainability of the initiative
- Initiatives moving to scale or with potential to move to scale



## Evaluation

The Yara Prize will honor outstanding contributions within any of the qualifying fields of activity, based on the Prize Committee's research into and deliberations of the nominees' work and an evaluation of their achievements.

In its assessments, Yara Prize Committee will particularly emphasize proven, tangible results and value creation derived from the nominee's work, directly or indirectly, with regard to improvement of sustainable agriculture and food and nutrition security in Africa.

In its deliberations, the Prize Committee will furthermore emphasize the value of the nominees' achievements with regard to visionary thinking, their role as motivator and rallying point in the campaign against hunger and poverty, as well as their inclination to share knowledge and cooperate.

The Prize Committee will also consider the circumstances under which the work has been carried out and results achieved; i.e. the complexity of the problem and the difficulties, hostilities or prejudices encountered.

The Yara Prize Committee is an independent body headed by Jørgen Ole Haslestad, President & CEO of Yara International ASA.

The Yara Prize Committee Members are:

Dr. Pamela Anderson, Director General of the International Potato Center in Lima, Peru.  
Dr. Joachim von Braun, Department of Economic and Technological change, University of Bonn, Germany. Professor Dr. Mitiku Haile, UNESCO, Ethiopia Permanent Delegation Office in Paris, France. Professor Jayro A. Matovelo, Deputy Vice Chancellor, Sokoine University of Agriculture, Morogoro, Tanzania. Sheila Sisulu, Deputy Executive Director, World Food Programme in Rome, Italy.

## Guidelines For Presenting Your Nominee

To be eligible for the Prize, a nomination must be submitted in writing, in English or French. Please use these guidelines to ensure that we can properly evaluate your nomination. You can download a French language version of these guidelines at [www.yaraprize.com](http://www.yaraprize.com) (under Yara Prize/Nominations Process).

In order to be considered by the Prize Committee, all nominations and supporting documentation must be received by **May 3, 2013**.

All nominations are confidential and the identity of the nominator, or nominating organization, will be kept in confidence.

### Nominations should be sent to:

The Yara Prize 2013  
Attn: Camilla Nyhuus Skauan  
Address: Yara Prize Secretariat, P.O. Box 2464 Solli, N-0202 Oslo, Norway  
Tel: + 47 24 15 70 00  
Fax: + 47 24 15 70 01  
e-mail: [yara.prize@yara.com](mailto:yara.prize@yara.com)

## Nomination Guide

Please structure your nomination as below. The following information is the required minimum.

### About the Nominator

**Name** Full name of the nominator (Given name; family name)  
**Position** Affiliation – professional or organizational, of the nominee  
**Address** Professional – postal and e-mail  
**Telephone** Contact phone numbers of the nominator

### About the Nominee

**Name** Full name of Prize candidate (Given name; family name)  
**Position** Affiliation – professional or organizational, of the nominee  
**Address** Professional – postal and e-mail  
**Telephone** Contact phone numbers of the nominee

### Biographical details

- Date and place of birth
- Nationality
- Education
- Past and present positions
- Past and present professional affiliations
- Honors and awards

### Nomination

**In brief:** a short summary outlining the key arguments for the nomination (max: 500 words)  
**In detail:** background, factual and detailed arguments for the nomination, which can include:

#### Direct achievements; the nominee's contributions ...

... in measurable terms (results)  
... in non-measurable terms  
... to co-operation

#### Indirect impacts; the nominee's contributions ...

... to work/results achieved by others  
... as visionary, motivator and mobilizer  
... to public knowledge and awareness

#### Supporting documents

- Citations and honors
- Recommendations
- Own articles, written work

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[www.yaraprize.com](http://www.yaraprize.com)