

## **PRESS RELEASE**

### **B.A.U.M. e.V. initiates the German Biodiversity Prize**

**Prize to be introduced for the first time at SusCon 2010 – along with co-partners such as the Global Nature Fund, Deutscher Naturschutz Ring, Centre for Sustainable Management, Leuphana University and the ALTOP Verlag**

**Nuremberg, 15/16 June 2010.** The long-term success of companies depends on stronger media coverage of the increasing significance of biodiversity and ecologically sound economics. Along these lines, the first German Biodiversity Prize will be awarded in 2011. The German Environmental Management Association (B.A.U.M. e.V.) is introducing this prize at this year's SusCon, the International Conference on Sustainable Business and Consumption, in Nuremberg on the 15<sup>th</sup> to 16<sup>th</sup> June 2010.

With the prize, companies, organisation and individuals will be recognised for their exemplary service, commitment and projects in the name of the protection of biological diversity.

The Global Nature Fund (GNF), the Centre for Sustainable Management - Leuphana University Lüneburg (CSM) and ALTOP Publishing are currently serving as co-partners for the German Biodiversity Prize. The Deutsche Naturschutz Ring (DNR) is also involved, as their president, Hubert Weinzierl, has already agreed to participate in the jury. Discussions with other institutions about support and cooperation are currently in progress.

Martin Oldeland, founder and member of the board at BAUM e.V says 'biological diversity is not a luxury but instead a foundation for our survival and also a significant factor in the long-term success of companies. With the initiation of this prize we want to acknowledge the importance of this subject and reinforce it securely into corporate thinking'.

**B.A.U.M. e.V.** (German Environmental Management Association ) was founded in 1984 and today with over 500 members is the European business community's largest environmental initiative. Alongside of many well-known companies, organisations and institutions are also sponsor members and acknowledge the B.A.U.M code of honour for environmental awareness in corporate leadership. As an information and contact network, B.A.U.M.'s aim is to raise the level of awareness among companies and to achieve this initiates practical projects and provides platforms for international networking and dialogue between the business community, scientists, politicians, the media and non-profit organisations. More information at [www.baumev.de](http://www.baumev.de).

## SusCon 2010

This year the second International Conference on Sustainable Business and Consumption takes place in Nuremberg at the Nuremberg Trade Fair. From 15-16 June, businesses, NGOs and policy makers will exchange information about biodiversity in particular. The focus is on new business models such as social business, certifications, as well as concrete activities to preserve biodiversity. Supporters include IUCN, FAO, IFOAM, Rainforest Alliance, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), cscp, Deutsche Umwelthilfe, Soil & More, as well as the Business & Biodiversity Initiative. Sponsors include Unilever, REWE Group, Neumarkter Lammsbräu as well as DEG/ KfW Banking Group. At the first event in 2009, prior to the international BioFach, The World Organic Trade Fair, around 200 people participated from the business and NGO sectors. For more information, go to [www.suscon.net](http://www.suscon.net).

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