



Danish anti-food waste campaigner, Selina Juul, has been awarded the Nordic Council's Nature and Environment Prize. "Her efforts cannot be overestimated", says the Nordic Council in its motivation.

Selina Juul, is the founder of the consumer movement Stop Wasting Food - Denmark's largest voluntary movement against food waste. She is the Danish partner of the United Nations Think.Eat.Save – Reduce your Foodprint, and the partner in Denmark of the UNRIC Nordic-Baltic Ad competition on food waste.

Ms. Juul accepted the award and a 350,000 Danish kronor cash prize (47,000 Euros) at a gala evening in Oslo last night, which was transmitted live on television in the Nordic Countries.

Selina Juul's commitment has put food waste on the agenda not only in her home country Denmark, but also in the rest of the Nordic Region, the EU and the UN. Juul works unpaid as a voluntary spokeswoman for the movement she took initiative to set up in 2008.

"Selina Juul's persistent focus on food waste - in collaboration with other interested parties - has led to a reduction of food waste in Denmark. With her creativity, enthusiasm and hard work, she

has contributed to reducing human beings' ecological footprint in nature", says the Adjudication Committee in its motivation.

The Nordic Council's Nature and Environment Prize 2013 is awarded to a Nordic company, organisation or individual who has developed a product, an invention or in some other creative way has increased resource efficiency and thereby contributed to reducing human beings' ecological footprint in nature.