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the Nivea awards

branding beauty from within

With the issuance of this Inspired People, the sixth leadership program with Beiersdorf Belgium and Netherlands will have taken place. In the last edition, we featured the extraordinary partnership between Beiersdorf and Reliance, a Gambian micro-finance organization. With CSR firmly entrenched throughout the organization, all kinds of innovations have emerged. The Nivea Awards are a great example of how CSR generates innovative power to build new connections with consumers.

The pay-off on the Nivea Belgium website heads: 'beauty is...to be inspiring'. The Nivea Awards initiative celebrates beautiful women who are dedicated to make the world a better place. The national campaign for the Awards sent out a public invitation to nominate women who are truly inspiring because of their inner beauty. There were four categories: family, society, culture, and the woman of hearts –the public's favorite. In each category the winner was awarded a prize of €3000 to realize her dream. And of course, the award ceremony was geared up to perfection to do these amazing women justice.

It was a grand success: almost five thousand women were put forward and more than one hundred thousand votes were cast. The laureates were all women with great courage, commitment, perseverance, and selflessness. Nivea Belgium accomplished its goal to set up a new discourse with women to give beauty and beauty care new meaning.