

## INVITATION

### **PRESS ROUND TABLE - BUSINESS & BIODIVERSITY** **Global resources hunger and the impact on biological diversity:** **Challenges, Risks and Opportunities**

**Tuesday, 15 June 11:30am to 1:00pm**  
**SusCon 2010 – NürnbergMesse CCN West**

Dear Members of the Press, Dear Colleagues,

Catastrophes like the one in the Gulf of Mexico make it clear how our lifestyle leads to an increasingly greater demand for resources. Yet the earth's resources are growing rapidly scarcer. More elaborate and technologically risky methods are being used worldwide to discover new sources of raw materials, often in barely accessible areas.

What are the consequences on the ecological equilibrium of our planet? Why is it so important to protect biodiversity? Companies pay enormous damages for worst-case scenarios, but who takes responsibility for the social and economic consequences, such as the unforeseeable and possibly irreparable damage to nature? How will this affect our future behaviour, our way of life and consumption? Last but not least, how can companies benefit from sustainable management and combining economic success with the inclusion of biodiversity in their value chains?

**Experts from business, scientific, political and NGO sectors will present these topics at the Press Roundtable, as well as showing us ways we can move from recognition to action in the future, with statements, actual studies and examples of best-practices.**

We look forward to seeing you there. Please let us know by fax if we can count on your attendance and indicate which special partners you would like to interview, so that we can coordinate this for you. You can contact either:

Carla Kleinjohann, Communication & Sustainable Development Agency  
Tel: 089/ 21 11 25 30 - [ck@carla-kleinjohann.com](mailto:ck@carla-kleinjohann.com)

Miriam Schuller, *Forum Nachhaltig Wirtschaften*  
Tel: 089/ 746611-32 - [m.schuller@forum-csr.net](mailto:m.schuller@forum-csr.net)

Thank you for your time.

Yours faithfully,  
The SusCon Press Team

**Press Roundtable at SusCon June 15, 2010**  
**NürnbergMesse CCN West**

**Global resources hunger and the impact on biodiversity: challenges, risks & opportunities“**

11:00	Registration & hand-out of press kits
11:30 - 11:50	<p>Opening &amp; Introduction: SusCon Facts &amp; Figures  <i>Bernward Geier, SusCon Organisator and Director of COLABORA</i>  <i>Claus Rättich, Member of Management Board NürnbergMesse</i></p> <p>Announcement of German Biodiversity Award 2011  <i>Martin Oldeland, BAUM e.V.</i></p>
11:50 - 12:10	<p>Finding synergies - the long way to Nagoya  <i>Dr. Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity (CBD)</i></p> <p>Introduction Business and Biodiversity Initiative –  The new “Corporate Biodiversity Management Handbook”  <i>Ursula Heinen-Esser, Parliamentary state secretary to the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety</i></p>
12:10 - 12:30	<p>The new “Corporate Biodiversity Management Handbook” – a guide for practical implementation</p> <p><i>Business &amp; Biodiversity Initiative ‘Biodiversity in Good Company’ - Federal Ministry for the Environment, Nature Conservation and Nuclear Safety</i></p> <p><i>Edgar Endrukaitis, Deutsche Gesellschaft für Technische Zusammenarbeit GmbH (GTZ) and Coordinator of Business and Biodiversity Initiative ‘Biodiversity in Good Company’</i></p> <p><i>Prof. Dr. Stefan Schaltegger, Centre for Sustainability Management (CSM), Leuphana University, Lüneburg</i></p> <p>Introduction of the ‘European Business and Biodiversity Campaign’  <i>Marion Hammerl, President Global Nature Fund</i></p>
12:30 -12:35	<p>TEEB study: Latest information - scientific point of view - via skype video  <i>Josh Bishop, TEEB Coordinator, IUCN</i></p>
12:35 - 12:55	<p>Best Practise: Greening the Desert – SEKEM and its Principles  <i>Helmy Abouleish, Managing Director SEKEM Group, Egypt and social entrepreneur</i></p>
13:00	<p>Q &amp; A  End of Roundtable - small buffet with opportunity to discuss with roundtable participants</p>

## One-to-Ones – Interview partners

### CSCP

Focus: Species versus products - lifestyles, business models and their impact on biodiversity  
*Michael Kuhndt, Head of UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)*

*Dr. Nadine Pratt, Project Manager at the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP).*

### CSM

Focus: New Corporate Biodiversity Management Handbook  
*Prof. Dr. Stefan Schaltegger, Centre for Sustainability Management (CSM), University Leuphana, Lüneburg - in cooperation with “Business and Biodiversity“ Initiative*

### Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH

Focus: *Economic benefits of biodiversity – challenges for private sector & technical cooperation*  
*Harald Lossack, Head of Section Biodiversity, Forest and Resource Governance,*

### European Business and Biodiversity Campaign

Focus: Vision and Strategy of EBBC – how to involve companies  
*Stefan Hörmann, Global Nature Fund (GNF), Coordinator EBBC*

### ECOTrust - Environmental Conservation trust of Uganda

Focus: Climate change and mitigation and biodiversity  
*Sarah Lubega, President*

### IFOAM

Focus: Organic Agriculture, biodiversity and eco-intensification  
*Markus Arbenz, Agronomist and Executive Director of IFOAM*

### Rainforest Alliance

Focus: Biodiversity protection through sustainable agriculture and forestry certification  
*Mohammad Rafik, Senior VP Rainforest Alliance*

### Triple E

Focus: Landscape auctions – new tool for financing biodiversity  
*Daan Wensing, Director Triple E*

## Regional interview partners

- NürnbergMesse *Claus Rättich, Member of the Management Board*
- City of Nuremberg *Dr. Peter Pluschke, Deputy Mayor for Environment and Health*