



# The first CSV Prize Winner

**International Development Enterprises (IDE) Cambodia**

In 2010, IDE Cambodia won the first Nestlé Prize in Creating Shared Value for their Farm Business Advisors programme. Through an innovative and market-based approach, IDE has developed a network of independent small rural entrepreneurs in Cambodia who give technical advice while selling high-quality products to small-scale farmers.

The Nestlé Creating Shared Value Prize of CHF 500 000 received by IDE Cambodia

is being used to recruit and train an additional 36 advisors, aiming to generate approximately USD 1.9 million in new income and benefiting around 20000 people in more than 4000 rural households across Cambodia.

The project creates value for all participants: farmers improve their standard of living by growing and selling vegetables and rural entrepreneurs earn an additional income from their new activity.



For additional information please visit: [www.nestle.com/CSV/CSVPrize](http://www.nestle.com/CSV/CSVPrize)

Please contact: [CSVPrize@nestle.com](mailto:CSVPrize@nestle.com) for further enquiries.



## The Nestlé Prize in Creating Shared Value

- Do you want to see your innovation or project scale up?
- Do you have a focus in Water, Nutrition or Rural Development?
- Do you have the ambition to see your project become financially sustainable?
- Are you looking for funds to get there?

***If the answer to these questions is yes, the Nestlé Prize in Creating Shared Value is for you!***

Apply at our internet site:

**[www.nestle.com/CSV/CSVPrize](http://www.nestle.com/CSV/CSVPrize)**

and benefit from an investment of up to CHF 500 000 (approximately USD 480 000).

**The Nestlé Prize in Creating Shared Value is awarded every other year to encourage and reward an outstanding innovation or project which focuses on:**

- Improving access to and management of water
- Delivering high nutritional value to populations suffering from nutritional deficits
- Improving the lives of farmers and rural communities

Specific fields of achievement include, but are not limited to: agriculture, including extension services and use of new technologies; food science and technology; nutrition education

programmes; water management; protection of water resources, etc.

**The Nestlé Prize is open to NGOs, small enterprises and individuals with a project which is:**

- Innovative
- Already implemented on a pilot or small-scale
- Applicable on a broader scale or to other communities
- Based on a sound and sustainable business model



The Nestlé  
CSV Prize  
nomination period  
runs from the  
11th Feb. till the  
30th June  
2011



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