

Introducing the Lush Spring Prize

A new £200,000 Prize for projects working on social and environmental regeneration



5th December 2016

Lush and Ethical Consumer Research Association launch the new Lush Spring Prize today, a £200,000 annual prize fund that aims to support projects around the world working towards environmental and social regeneration.

Regeneration is key to moving livelihoods and economies beyond the sustainable, to revive damaged environments by putting back more than what's taken out. The Lush Spring Prize aims to support a shift towards doing things differently; affording more people the resources and the opportunity to do so.

The Lush Spring Prize will award funds annually to those who are engaging in the process of regeneration in the following four categories:

- **Intentional Projects** (£50,000) ... backing for great ideas in the early stages
- **Young Projects** (£75,000) ... projects 1-5 years old seeking to grow
- **Established Projects** (£50,000) ... beacons demonstrating success and withstanding the test of time
- **Influence Award** (£25,000) ... lobbying or campaigning to influence policy or public opinion in support of regeneration

Nomination forms are available to download from the Lush Spring Prize website (www.springprize.org) and entries close on 28th February 2017. A diverse panel of judges will meet in March and winners will be awarded their prizes at a high-profile event in May 2017.

Nominations are welcomed from anywhere in the world.



Notes to Editors:

Regenerative projects globally tend to embrace the values of permaculture design (earth care, people care and fair share), agroecology and biomimicry. They strive to create closed loop systems that restore their own resources. You may have heard of 'regenerative agriculture' but many regenerative projects also work on issues like supporting solidarity, community resilience, generating renewable resources or restoring ecosystem functions.

The Lush Spring Prize is a partnership between Lush Fresh Handmade Cosmetics and Ethical Consumer, to raise the profile of regeneration and its potential to move livelihoods and economies beyond the sustainable.

The project's website at www.springprize.org contains more details about the prizes as well as application forms and background information.

Nominations opened on December 5th and will close on February 28th 2017. Nominations are welcomed from anywhere in the world, though this year the website only contains information in English.

A diverse panel of judges will choose the winners from a shortlist in March. The awards will be presented in May 2017 where we hope to gather a diverse group of stakeholders for a participatory conference around a high-profile prize event.

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About Ethical Consumer: Ethical Consumer Research Association is a not-for-profit research and consultancy co-operative specialising in independent research into social, animal welfare and environmental issues. www.ethicalconsumer.org

About Lush: Lush is a campaigning manufacturer and retailer of fresh handmade cosmetics with shops in 49 countries. Lush operates a thoroughly comprehensive Ethical Buying department, developing fair trade and direct trade initiatives. www.lush.com

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