

**THE INTERNATIONAL CONGRESS
OF DISTINGUISHED AWARDS**

**CORPORATE AWARDS WORLDWIDE
JUNE 2007**

**Compiled by
Larry E. Tise, PhD, President and CEO
International Congress of Distinguished Awards**

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**Compiled by
Larry E. Tise
with the assistance of
Marsha Jagodich, ICDA Research Associate**

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The International Congress of Distinguished Awards
PO Box 15782
705 Corinthian Avenue
Philadelphia, PA USA**

**Phone 215.765.1311
Fax 215.765.2721
Email icda@icda.org
Website www.icda.org**

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INTRODUCTION

by

**Larry E. Tise, PhD, President and CEO
International Congress of Distinguished Awards**

After fifteen years of study and the collection of data worldwide on unique awards and prizes for human achievement, the International Congress of Distinguished Awards (ICDA) has produced and published biennial reports since 1999 on its *Official Roster of Distinguished Awards*. The first attempt on the part of any organization to create an informed and official listing of the world's most noteworthy and newsworthy awards, *The Roster* has been accepted since that time universally as the world's only detailed and documented statistical report on awards worldwide. And each successive compilation and publication of *The Roster* has seen major refinements in methods of compilation, data collected, and form of presentation—reflecting along the way dynamic changes in the world of awards.

After we presented our first edition of *The Roster* in 1999, we were invited by Rolex Watch Company sponsor of the Rolex Awards for Enterprise in Geneva, Switzerland, to produce a somewhat similar report concentrating directly on the world of corporate awards for human achievement. Our response, of course, was in the affirmative. Before the end of 1999 we produced our first corporate award report with the cumbersome title *An Analysis and Report on Trends in the Sponsorship and Presentation of Awards for Human Achievement by Corporations throughout the World*. Including information on all corporate awards we could then find—whether considered by our award criteria distinguished or not, the report was the first effort by any organization to analyze corporate awards across the world.

In 2003, our colleagues at Rolex asked us to do an update on the 1999 corporate award report. The resulting report including information through the end of calendar year 2003 bore a much more merciful and manageable title of *Corporate Awards Worldwide*. This second foray into the world of corporate awards was more exhaustive, comprehensive, and authoritative than our first corporate report in 1999. The 2003 report was the first report that was informed by the Internet as much as it was by print sources. While in our 1999 we gleaned information from lists of awards, in the 2003 report we began looking at the world's largest companies to see if they gave awards and included the results of that research in our report.

When it came to the task and opportunity of preparing a new report on *Corporate Awards Worldwide—2007*, we raced forth with the assumption and conviction that we would be able to do this report entirely from Internet sources. After all, we firmly believed, has the world not gone entirely aloft into cyberspace? Well, we were entirely wrong in that initial belief.

Our findings in doing this research should not, perhaps, come as a surprise to those who have tried to use popular research engines for doing serious research. Our findings were these:

1. There are virtually no standards on the internet for the presentation of information and data. (This was a lesson we had to learn when we first started studying awards years ago—there were no accepted and uniform standards in the world of awards.) The researcher must sift through dozens of possible leads only to find that the information sought is simply not there.
2. Corporations—except for the few who make awards presentation a major activity of their corporate purpose—rarely include awards giving in an easily found segment of their internet presence. Even corporations that are very generous in the sponsorship of awards might not mention that fact anywhere that is easily researchable in their website.
3. Award giving is such a universal activity that the internet is frequently of little use in helping to identify particular kinds of award giving. The internet gives the same weight frequently to the giving of a major award that honors timeless universal achievement and the presentation of a lapel pin for attending a community meeting.

In a sense, then, the presence of the Internet with its endless stream of data posed more of a difficulty than an aid in producing a new report on corporate awards. We found that we had to know about a particular award or suspect that a particular award existed before we could turn to the Internet for assistance in confirming current information about that award. Thus we have been driven to depend even more than in 2003 on sources that derived from the print media—even though that print report might appear on the Internet. We came to the conclusion that there are so many authors of Internet information that only those reports which had gone through process of being researched, written, and published for a reading audience could be considered as a reliable source for information on awards.

With those informational caveats and insights, we are proud to present this third and by far our most comprehensive and complicated report on corporate awards in 2007.

Looking at Corporate Award Giving

The principal interest of ICDA from its origins has been in awards presented in the arts and humanities, science and technology, medicine and humanitarianism, literature and religion, peace and the environment, and related fields. When it came to the examination of corporate award giving, we, of necessity, had to expand our focus to include all of those realms in which corporations give or sponsor awards. This, of course, includes sports, entertainment, competitions, business, public service, and a host of other activities which have usually been beyond our areas of concentration.

We have further defined our study of corporate awards to include only those awards and prizes, which are given *externally* from the corporation or outside the corporate structure for human achievement. We have specifically excluded the many thousands of awards given by corporations to reward the productivity and ingenuity of employees and managers.

The awards we have studied are also primarily those that are not directly related to the business interests of the corporation. Although chemical and pharmaceutical companies are likely to give prizes for discoveries or achievements in chemistry or pharmaceutical pursuits, these awards are not usually related directly to the new investments and enterprises of the corporation. But corporations *are* likely to support prizes and awards that highlight the company's achievements: automotive parts suppliers support racing competitions; newspaper publishers support awards in writing and journalism; food companies support baking and culinary competitions. And we have thus included these types of awards.

But other corporations support awards that have little or no relationship to the central thrust of their business: General Motors and its prestigious Cancer Research Medals; McDonald's Corporation's Awards of Excellence, primarily in community service; and the Rolex Awards for Enterprise which recognize human innovation and ingenuity in many realms wholly unrelated to the business of producing quality time pieces.

There is one notable feature about corporate awards that is quite different from other sectors of award giving. More corporations than not tend to "sponsor" awards rather than to give them directly. This means that most corporations tend to transfer both money and responsibility for giving an award to a third party organization such as a professional society, peer group organization, or not-for-profit organization related to the field of the charity assisted. However, this tendency relates primarily to smaller awards in the range of USD \$10,000 and under. The larger and more significant the prize, the more likely the corporation is to administer and present the award directly to the chosen recipient(s).

There is another practice in corporate award giving that sometimes obscures or distorts the corporate role in award giving. Some companies have established corporate foundations that are responsible for giving charitable donations and prizes for the enterprise. For example, the Bristol-Myers Squibb Foundation presents the prestigious Bristol-Myers Squibb Awards for the corporation. The Heineken Foundation presents awards in biochemistry and biophysics

for the Heineken Company in The Netherlands. The Honda Foundation presents prizes for the Honda Corporation of Japan.

The role of the corporation becomes even less clear when corporate profits have facilitated the creation of foundations which depend upon the corporate profits, but which branch out into special areas of award giving. Good examples of this tendency would be the Hyatt Corporation which funds the Hyatt Foundation which, in turn, funds the renowned Pritzker Prize in architecture located in Chicago and the H. J. Heinz Company in Pittsburgh which funds the Heinz Foundation which presents the superb Heinz Awards of \$250,000 each annually in five separate humanitarian fields. Other examples, some of which are included in this report whose income came from major corporate underpinnings, would be the Conrad Hilton Humanitarian Prize deriving from profits of the Conrad Hilton Corporation funneled to the Conrad Hilton Foundation and the various Pew Fellowships of the Pew Charitable Trusts in Philadelphia established by the Pew family, owners of Sun Oil Company. This practice is still being widely followed as in the example of the creation of InBev Baillet Latour Fund by Artois Breweries in Belgium to present the InBev Baillet Latour Health Prize and to establish a major new fellowship prize with the International Polar Foundation for environmental studies in Antarctica. In order to capture some of this award giving energy, this report includes a new analysis of awards presented by corporate foundations.

There is another factor of major importance in the world of corporate award giving. Awards created by corporations—especially major awards—tend to reflect the interests of the company's current CEO or perhaps its board of directors. As changes occur in corporate leadership and as the fortunes of corporations go up and down, there is a much greater frequency in the corporate realm to abandon or diminish awards created by predecessors. Westinghouse Electric Corporation abandoned its historic Science Talent Search awards created in 1942 when the company's business declined in the late 1990s. UNISYS discontinued its support of the Philadelphia Liberty Medal when a new CEO arrived. Sara Lee Corporation abolished its unique Frontrunner Award for creative women originally established in 1987 upon a CEO transition. Eastman Kodak and Reader's Digest are companies which have experienced the business roller coasters of changing times. Kodak ended recently what was one of the largest competition awards programs in the world of awards. The Lila Wallace Foundation, deriving funds from *Reader's Digest*, discontinued its popular and well-respected program of fellowship awards for writers. Proctor and Gamble Corporation, although not seeing a great change in fortunes, discontinued recently its historic sponsorship since 1952 of the Miss America and Miss Universe contests. Several companies have also discontinued their sponsorship of awards through such professional societies as the American Chemical Society, the Institute of Electrical and Electronics Engineering, and the American Physical Society. But, on balance, many of these types of professional associations have found new sponsors among the emergent new technology and biotechnology corporations.

Given this tendency for awards to be affected by changes in management, it is important to note the long-term commitment of some corporations to particular realms of awards. Among the most notable are the Pillsbury Company's Bake-Off competition established in 1949; the Heineken Prize in Biochemistry and Biophysics (1964); the Man Group's sponsorship of the coveted Booker Prize since 1968; the Rolex Watch Company of Geneva's

(now Rolex SA) presentation of the Rolex Awards for Enterprise since 1976; General Motor's awarding of the General Motors Cancer Research Medals since 1978; the Hyatt Corporation and Foundation's sponsorship of the Pritzker Architecture Prize since 1979; the Honda Prize of the Honda Corporation and Foundation beginning in 1980. These very important prizes in the world of awards prove that corporations have made important contributions to recognizing human achievement for at least one or two generations in our history and in their corporate existence.

Scope of the Survey

After attempting to collect information on corporate awards this year principally or solely from the Internet, we realized that we would have to return to the old, yet still the only printed source for awards of all types worldwide—the book published by Thomson Gale titled *Awards, Honors, & Prizes* (25th edition; 2006; 2 vols.). This book, which was once available in many major libraries, is now purchased by very few libraries—large or small. Indeed, of the various major public and university libraries available to us, only one (a university library) had the 25th edition on hand. And once you find a copy of this large and imposing reference work, it is frustrating to find that the information contained therein is often one or two years old (sometimes much older) and that it does not on the whole always reflect current award activities.

In addition, then, to searching the Internet for awards given by corporations, we also checked every award sponsor in the most recent *Awards, Honors, & Prizes* if it appeared that the sponsor might be a business or corporation. We also checked the Internet and this publication from our existing database for awards sponsored by corporations but managed by other organizations—such as professional societies and associations.

We looked at more than 700 corporations and many hundreds more corporate awards in the research phase of the project. In the end we excluded quite a few awards or prizes from the report by eliminating the following types of honors:

1. All internal corporate awards.
2. Many awards under \$1,000 where the corporate identity was not clear..
3. All awards that have been discontinued or not given for many years.
4. All awards for which we could not find a current source, contact, or website for confirming our data.
5. All awards presented by foundations that are not corporate foundations or foundations not established directly by corporations.
6. Many (but not all) awards sponsored by a pool of corporations. Some of these seemed to be too important to exclude from the final report.

In some cases corporations may have initiated an award and later dropped it. We have in the report recognized the current sponsors or presenting corporations for such awards.

Corporate Awards

In this report we have included approximately 663 separate award and prize programs supported by 418 separate corporations. This compares with the totals of 147 corporations included in our 2003 report and 82 in our 1999 study. The total US dollar value of awards reflected in this study is \$22,416,364. This compares to a total of USD \$11,821,833 in our 2003 report and \$8,753,833 in our 1999 report. While this would appear to be a considerable increase in corporate award giving, one must remember that we have also worked hard to include all corporations no matter how small in our corporate award database. There was definitely an increase in giving for awards, but it is hard to gauge the extent of additional giving due to the enlarged number of awards—no matter how small—and the larger number of corporations included.

	<u>1999</u>	<u>2003</u>	<u>2007</u>
Number of corporations	82	147	452
No. of award programs	--	231	651
No. of separate awards	716	1,040	1,644
Total USD\$ equivalent	8,753,833	11,821,771	22,416,364

Since many corporations give multiple awards under the same title, another measure of corporate awards is the total number of awards given in any single year. In our 1999 report we covered 716 separate awards from the 82 corporations included in that study. In our 2003 report we covered a total of 1,040 separate awards for an increase of 32% in the number of corporate awards. These included 257 separate awards given by Eastman Kodak Company which have subsequently been discontinued. Our 2007 report includes 1,644 separate awards (not including the defunct Kodak awards). This represents more than a twofold increase in the total number of corporate sponsored awards over 2003 (not including the Kodak awards).

In 1999 and 2003 the largest corporate contributor in the world to prizes was Pittsburgh Plate Glass Company. In 1999 the cash amount given for the Indianapolis World Series sponsored by PPG was \$1 million; by 2003 amount was a hefty \$2.75 million; four years later PPG had withdrawn its sponsorship of the prize and the award which had increased to \$2.85 million was currently without a corporate sponsor. The largest corporate sponsor of an award by 2007 had become Visa USA which sponsors the Kentucky Derby Horseracing Prizes at a per annum cost of \$2 million. There are also some important newcomers to the world of corporate awards, including the retail giant Wal-Mart; the very successful automobile manufacturer, Toyota Motor Corporation; and Gazprom, the newly-emerged national Russian

energy corporation. A comparison of those corporations presenting the world's largest prizes in 2003 and 2007 reveals the impact of the new corporate award sponsors:

CURRENT CORPORATE AWARDS IN EXCESS OF USD \$100,000

<u>Award Program</u>	<u>Total Per Annum</u>	
	<u>2003</u>	<u>2007</u>
Visa USA Kentucky Derby Prizes	----	2,000,000
Conrad Hilton Humanitarian Award	1,000,000	1,500,000
Toyota Motor Corp Environment Grants	----	1,413,310
H. J. Heinz Awards	1,250,000	1,250,000
Gazprom, UES of Russia, & Yukos Awards	----	1,220,000
Wal-Mart Striving for Excellence Program	----	1,000,000
Pillsbury Bake-Off Award	1,000,000	1,000,000
Procter & Gamble Competitions	850,000	----
Donald Trump/NBC Partnership	----	850,000
Asahi Glass Co. Blue Planet Prize	459,000	831,532
H. P Heineken Prizes	750,000	817,930
General Motors Cancer Research Medals	750,000	750,000
Rolux Awards for Enterprise	500,000	750,000
BP Conservation Leadership Programmes	----	652,500
Asahi Shimbun Publishing Co. Fellowships	----	498,816
Toyota Motor Corp Environment Protection	----	415,679
ARTOIS Breweries Awards	----	407,582
Lila Wallace-Reader's Digest Awards	400,000	----
Burroughs Welcome Scholars	350,000	----
PNC Bank of Delaware Common Wealth Awards	300,000	----
Ford Motor Conservation/Environmental Grants	50,000	300,000
Bristol-Myers Squibb Awards	250,000	300,000
Siemens AG – Siemens Music Prize	178,770	271,830
Man Group plc Awards	119,580	258,081
Deloitte Touche Tohmatsu Fellowships	----	250,000
ING Awards	----	240,000
Carlsberg Architectural Prize	238,350	----
Bristol-Myers Academic Fellowships	----	210,000
Volvo Environmental Prize	199,700	222,219
Putt Putt National Putting Championship	205,000	----
Reebok Human Rights Award	----	200,000
Ronald McDonald Awards of Excellence	100,000	200,000
Honeywell (formerly Allied Signal) Award	200,000	----

General Electric Awards	----	200,000
Toshiba Exploravision Awards	----	160,000
Lufthansa International Music Competition	----	154,746
Reader's Digest American Heroes in Education		150,000
Prudential Company Grand Award for the Arts	127,770	----
Cisco Systems Technology Awards		125,000
Exxon Mobile Playwriting Award	102,220	----
Intel Corporation A. M. Turing Award	100,000	100,000
Intel Corporation Talent Search Awards	----	100,000
FIAT Agnelli International Prize	100,000	----
Citizens Bank/Comcast Philadelphia Liberty Medal	100,000	100,000
Hyatt Foundation Pritzker Architecture Prize	100,000	100,000
AstraZeneca Excellence in Chemistry Award	----	100,000
Jujamcyn Theatres Award	----	100,000

Whereas in 1999 there were 21 awards giving cash prizes of \$100,000 and up, by 2003 there were 26 such awards. The number by 2007 was incrementally greater (37), even though ten of the important award programs sponsored by corporations in 2003 had been suspended, including among others, the Proctor and Gamble Competitions; Lila Wallace Reader's Digest Fellowships, the Bristol-Myers Scholars Awards, the important Carlsberg Architectural Prize, and the FIAT Agnelli International Prize. But the new entries in the corporate prize field were substantial as in the case of Visa, Wal-Mart, and the two great Toyota Environmental prize and grant programs in the environment. And many of the prizes, which were represented on our 1999 and 2003 lists of the largest cash prizes, had continued to increase the amounts of their awards. Just as in the realm of stand-alone distinguished awards studied by ICDA there has been a noticeable inflation in the size of corporate prizes—but not nearly so great.

Age of Awards and Creation of New Awards

The oldest awards and prizes sponsored or presented by corporations go back to the late nineteenth and early years of the twentieth century. In this report, our review and data gathering on *ALL* corporate sponsored awards—with or without monetary prizes—resulted in the identification of a number of older prizes not included in our 1999 or 2003 reports. Among the most notable of these for 2007 (including non-monetary prizes previously not listed) are as follows—although we note that corporate sponsorship for some has changed over the years:

MOST HISTORIC CURRENT CORPORATE AWARDS, 1875-1952

<u>Year</u>	<u>Award</u>	<u>Cash Prize</u>
1875	Visa USA Kentucky Derby	\$700,000

1904	IBM Corporation Edison Medal	10,000
1914	Carlsberg Laboratory Hansen Award in Microbiology	4,800
1919	Anchor Books O'Henry Awards	non-monetary
1921	Miss American Foundation Award	50,000
1923	Affymetrix, Inc. Cleveland Prize	25,000
1928	Westinghouse Electric Lamme Medal	10,000
1934	Eli Lilly & Co Biological Chemistry Award	non-monetary
1939	Viacom Corp. Fortescue Fellowship	24,000
1942	Intel (formerly Westinghouse) Science Talent Search	100,000
1945	DuPont Company Colburn Award	5,000
1947	Goodyear Tire & Rubber Co. Conservation Award	non-monetary
1947	Battelle Institute Award in Analytical Chemistry	5,000
1947	Eli Lilly & Co. Abel Award in Pharmacology	2,500
1948	Air Products, Inc., Award in Chemical Engineering	4,000
1948	C. Frank Peters Corp. Inter-American Music Awards	2,000
1948	Motorola Corp. Int'l Benj. Franklin Firs Service Award	non-monetary
1949	Peterson Pub. Co. Motor Trend Car of the Year Award	non-monetary
1949	Pillsbury Co. Pillsbury Bake-Off	1,000,000
1950	Triple Crown Productions Trophy	non-monetary
1952	Trump/NBC (was P&G) Miss Universe Competition	400,000
1952	Trump/NBC (was P&G) Miss USA Competition	300,000

The oldest continuously sponsored corporate award—the Edison Medal underwritten by IBM—reached its centennial in 2004. An earlier award for the Kentucky Derby horse race has undergone frequent changes in corporate sponsorship—currently presented by Visa USA. It was not until a half-century after the Edison Medal appeared that some of the largest and most historic prizes began to appear. Many of these were in the realm of competition prizes. It is interesting that these new awards sponsored by Pillsbury and Procter & Gamble focused on women in the early 1950s at a time when women were taught to be homemakers and to aspire to a pedestal of beauty—rather than to compete in the workplace.

Most corporate award programs that are still in existence have been created in the last twenty years. The median year for the creation of corporate awards in our 2003 report was 1982 — half appeared before that time and half since that year. In this 2007 report the median year is 1981. However, we have added many more awards—including non-monetary awards—from the entire history of corporate awards. That the median year did not retreat further into the past reflects the fact that the rate of in creation of new awards has risen in the last quarter century. Reflecting the emergence of productive corporations in transportation, petrochemicals, pharmaceuticals, and technology, corporate awards mushroomed in the 1980s and 1990s; and has continued a similar pace into the 2000s.

Among the more significant corporate awards and award programs are those that have appeared since 1990. There follows a listing of probably the most distinctive from the 105 new corporate awards created (and herein noted) from 1990 to the present:

SOME IMPORTANT CORPORATE AWARDS CREATED SINCE 1990

<u>Year</u>	<u>Award Program</u>	<u>Cash Prize</u>	
		<u>2003</u>	<u>2007</u>
2007	ARTOIS Breweries Latour Fellowship	\$ ----	\$ 203,791
2005	Man Booker Award for Translation	----	29,640
2005	Man Booker International Prize	----	119,580
2005	Toyota Environmental Protection Aid Awards	----	1,247,038
2005	Walmart United Striving for Excellence Awards	----	1,500,000
2003	AstraZeneca Canada Enantioselective Comp.	92,400	108,440
2003	GAZPROM Global Energy International Prize	----	1,100,000
2002	AstraZeneca Pharmaceuticals Beaumont Prize	25,000	25,000
2000	Cisco Systems, Inc. Technology Awards	25,000	25,000
2000	Daimler Chrysler Australian Envrmt. Award	30,000	30,000
2000	H. Hoffman-LaRoche Ltd. Diagnostics Award	30,000	30,000
2000	General Electric Environment Awards	200,000	200,000
2000	Toyota Environmental Activities Grant	1,413,310	1,413,310
1999	Glaxo SmithKline Respiratory Disease Award	25,000	25,000
1996	Conrad Hilton Humanitarian Award	1,000,000	1,000,000
1996	ING Unsung Heroes Award	240,000	240,000
1996	Rolex Associate Laureate Awards (5 awards)	250,000	250,000
1995	Wal-Mart Teacher of Year Award	35,000	35,000
1995	Abbott Laboratories, Inc. Achievement Award	20,000	20,000
1993	Amgen, Inc., ASMB Award	25,000	25,000
1993	H. J. Heinz Awards	1,250,000	1,250,000
1992	Honeywell (Allied Signal) Award in Aging	200,000	suspended
1992	Asahi Glass Co. Blue Planet Prize	459,800	831,532
1992	Carlsberg Architectural Prize	238,350	suspended

1990 British Petroleum Conservation Programme 3,400 502,500

It is notable that some of the world's emergent largest corporations—Wal-Mart, Toyota, and Gazprom—have chosen awards as a way of expressing their community presence and of supporting activities related to their core business activities. However, it is perhaps worth noting that few of the corporate giants growing out of the world of computers, energy, and communication technologies are as yet represented in the world of awards.

Awards by Field

The fields chosen by corporations for the giving of awards corresponds roughly to the same proportions as distinguished awards. Corporate awards—it will be noted cluster heavily in the realms of science, engineering, and medicine—and to a lesser extent in sports and the arts. There are far fewer awards for the environment, humanitarianism, and peace than among distinguished awards. The following is a ranking of fields, with a comparison to our numbers in each category with those in our 1999 and 2003 reports:

NUMBER OF CORPORATE AWARDS BY FIELD OF INTEREST

Award Field	1999	2003	2007
Science	51	78	158
Medicine	21	26	84
Technology & Engineering (2007 Technlgy 49; Engnrg. 27)	18	31	76
Sports	12	19	56
Arts	19	18	53
Education	4	13	35
Literature	2	3	33
Business	5	7	23
Public Service	--	--	23
Environment	6	8	21
Humanitarianism	7	7	10
Innovation	--	--	8
Humanities	3	5	7
Journalism	3	3	7
Communication	--	--	6
Heroism	--	--	6
Agriculture	1	3	4

Peace	2	2	1
Exploration	1	1	1
Other	5	6	28
Unknown	--	--	10

Corporations seem to be mindful of the relationship between award giving and core business as reflected in their favoritism toward science, technology, and medicine as fields of study and potential contribution to their business interests. Sports and the arts represent leisure time activities and areas where corporations can double the impact of their contributions with effective marketing and advertising. The increase in the number of awards in education is both interesting and laudable. In previous reports we did not recognize areas of public service, innovation, heroism, and communications. Their growing popularity among corporations is clear in this report. But the other realms of peaceful, community building pursuits are rather diminutive in comparison. Corporations mainly leave these areas for not-for-profits, foundations, and charities to pursue

If the areas of interest be listed in terms of the total dollar amounts of awards in the top ranking fields, another picture of corporate values emerges. The dollar investment of corporations in 2003 and 2007 in the largest awards are listed below:

TOTAL CORPORATE INVESTMENT BY FIELD OF AWARDS

<u>Field of Awards</u>	<u>2003 Totals</u>	<u>2007 Totals</u>
Science	\$ 908,006	\$ 2,463,541
Humanitarianism	610,000	2,114,624
Sports	3,061,000	2,006,000
Environment	1,164,850	1,627,019
Education	65,700	1,091,200
Arts	1,367,275	1,086,318
Cooking	1,000,000	1,000,000
Medicine	1,083,500	682,285
Competition	850,000	*
Technology	551,000	578,600
Humanities	401,000	429,769
Literature	98,660	357,644
Other (* includes competition)	----	1,485,187

While most award categories have remained little changed between 2003 and 2007, the realms of science and humanitarianism have more than doubled. There has been a decline in support for awards in sports, the arts, and even medicine. But it is clear that corporations have been drawn most heavily in the directions of the environment and education as the most attractive areas in which to produce new awards. While environmental concerns are near the

core goals of energy and automotive corporations, education seems to be a new area of corporate responsibility and concern.

Responsibility for Administering Awards

Corporations have for the last century chosen to provide funds to professional societies, non-profit groups, and charities for the presentation of awards. For the most part there seems to be a direct correlation between core business and technology interests of the corporations and the achievements honored. Sponsorship of such awards provides a mechanism for honoring researchers who work in both corporate and academic realms, but whose work also advances discoveries of advantage to the corporations. These are classified in this report as sponsored awards. Among those organizations that handle the most corporate sponsored awards are the following (since these organizations administer awards for a variety of corporations, the companies are not here listed):

ORGANIZATIONS PRESENTING CORPORATE SPONSORED AWARDS

<u>Organization</u>	<u>Number of Awards Administered for Corps.</u>	
	<u>2003</u>	<u>2007</u>
American Chemical Society	23	48
American Library Association	--	19
Institute for Electrical and Electronics Engineering	15	16
Royal Society of Chemistry	--	15
American Institute of Chemical Engineers	11	13
American Physical Society	9	11
Laureus Sport for Good Foundation	5	10
American Society of Animal Science	--	8
Association for Computing Machinery	--	7
International Association for Dental Research	--	7
Marine Corps Aviation Association	--	7
Oncology Nursing Society	--	7
American Society for Engineering Education	--	6
Association of College and Research Libraries	--	6

In addition to these organizations, representing technology and research professionals and which administer numbers of awards for corporations, there are many additional organizations that handle one or more sponsored corporate awards.

By comparison with the numbers of corporate awards handled by professional associations, there are far fewer corporate awards administered directly by corporations. They are, in fact, relatively few. In our 2003 count we found twenty-six corporations administering their own awards. The number had not substantially changed by 2007.

However, some of the world's most distinguished awards are administered directly by corporations, among which are the following:

CORPORATIONS ADMINISTERING THEIR OWN AWARDS--2007

<u>Corporation</u>	<u>Award</u>
Anchor Books (Random Hse.)	O. Henry Awards
Asahi Shimbun Publishing Co.	Asahi Fellowships
AstraZeneca Pharmaceuticals	AstraZeneca Excellence in Chemistry
British Petroleum	BP Conservation Award
Chevron/Texaco	Chrevon/Texaco Conservation Awards
Cisco Systems, Inc.	Cisco Growing with Technology Awards
Deloitte Touche Tohmatsu	Deloitte Touche Tohmatsu Fellowships
ESPN	Espy Awards
ExxonMobil Corporation	Exxon/Mobil Awards
General Motors	GM Cancer Research Medals
ING North American Ins. Corp	ING Unsung Heroes Award
American Honda Motor Co.	Honda Awards
Jujamcyn Theatres	Jujamcyn Theatres Award
Midland Bank	Export Awards for Small Businesses
Mobil Sekiyu Kaisha	Mobil Awards
Pfizer, Ltd.	Pfizer Academic Awards
Pillsbury Co.	Pillsbury Bake-Off
Proctor & Gamble Corp	People's Choice Awards
Rolex SA	Rolex Awards
Ronald McDonald House	Ronald McDonald Awards of Excellence
Topps Company, Inc	Topps Sports Awards
Toyota Motor Corporation	Toyota Environmental Grant & Awards
Wal-Mart	Wal-Mart Striving for Excellence Awards

In addition to those corporations that like to handle their own corporate awards, a growing number of corporations have established corporate foundations or corporate funded foundations that handle awards for the corporation or with the corporation's profits or assets. Among the most important of the corporate awards being handled in this manner are the following:

AWARDS ADMINISTERED BY CORPORATE FOUNDATIONS—2007

<u>Corporate Foundation</u>	<u>Award</u>
Asahi Foundation	Blue Planet Prize

Booker Prize Foundation	Booker Prize
Conrad N. Hilton Foundation	Conrad Hilton Humanitarian Prize
Ernst Von Siemens Music Foundation	Ernst Von Siemens Music Prize
General Motors Cancer Research Found.	GM Cancer Research Medals
Global Energy Intl. Prize Foundation	Global Energy International Prize
Honda Foundation	Honda Prize
Ingersoll Foundation	Ingersoll Prizes
Miss America Foundation	Woman of Achievement Award
Reebok Human Rights Foundation	Reebok Human Rights Award
Volvo Environmental Prize Foundation	Volvo Environmental Prize
Wal-Mart and Sam's Club Foundation	Teacher of the Year Program

Country of Awards

The United States remains the nation with by far the preponderance of corporate sponsored awards. However, between 2003 and 2007, things are changing somewhat dramatically. Japan and the United Kingdom and its former dominions of Canada and Australia are playing larger roles in the world of corporate awards. Perhaps the most interesting development in the spreading popularity of corporate awards is that new awards have emerged in some additional countries for the first time: Bulgaria, Chile, Colombia, India, Israel, Romania, Russia, Singapore, and Sri Lanka. In coming years, it will be interesting to see if the advance of corporate businesses in such places as China, India, Malaysia, and The Philippines will cause new corporate awards to be created in those countries. The numbers of awards for each country in 1999, 2003, and 2007 are reflected in the table below:

COUNTRIES WHERE CORPORATE AWARDS ARE LOCATED

<u>Country</u>	<u>1999</u>	<u>2003</u>	<u>2007</u>
United States	120	175	483
United Kingdom	16	24	72
Japan	5	5	18
Canada	2	8	16
Australia	--	--	8
Switzerland	5	6	6
Denmark	2	2	5
South Africa	2	2	4
The Netherlands	2	2	4
Germany	2	2	3
France	1	1	3

Austria	1	1	2
Belgium	--	--	2
Russia	--	--	2
Sweden	1	1	1
Bulgaria	--	--	1
Chile	--	--	1
Colombia	--	--	1
India	--	--	1
Israel	--	--	1
Romania	--	--	1
Slovakia	--	--	1
Sri Lanka	--	--	1
Italy	2	2	--
Unknown	--	--	13

In terms of corporate and corporate-sponsored awards more than three times the number of corporate awards are given in the United States than in all of the rest of the world. But this, of course, reflects the republican and corporate structures of American governance and its economy. In many other nations awards still tend to be government-sponsored as opposed to the private sector involvement with awards in the United States.

Frequency of Awards

One of the tests of the longevity, seriousness, and permanence of an award is the frequency with which it is given. Most corporate awards—like distinguished awards—are given on an annual cycle. Still, many important awards also like to use a two year cycle to seek nominations for awards in the first year and to concentrate on the evaluation and presentation of awards in the second year. This is the case particularly where awards have to deal with large numbers of candidates for a limited number of awards.

In our study, however, it appears that most awards are given on an annual basis as follows:

FREQUENCY OF CORPORATE SPONSORED AWARDS

<u>Frequency</u>	<u>Number of Awards</u>	
	<u>2003</u>	<u>2007</u>
Semiannual	--	1
Annual	205	561
Biennial	23	54
Triennial	1	6
Quadrennial	2	3
Quinquennial	--	1

Varied	--	2
When merited	--	15
Unknown	--	8

Size of Awards in US\$ Equivalent

Corporate awards come in all sizes and frequently come with no money at all. Indeed, the greatest abundance of corporate awards come with cash prizes of \$1,000 or less.

Whereas in the case of distinguished awards there has been a tremendous inflation in the number of prizes with cash prizes of \$100,000 or more, with corporate awards, the inflation has been in the number, not the size of awards. In the table below we have presented the actual number of awards presented—not the number of award programs as in other tables above; i.e., if an award presents ten prizes per year, we have entered here the number of prizes to demonstrate the very large number of prizes with small or no monetary awards.

US DOLLAR AMOUNT CATEGORIES OF CORPORATE AWARDS

<u>Size of Award</u>	<u>No. of Awards</u>	
	<u>2003</u>	<u>2007</u>
2,750,000	1	--
2,000,000	--	1
1,500,000	--	1
1,100,000	--	1
1,000,000	1	2
400,000-500,000	2	2
100,000-399,000	28	38
50,000-99,000	44	46
25,000-49,000	28	58
11,000-24,000	30	72
10,000	37	37
6,000-9,999	50	76
5,000	49	70
2,000-4,000	82	235
1,000-1,999	55	163
0-999	264*	68
Non-monetary	221	514
Unknown	--	160

*Includes 257 Eastman Kodak prizes of \$250 each

While the numbers of corporate awards and prizes has increased from 1,040 total prizes (including 257 small Eastman Kodak prizes) in 2003 to 1,544 in 2007 (without the Eastman

Kodak prizes), it is clear that the largest area of growth is still in the areas of small prizes or non-monetary prizes. Corporations clearly have taken a large and abiding role in the great world of awards for human achievement. While some philanthropists and foundations tend to create large and laudable prizes—almost as monuments to important individuals or donors—corporations seem to serve a much more functional role in the world of awards. They operate to encourage technological innovations and to recognize the many hundreds and thousands of little recognized achievements throughout the world of learning and achievement.

Discontinued Awards

We have received little information in the past few years about the discontinuation of major corporate awards. But we have learned that a number of corporate-sponsored awards presented by other organizations have gone temporarily or perhaps permanently unfounded.

The two major awards that have been affected in the past few years are the Sara Lee Frontrunners Award and the Philadelphia Liberty Medal. It was with a great deal of sadness that we learned that the Sara Lee Company had decided to discontinue its notable Frontrunner Awards. This was the only award that took notice of women breaking into the ranks of business, management, literature, and the arts to capacities that have traditionally been dominated by men. And not only did the women honored break ranks; they excelled in their chosen endeavors. We hope that the Sara Lee Company will rethink this sore loss.

The Philadelphia Liberty Medal has not been discontinued. It actually is alive and well and has been transferred in Philadelphia between and among two non-profit corporations until it fell into the hands of the Philadelphia Community Foundation. After a long period of study and strategizing, the award was eventually transferred to the National Constitution Center in Philadelphia where there seems to have been a marriage of purpose, need, and ongoing support. While the corporate sponsorship of the award has changed several times, this important award seems to have found a permanent home and has been able to attract new and reliable corporate sponsors in Citizens Bank and Comcast Corporation—both with major corporate presences in Philadelphia.

Between 2003 and 2007 we note that some important awards have been either discontinued, suspended, or modified out of existence. We have already noted the disappearance of the following major awards:

- Fiat-Agnelli Prize
- Carlsberg Architectural Prize
- PPG Indy Car World Series Awards
- Proctor & Gamble Miss Universe, Miss USA, and Miss Teen America Competitions
- Honeywell Allied Signal Award for Research in Aging
- Lila Wallace Reader's Digest Awards
- Prudential Grand Award for the Arts
- Putt Putt National Putting Champion Competition
- Texas Instrument Founders Prize

We know of others that have undergone considerable re-evaluation: but it is our hope that these corporate prizes will be redefined into other productive realms rather than simply being abolished.

With regard to the much smaller sponsored awards, we hear from the professional associations that have corporate-sponsored awards that they are having more and more difficulty in collecting corporate funds for these awards. That is, in the case of some of the declining corporations. But as some corporations have disappeared from the scene, other new corporations have appeared wishing to continue or modify existing awards. In other cases where the purposes of some awards have been superseded by changes in science and technology, the associations have merely taken their records to their association archives as permanently discontinued awards.

But given the roller-coaster nature of US and world economies in recent years, it is indeed good to note that most corporate award programs are alive and well.

Conclusion

This summary and analysis—and the accompanying tables and cross tabulations represent the world’s most advanced collection of data and summary report—about corporate and corporate sponsored awards. We are happy to make it available to award administrators and interested people throughout the world.

But I should note that what is here presented is only the tip of the iceberg of the data we have collected and have available to answer the questions of corporations and interested individuals. In addition to the data here reported, we also have detailed information about the corporations presenting or sponsoring awards and those organizations, which present awards on behalf of corporations.

We invite readers to raise their questions with us by phone, fax, or e-mail. Or better yet, by attendance at one of the meetings, workshops, or award meetings held by ICDA in the United States and abroad. Although contact information appears at various places in this report, I will repeat the address and numbers below.

Cordially,

Larry E. Tise, President and CEO
International Congress of Distinguished Awards
PO Box 15782
Philadelphia, PA USA
Phone 215.765.1311
Fax 215.765.2721
E-mail ltise@icda.org
Web www.icda.org

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