

PRESS RELEASE

For two days, SusCon 2010 will be the venue for biodiversity experts from all over the world

Many highlights await visitors at this platform - representatives from the business, political, scientific and civil society sectors – 65 speakers – Six thematic sessions – *Biodiversity Live* with Landscape Auction

Nuremberg, 15 / 16 June 2010. From 15 to 16 June, the Nuremberg Trade Show grounds are all about biodiversity: At SusCon 2010, the “International Conference on Sustainable Business and Consumption”, decision makers and renowned politicians, scientists, business and civil society experts will exchange information on biological diversity and how it can play a greater role in business and society in the future.

The in-depth and compact programme of lectures, workshops and thematic sessions should give an impetus to small and medium companies to learn from best practice examples. At the same time, it is designed to provide an overview on the entire subject. The live demonstration of the Dutch company Triple E’s Landscape Auction is supposed to be a particular highlight on the evening of 15 June. This innovative instrument turns companies into ‘virtual forest, meadow or river owners’ and in this way, they can support specific biodiversity projects.

Dr. Ahmed Djoghlaif and Dr. Jane Goodall open the conference

Dr. Ahmed Djoghlaif, Executive Secretary Convention on Biological Diversity (CBD), is opening the conference. The Algerian has the leading role on the topic of sustainable development and protecting global diversity for the United Nations Environment Programme (UNEP). On the second day, renowned primatologist and UN Messenger of Peace, Dr. Jane Goodall, will give the keynote speech.

Other speakers include, among others, Ursula Heinen-Esser, Parliamentary State Secretary of the German Federal Environment Ministry (BMU), Dr. Daniela Büchel, Manager of Corporate Marketing/Sustainability REWE Group, Christiane von Finckenstein-Wang, Environmental Strategy and Corporate Research at Volkswagen AG, Helmy Abouleish, Managing Director SEKEM / Egypt, Ingmar Streese, Head of Public Affairs & Policy, Mars Inc. as well as Markus Arbenz, Director of the worldwide umbrella organisation for the organic agriculture movement IFOAM.

Initiate dialogue – Six Thematic Sessions

Sponsors such as REWE Group, Unilever, Primavera, Neumarkter Lammsbräu and the DEG/ KfW Banking Group want to take advantage of SusCon2010 to exchange international experiences and work together with environmental organisations and NGOs in the thematic sessions that particularly interest them:

1. Corporate biodiversity management
2. Economic benefits of biodiversity
3. Lifestyles and their impact on biodiversity
4. Verification and certification
5. Financing biodiversity
6. Climate change mitigation and biodiversity

'Our thanks goes out to all our partners and sponsors who helped to nail the biodiversity colours to the mast and have strengthened us with their commitment to increasing the awareness of the subject among businesses and consumers', says SusCon organiser Udo Censkowsky.

Disseminators bring the subject to light

Other SusCon partners bridging the gap of biodiversity knowledge include organisations such as BAUM e.V. with its ca. 500 members in Europe, Bundessamt für Naturschutz, the Convention of Biological Diversity (CBD), CSR Europe, Europe's leading Corporate Social Responsibility network with 75 multinational corporations and 27 partner organisations, Deutsche Umwelthilfe, Deutscher Naturschutzring, the newly founded European Business & Biodiversity campaign chaired by the Global Nature Fund, Agriculture Organisation (FAO), 4C-Coffe-Association, HIVOS, IUCN, IFOAM, Marine Stewardship Council (MSC), Rainforest Alliance, Soil & More and the city of Nuremberg. Last but not least, eight media partners support the conference: *agora 42*, *brand 1*, *forum Nachhaltig Wirtschaften*, Franz Alt – Sonnenseite.com, *Glocalist*, *natur +kosmos* and *Umweltdialog*.

Organiser Trio: 25-Year Commitment to Sustainability

Behind SusCon 2010 are three committed men of action who have campaigned for sustainable economics for more than 25 years and who have played a great role in the continuing development of ecological agriculture, sustainability and Corporate Social Responsibility: Bernward Geier, Director of COLABORA, Udo Censkowsky, Director of Organic Services and Fritz Lietsch, Director of ALTOP Verlag.

The following companies have acted as co-organisers: the Business and Biodiversity Initiative 'Biodiversity in Good Company' from the German Federal Environmental Ministry (BMU), the Deutsche Gesellschaft für technische Zusammenarbeit (GTZ) GmbH and the UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production, CSCP.

Bernward Geier says 'bringing the subject of biodiversity to the corporate agenda is a slow process. Now that more and more consumers have an influence and make clear buying decisions against unsustainable business practices, we are seeing an increasing shift in thinking at executive levels. Working with our co-organisers is therefore helpful and important in order to steer awareness in this direction, both in B2C and also B2B.'

Art meets Biodiversity

Convergence on the subject of biodiversity takes place at SusCon on both the intellectual as well as the emotional levels. In addition to her installation 'Open Mind' and her life-size sculptures, the internationally recognised artist Dao Droste counts on the sense of smell and invites visitors on a sensual voyage of discovery. In addition, the Business and Biodiversity Initiative presents the interactive exhibit 'Without Biological Diversity, No Economic Diversity'. This demonstrates the interdependence of biological diversity, people and the economy and enables visitors to click through concrete projects and ecosystems.

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.

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