

'Vampire Diaries' Actor Ian Somerhalder Unveiled as Winner

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ENQUIRIES: 00 44 (0) 20 7 877 0631

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London 21st November 2012 – After an unprecedented response to the public vote and the short-listing of three passionate and globally recognised nominees, including campaigner Livia Firth and actress Nadya Hutagalung, the International Green Awards™ announced US actor Ian Somerhalder as the overall winner of the Most Responsible Celebrity Award 2012 at a ceremony in Battersea Power Station, London.

Receiving over 50% of the public votes, model, producer and activist Ian was heralded as the greenest international media luminary for 2012 at a glittering green gala dinner.

In his video acceptance speech, Ian thanked the public for their support and appealed to all businesses and individuals to act responsibly and proactively in protecting the planet and its biodiversity.

Star of the 'Vampire Diaries' series, and winner of an Emmy, Screen Actors Guild Award, and other accolades as a cast member of the hit show 'Lost', Ian is also known as a prolific environmental campaigner.

He set up the non-profit Ian Somerhalder Foundation in 2010, which, among other activities, aims to support renewable energy projects, raise awareness of the impacts of deforestation, and to engage young people in environmental issues.

Ian Somerhalder has also supported the United Nations Environment Programme (UNEP) by promoting World Environment Day– the biggest global day dedicated to positive action on the environment – which is organized every year by UNEP on 5 June.

Ian joined UNEP Goodwill Ambassadors Gisele Bündchen, Don Cheadle and Rahul Bose to film video spots to advertise World Environment Day across the globe.

"We congratulate Ian Somerhalder on winning this prestigious award, and on his extensive environmental work," said UNEP Spokesperson Nick Nuttall, who accepted the prize on Ian's behalf at the ceremony in London.

"His work to promote the cause of the environment – as well as that of the other green-minded celebrities shortlisted for this award - can only increase global awareness of the need to live more sustainably, and to bring about an inclusive, low carbon green economy, where more people across the world have a fairer share of the planet's resources," he added.

The award carries with it the responsibility to continue to promote a global green agenda through the media.

2012 marks the United Nations International Year of Sustainable Energy for All; an initiative that aims

to bring about concrete action to achieve universal access to modern energy services and double both the rate of improvement in energy efficiency and the share of renewable energy in the global mix by 2030.

The Ian Somerhalder Foundation is actively involved in clean energy projects and distributes funds towards renewable energy development, as well as supporting green technologies, green disaster relief and promoting environmentally responsible practices in the entertainment industry.

In 2010, Ian helped to clean up after the Deepwater Horizon drilling disaster. Through public service announcements, he helped galvanise efforts to clean up the oil spill which harmed wildlife and habitats along the Gulf coast where he grew up. Ian has supported the It Gets Better project to prevent suicide among LGBT youth, and also testified before Congress to support species conservation in July 2011. Ian has said of his environmental work "I don't know how to do anything else other than be an actor. If I wasn't in this, I would be in alternative energy and conservation".

According to Iain Patton Founder & CEO "The continuing success of the International Green Awards™, the leading platform for sustainability intelligence, leadership and innovation underlines how important sustainability and responsible celebrities have become globally.

Our international platform plays a crucial role in promoting the principles of environmental responsibility to a wider media audience. Awards have always been well placed to act as beacons of innovation and leadership as experts recognise organisations who are paving the way for a more sustainable future."

To view the video of Ian's video acceptance speech visit www.greenawards.com

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Editor's Notes

About International Green Awards

The International Green Awards™ is the leading platform for sustainability intelligence, leadership and innovation. Established in 2006, the awards have a strong global presence, where over 108 countries participated in the 2011 process. Over the past years, the awards have promoted knowledge sharing and innovation towards sustainable outcomes and solutions.

For press enquiries contact The International Green Awards™ Team

00 44 (0) 20 7 877 0631/32/34

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About IS Foundation

The IS FOUNDATION aims to empower, educate and collaborate with people and projects to positively impact the planet and its creatures.

The IS FOUNDATION will behave in full collaborative spirit by joining with other Non-Profit, For-Profit and governing bodies globally.
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