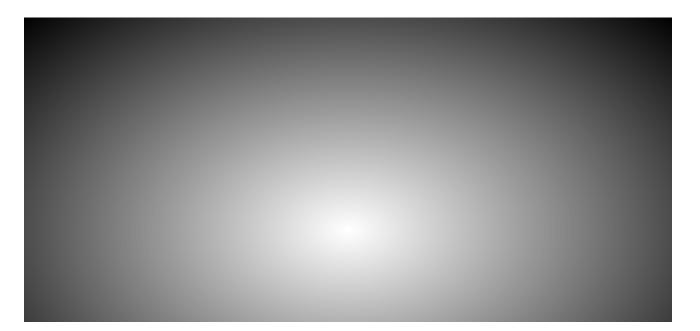


AWARDS 2025 | HIS HOLINESS THE 14th DALAI LAMA | GLOBAL PEACE AND SECURITY | SUSTAINABILITY

Gold Mercury Award 2025 Honours His Holiness The 14th Dalai Lama for his Leadership in Peace, Compassion, and Environmental Stewardship

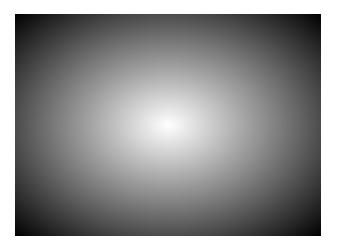
The 2025 Gold Mercury Award marks a historic year for the spiritual leader of Tibetan Buddhism, as His Holiness the Dalai Lama celebrates his 90th birthday, honouring a life devoted to peace, non violence and compassion.

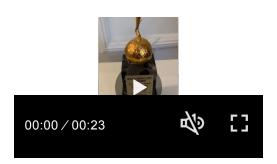


His Holiness, Tenzyn Gyatso, The 14th Dalai Lama

Gold Mercury International Honours His Holiness, Tenzyn Gyatso, The 14th Dalai Lama with the Gold Mercury Award for Peace and Visionary Governance 2025 for Advancing a Culture of Peace, Compassion and Environmental Stewardship.

The **Gold Mercury Award Ceremony** will be held in **Dharamsala**, the home of the Dalai Lama in the **Indian Himalayan region**, on 31st March 2025, to honour His Holiness in a momentous celebration of his life and legacy.





Award Journey Video: From the Award craftsman atelier in Florence, Italy, to London and soon to Dharamsala, India via Delhi!



His Holiness, Tenzyn Gyatso, The 14th Dalai Lama. Gold Mercury Award for Peace and Visionary Governance 2025.

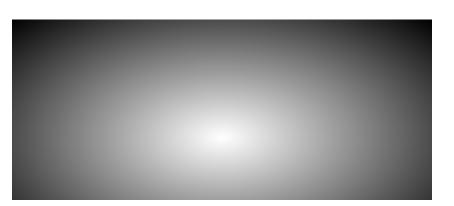
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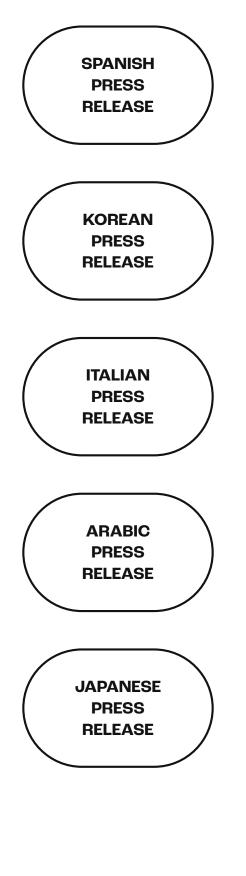
PRESS RELEASES



LONDON, 10th of MARCH 2025 - Gold Mercury International has awarded its prestigious Gold Mercury Award for Peace and Visionary Governance 2025 to His Holiness, Tenzin Gyatso, the 14th Dalai Lama in recognition of his lifelong dedication to peace, non-violence, ethical leadership, wisdom-culture, and environmental stewardship.

> In an era of rising conflict, division, and environmental crisis, the timeless wisdom of His Holiness, the 14th Dalai Lama, is more urgent than ever. Through his commitment to peace, reconciliation, interfaith dialogue, and environmental stewardship, he champions non-violence and defends the dignity and rights of all people. His advocacy for protecting our planet highlights the profound link between ecological harmony and lasting peace.



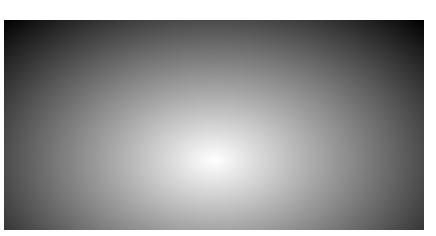


H.H. Tenzin Gyatso, The 14th Dalai Lama, Winner Gold Mercury Award 2025

This honour comes in a historic year as His Holiness marks **his 90th birthday**, celebrating a lifetime of unwavering commitment to peace,reconciliation, interfaith dialogue, a culture of wisdom and the protection of our planet. Amid rising global uncertainties in security, peaceful relations, and environmental sustainability, his teachings continue to inspire individuals, communities, and leaders to build a more just, peaceful, equitable, and sustainable world. His Holiness is a continuous champion for the protection of the rights of the Tibetan people using non-violent means following in the footsteps of Mahatma Ghandi.

"Compassion and concern for others are the keys to human survival. They are relevant to anyone, whether believer or non-believer, who wishes to live a happy life."

– Tenzin Gyatso, The Dalai Lama



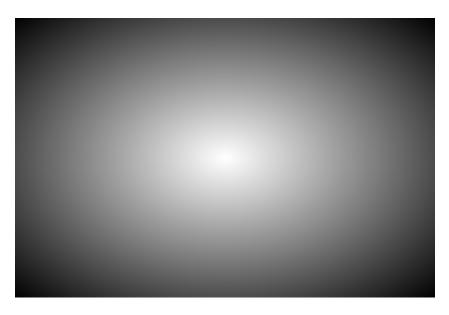
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For interviews and additional photographs contact: maria.mateos@goldm ercury.org His Holiness, Tenzyn Gyatso, The 14th Dalai Lama, Dharamsala, Indian Himalayas

Rooted in Buddhist philosophy, His Holiness has always emphasised *reverence for all living beings and the deep interdependence between humanity and nature.* His philosophy of peace is based on the idea of **UNIVERSAL**

RESPONSIBILITY, where each individual has a duty to foster harmony, not just among people and nations but also between humanity and the natural world. His philosophy of peace and compassion are rooted in the principle of **Universal Responsibility**, as reflected in his **Four Main Commitments in life:** promoting human values, fostering religious harmony, preserving Tibet's spiritual heritage and environment, and advancing ancient wisdom culture in education.



The Tibetan Plateau, also called The World's

"Third Pole"

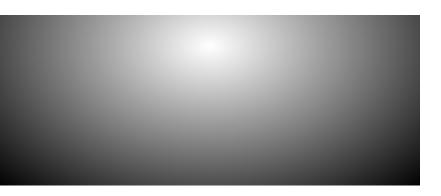
The Tibetan Plateau: a Critical Keystone for Global Sustainability

His Holiness's message of global cooperation also highlights the ecological significance of the Tibetan Plateau—often called **the world's "Third Pole"** due to its vast freshwater reserves. As the source of Asia's major rivers, it **holds the largest store of fresh water outside the Arctic and Antarctic**, underscoring the urgent need for its protection to ensure the stability of the region and the planet.

As he celebrates his **90th year**, this lifelong commitment continues to inspire action for the planet's well-being, aligning with his broader vision of creating a more sustainable and peaceful world.

"Peace, compassion and sustainability are inseparable. His Holiness has spent his life advocating for harmony—not only among people and nations but also between humanity and the natural world. His leadership and wisdom will continue to light the path forward for generations to come," said Nicolas De Santis Cuadra, President of Gold Mercury International.



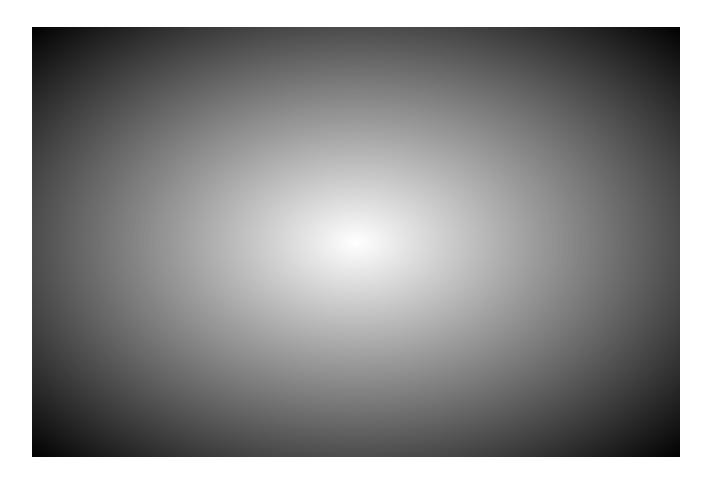


His Holiness, Tenzyn Gyatso, The 14th Dalai Lama in Dharamsala, India

About Gold Mercury International

Established in 1961, the **Gold Mercury Award** is one of the world's most prestigious honours, recognising extraordinary individuals and organisations that advance **global governance**, **sustainability, and Visionary Governance**. Previous recipients include global heads of state, US Presidents, Heads of International Organisations, scientists, artists, business and civil society leaders, and pioneering activists who have shaped the course of history in diverse global areas.

This award for the **14th Dalai Lama** reaffirms **Gold Mercury International's** commitment to promoting a planetary culture of peace and sustainability, in alignment with its vision of a more ethical, responsible, and forward-thinking global society.



Nicolas De Santis Cuadra, President, Gold Mercury International

"His Holiness, the 14th Dalai Lama's profound Buddhist commitment to non-violence, compassion, a culture of wisdom, and the environment has transformed our global consciousness. In this milestone year of his 90th birthday, we recognise his extraordinary efforts to contribute to earth creating a planetary culture of peace, non-violence, and environmental responsibility. His message of peace, compassion, human dignity, and environmental stewardship is more vital than ever in guiding humanity towards a sustainable future."

- Nicolas De Santis, President, Gold Mercury International

Gold Mercury Awards | Peace and Security | His Holiness The 14th Dalai Lama | Tibet | Climate Change | Buddhism | Dharamsala | India | Non Violence | Compassion | Universal Responsibility | Tibetan Plateau | Nicolas De Santis Cuadra