



Sustainable Ventures

Call for Papers

The Prize Program

Sustainable Ventures (SV) is offering individual authors or teams a \$10,000 prize for the study that best measures the true costs of a loaf of bread. The winning study will provide a systematic analytical framework to measure integrated social, environmental, and financial performance. Other frameworks that provide valuable insights to the dialogue will be honored as well.

After the frameworks have been selected, an Implementation Forum of marketing professionals will design a strategy to disseminate these metrics to the general public.

Why Do This?

Sustainable metrics or frameworks that people can easily understand are not readily accessible to the general public. The ODB Prize Program addresses this gap by inviting the best and the brightest from academia, consulting firms, corporations, government, non-profits and a variety of other organizations to create new solutions to this ongoing challenge. When people are able to make more informed decisions in the services they use and the products they buy, we can grow a sustainable world.

Key Project Milestones

- Early July, 2006: Results of initial discussions held at SV's June Candidates' Forum will be posted on SV's website in early July for all candidates to access. Included will be impacts of the ODB Prize Program on current systems and what constitutes an excellent paper.
- August 23, 2006: Final papers should be submitted by this date (SV will accept new candidates' final papers until this date).
- August 25, 2006: Jurors will convene to select the best paper.
- October 29, 2006: The ODB Prize will be awarded at the **SRI in the Rockies** Conference in Colorado Springs.

Program Criteria

We seek professional research papers — in English, with a global perspective — to quantify the true costs of a loaf of bread.

1. Analytical Framework
 - A. A systems approach synthesizing true costs of a loaf of bread, AND
 - B. An "Executive Summary" that specifies intended audiences of the study
 - C. Jurors prefer that candidates:
 - i. Write the interdisciplinary paper as a comparison, for example:
 - Ancient grain bread vs. wheat bread
 - Monocropping vs. polycropping farming practices
 - ii. Articulate a methodology that is transparent and replicable.
 - iii. Base the analysis on existing data rather than gathering new data.
 - iv. Include, but do not necessarily limit the analysis to the following considerations:
 - **Climate Change:** Weather Implications; Rainfall
 - **Community vitality** (including farm based family vitality)
 - **Energy use**
 - **Health Impacts**
 - **Intellectual property rights:** seeds; GMO seeds; genomes;
 - **Labor:** Standard of living; wages; health; safety



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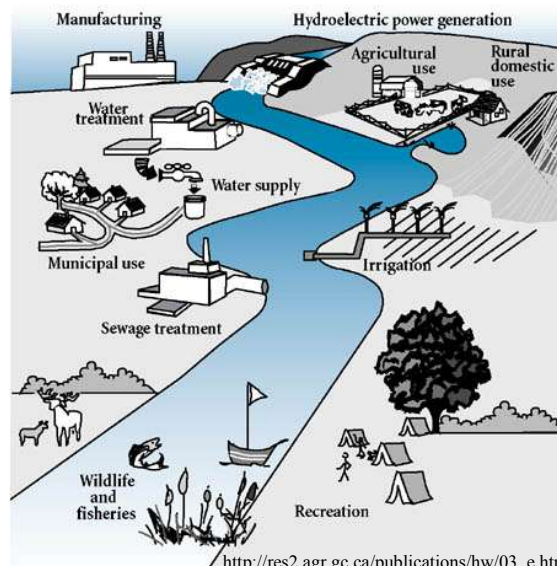
- **Land ownership:** property rights; farm subsidies; loss of farmers; suicides
 - **Land use:** community structure; pollinators; habitat destruction; species diversity
 - **Overall farm economics**
 - **Pesticides:** fertilizers; see also "soil", "land use"
 - **Population**
 - **Security based on access to food**
 - **Soil:** Loss of topsoil; altering microbial ecosystems
 - **Water use**
- v. Jurors are particularly interested in papers that include:
- Financial lessons related to food
 - Historical sustainable food models
 - How is the gap between wealth and poor reduced?
 - How is wealth built?

2. Clearly explain technical terms and concepts so that a person unfamiliar with the analytical techniques or approaches used could understand them.

3. Format:

- Submit papers as a digital document (Microsoft Word or .pdf format), double spaced, and paginated.
- Limit the body of the paper to 20,000 words.
- High quality tables or graphics associated with research papers may be submitted separately.
- Cite sources in footnotes, with a bibliography provided at the end of the paper.
- Note author's name(s), contact information, and institutional or organizational affiliation in email or on-line submission. Please delete all such references in the body of the paper, so that the submissions can be judged anonymously.

If you, or someone you know, would be interested in being a candidate for the Prize or would like additional information about the Prize Program, visit www.sustainableventures.us . For further questions, please contact: Theo.Ferguson@SustainableVentures.us.



...Some upstream and downstream costs...