

More than 1,200 corporate leaders from around the world convened in New York City in June 2010 for the United Nations Leaders Summit to discuss sustainability issues in the global marketplace.

One of the aims of the summit was to inspire CEOs to make corporate commitments and Gazelle's creative mind and skills helped the UN Global Compact achieve this: she wrote, directed and edited the film "Who Cares Wins" and she developed the idea of the "Tree of Promises" with New York artist Chris Green (www.chrisgreenkinetics.org).

"Who Cares Wins", broadcast during the Welcome Reception at UN headquarters and based on the concept of positive, "contagious" actions, ended with school children asking viewers the self-reflective question: "What is your contagious action?" The occasion to "answer" came in the form of a symbolic centerpiece on site: the "Tree of Promises", which gradually blossomed during the summit as CEOs wrote their commitments on origami flowers and pulled on strings to raise their flowers into the tree.



Photo: UN Global Compact / Michael Dames



Welcome Reception at UN headquarters



UN Secretary-General Ban Ki-moon and New York City Mayor Michael Bloomberg



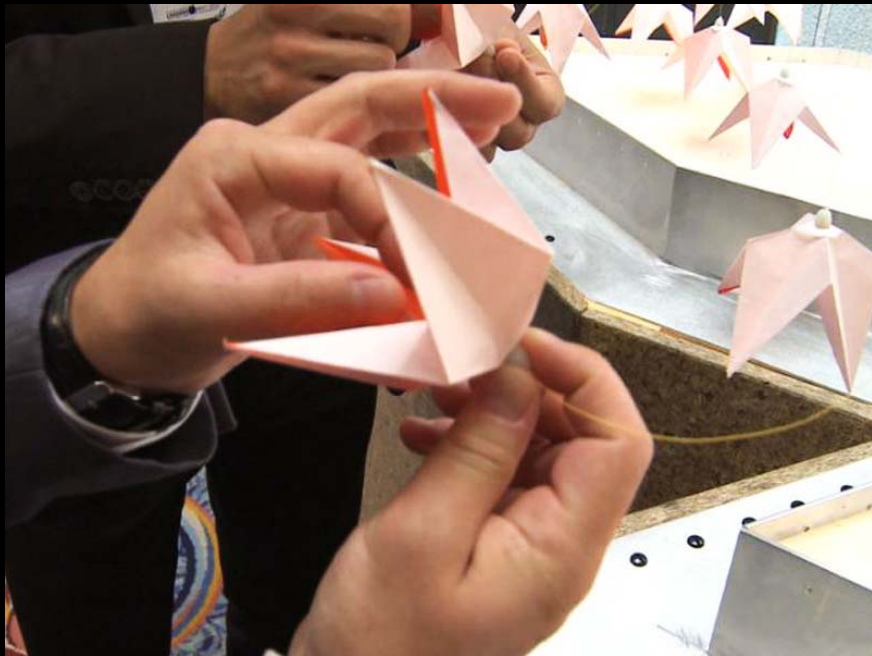
Location of the summit: Marriott Marquis near Times Square



Ban ki-moon opens the Summit



The "Tree of Promises"



Corporate leaders add commitments to the "Tree of Promises"



NY artist Chris Green, designer of the "Tree of Promises"