

Very Dear Candidates,

The Jury of the Shanghai 2010 Award who met in Paris on May 28<sup>th</sup>, had to choose the 5 Winning contributions among the thirty three nominees, selected themselves among the top 100 contributions sent by students and young entrepreneurs based in leading universities of all the continents.

The Jury has awarded:

the **BANK of CHINA GOLDEN AWARD** to:

*Air Purifying Additive – Expert in Indoor Air Purification*  
by Gao Feng, Ying Liu, and Zhuang Lan, Cambridge University , UK

The **LAFARGE Award** to:

*Green Spaces for the Bottom Billions*  
by Marcus Mendelson, Andrei Tmoshenko and Mikaël Michiels, HEC Paris, France

The **SODEXO Award** to:

*DiCasa Sustainable Solutions for Popular Houses*  
by Beatriz Elza Signorelli, Lisa Fujisawa and Maria Fernanda Gayoso Neves, FGV EAESP, Brazil

The **SCHNEIDER ELECTRIC Award** to:

*The SCTree: Making the Environment of Slums a Better Place*  
by Kai Hermsen, Tineke Franssen and Karel Vanacker, Michael Smurfit GBS, Ireland

The **VEOLIA ENVIRONMENT Award** to:

*The Power Generating City*  
by Hiroyasu Hirano, Hiroshi Asami and Mizuhiko Fujie, Keio University, Japan

The Paris Jury was composed of:

- representatives of the two founding institutions HEC Paris and Tsinghua School of Economics and Management
- representatives of the five partner academic institutions: CEMS Global Alliance, FGV/EAESP Sao Paulo (Brazil), GSOM St Petersburg (Russia), Esade Barcelona (Spain), and NHH Bergen (Norway).
- representatives of the five partner corporations: Bank of China, Lafarge, Sodexo, Schneider Electric, and Veolia Environment. The Jury was chaired by M. Phan Nhay of Bank of China, and honored of the presence of leading French architect Jean-Marie Charpentier, and there was an intense discussion of two hours to choose the winners.

The five winning BP projects have been selected for the clarity of their business proposition, the innovative technology and clear competitive advantage, and for the important contribution to the quality of life of inhabitants. They appeared as the best illustrations of the spirit of the competition: promoting new ideas, business projects, or business models contributing to better life in the city.

We congratulate all the participants, for the quality of most of the projects and we hope that the participation to the Shanghai 2010 Award - international Business Project Competition, will encourage you and confirm your determination to find the ways and means to implement your project.

Thanks to all of you,

Professor Jean-Paul Larçon

HEC Paris

General Secretary of Shanghai 2010 Award