



BIE-Cosmos Prize, EXPO Shanghai 2010 for *Better City, Better Life*

Call-for-project

Prize description

The Prize will support citizens' projects that are not-for-profit, innovative, and related to the Expo theme of "*Better City, Better Life,*" or urban development and the amelioration of quality of life in cities.

The Prize will be awarded at EXPO Shanghai 2010 (May 1 – October 31, 2010) in China, within a framework of collaboration among the International Exhibitions Bureau (BIE), the Expo '90 Foundation of Osaka, Japan, and EXPO Shanghai 2010.

Prize content

- One winner will receive a monetary sum of 20,000 € (twenty thousand Euros) for the development of the recognized project.
- Nominees will have the chance to promote their projects at EXPO Shanghai 2010, set to be the largest Expo in the history of World Expos, with the participation of close to 200 countries and an estimated 70 million visitors.

Eligibility

- Project is not-for-profit.
- Project is directly related to the Expo theme of "*Better City, Better Life.*"
- Applicant is ready, if nominated, to submit necessary materials (images, descriptions, etc.) to represent the chosen project at the Expo in order to complete the nomination process (specifications made at the time of nomination).
- Applicant is ready, if selected as winner of the Prize, to commit to submitting a follow-up report to the BIE Secretariat on the use of the Prize money and the progress of the project.

Deadline

The application deadline has been extended to **February 28, 2010**.

Please send your application by email to: bie@bie-paris.org

Please use postal mail only if you do not have access to email:

BIE Secretariat – Communication
"BIE-Cosmos Prize Application"
34, Avenue d'Iéna
75016 – Paris, France

Contact

BIE Secretariat – Communication

Email: bie@bie-paris.org

Tel: + 33 (0)1 45 00 38 63

About the BIE-Cosmos Prize

The *BIE-Cosmos Prize, EXPO Shanghai 2010 for Better City, Better Life* is the second edition of the **BIE-Cosmos Prize series**, born of an initiative between the International Exhibitions Bureau (BIE - *Bureau International des Expositions*) and the Expo '90 Foundation (the Commemorative Foundation for the International Garden and Greenery Exposition, Osaka, Japan, 1990) and carried out in collaboration with Expo organizers.

Each Prize recognizes not-for-profit projects from citizens and groups working in fields related to the Expo theme at which the prize is awarded. The series was conceived as a way to continue to foster the innovative value of Expos for social progress by encouraging the active participation of citizens and the public.

The series aims to give, within Expos, visibility to selected projects that have been recognized for their potential to make a positive long-term impact in fields related to the Expo themes. Each Prize ultimately gives financial support to one project, whose development is considered part of an Expo's grassroots legacy.

The first edition of the prize series was awarded at EXPO Zaragoza 2008 – *Water and Sustainable Development* in Spain to an Argentinean professor of biochemistry.