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Vale launches global photo contest with focus on sustainability

Rio de Janeiro, June 2, 2011 - A global photography contest focusing on sustainability will be held by Vale, from June 5 to Aug. 31. The announcement was made from the Aspen Environment Forum, a three-day event with leading environmental thinkers that Vale co-sponsored. Vale's "Eye on Sustainability" Global Photography Contest asks participants to document sustainability and environmental issues — from images illustrating what's at risk to those that shine a spotlight on what is being done to preserve the planet. The goal is to document and explore the existing wonders of the planet as well as the challenges and solutions we face.

June 5, the date the contest launches, is World Environment Day. This year's theme, "Forests: Nature at Your Service," underscores the intrinsic link between quality of life on our planet and the health of forests and forest ecosystems. Photographers may take their inspiration from this theme, although any area relating to sustainability may be covered.

The photo contest is designed to spark dialogue around issues of sustainability, and Vale plans to use contest entries to help frame a round-table sustainability discussion with experts in Rio de Janeiro later this year, designed to spotlight issues that will be addressed at Rio+20 in 2012. "Vale believes the health of the planet and the long-term viability of our businesses are intertwined, and we as a company are committed to implementing effective practices to conserve ecosystems and biodiversity," said Vania Somavilla, executive director for Vale. "This photo contest is part of a larger dialogue we want to have about sustainability, one where many perspectives help to define the issues and clarify the challenges facing us."

The three category winners will be published in a Vale-sponsored special advertising section in National Geographic magazine's December 2011 issue. Winners also will receive a Nikon D3100 camera and a framed, signed print from National Geographic.

Photos can be entered online by visiting www.nationalgeographic.com/vale/eyeonsustainability and should be submitted in one of three categories: Wonders, celebrating what needs to be preserved; Challenges, showing examples of threats to long-term sustainability; and Solutions, looking at real-world examples of today's best practices for living sustainably on Earth. Contest participants are asked to provide a caption for their entries that explains why their photo is important to this discussion and/or how it has changed their perspective. The contest site also will feature galleries of entries that will be updated regularly.

Visit www.nationalgeographic.com/vale/eyeonsustainability for complete contest rules. Deadline for entries is Aug. 31, 2011.

Winners will be determined based on the following criteria: effective illustration of and insight into the sustainability issues raised in each category topic by the entrant (34 percent), creativity (33 percent) and photographic quality (33 percent).

About Vale

As one of the leading global companies in the mining sector, Vale strives to add value and build a positive legacy for future generations in 38 countries where the company has a presence. In 2007, Vale defined its mission as “transforming mineral resources into prosperity and sustainable development,” and to this end it invests in responsible, integrated management of economic, environmental and social issues. In January 2009, Vale established its Sustainable Development Policy, a document guiding all of Vale’s global operations, from investment decisions to procedures for winding up operations. Vale’s Sustainable Development Policy is based on three core pillars: Being a Sustainable Operator, Acting as a Catalyst for Local Development and Being a Global Agent for Sustainability. For further information: www.vale.com.

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