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Business Secretary Vince Cable joins his 11-year-old grandson on stage to launch the Humanitarian Water and Food Youth Awards 2014

UK Business Secretary Vince Cable joined his 11-year-old grandson, Ayrton Cable, who is already an award-winning sustainability activist, on stage to launch the 2014 Humanitarian Water and Food Youth Awards (WAF Awards) in London this week.

Dr Cable was welcomed on stage by Charles Perry, Director of sustainability consultancy, Anthesis-SecondNature Group who said, "Thank you for taking time out of your busy schedule to show your support for sustainability, WAF Awards, and of course your family."

Dr Cable said more needs to be done to help people access food and water to end world hunger and thirst.

He also congratulated his grandson, and other organisers, for the launch of the Humanitarian Water and Food Youth Awards, a new Youth Award and *Skype in the Classroom* initiative, which aims to get young people to develop and implement sustainability initiatives to improve access to food and clean water.

The WAF Awards were launched in Denmark in 2010 by WAF Founder and General Secretary Tina Lindgreen in a bid to help the close to 1 billion people who live without access to clean water and food.

The NGO aims to highlight that enough food and water is available on the planet to adequately sustain everyone. The challenge is access to these human rights. The WAF Awards celebrate ground breaking initiatives run by recognized and exceptional pioneers across the globe that improve access to food and clean water. One such initiative is selected each year to win the prestigious WAF Award.

The 2014 WAF Award winner was African Centre For Holistic Management, Zimbabwe, which uses livestock to mimic the behaviour of wildlife hence transforming deserts to farmland. The herds become efficient agents of soil regeneration leading to rehabilitation of ecosystems and livelihoods.

The runner up was the M.S. Swaminathan Research Foundation from India, and the three highly commended were Living Lands from South Africa/Eastern Cape, Growing Power from Milwaukee/USA and Seanet from Kenya.

The London 2014 event also included the launch of the new WAF Youth Awards by social activist and founder of the World Food Challenge, Ayrton Cable.

This global initiative will use gaming to encourage young people to take an interest in social activism.

Dubbed the "Liberation Campaign" the game will see children taking on environmental challenges with 'Energy Points' allocated for the time they spend on their projects, and 'Impact Points' for the difference they make to food and water access. The individuals and teams with the most points will get to go to Milan for the WAF Youth Awards in 2015 which will be part of the World Expo.

The "Liberation Campaign" initiative will be launched in October to children through a *Skype in the Classroom* lesson hosted by Ayrton, which will be the first in a series of lessons offered to 84,000+ teachers worldwide who use the *Skype in the Classroom* service. As part of the *Skype in the*

Classroom lesson, Ayrton will challenge pupils from all corners of the globe to come up with ideas for projects they can undertake through the 'Liberation Campaign' game.

Humanitarian Water and Food Award Founder and General Secretary, Tina Lindgreen said: "WAF 2014 in London was a huge success and a truly inspiring day, showcasing many amazing initiatives that are helping end world hunger and allow sustainable food production.

Seeing Vince Cable joining his grandson was truly special and we are very proud of the work Ayrton and the rest of the team have done to develop and launch the new WAF Youth Award, which we hope will inspire a new generation of social activists and change agents. It was also an honour for WAF to receive the Secretary of State's recognition.

Our newly appointed Patrons, Her Royal Highness Princess Basma bint Ali of Jordan, Founder of the Royal Botanic Gardens in Jordan and Prem Rawat, of The Prem Rawat Foundation and Food For People Project, reminded us that creating a culture of peace and caring for our planet are essential prerequisites for sustainable food production. Our aim is to channel peoples' energy and commitment to achieve this goal!"

The WAF Award day also included a Masterclass with guests (including politicians, NGOs, students and business leaders) invited to explore ways of scaling best practice in developing sustainable aqua and agricultural strategies. Dr Vince Cable MP was joining Tina Lindgreen and WAF London 2014 chair (and Director of sustainability consultancy Anthesis / Second Nature) Charles Perry, on stage for part of the debate.



Business Secretary Vince Cable takes to the stage to outline his views on Sustainability at the 2014 Humanitarian Water and Food Awards, held at Westminster Hall, London, 18th June 2014. Pictured with him are Tina Lindgreen, Founder and General Secretary of the Humanitarian Water and Food Awards, and Charles Perry, Chair for the 2014 WAF Award and Director of sustainability consultancy Anthesis / Second Nature.