

## **PRESS RELEASE**

### **Patterns of consumption and lifestyles contribute to climate change and the loss of biodiversity**

**SusCon 2010 and cscp offer a professional session on lifestyle, patterns of consumption and new business models. LOHAS propels the debate on consumption forward.**

**Nuremberg, 15 / 16 June 2010.** Around 50 million people in Europe and another 40 million in the United States belong to the consumption group so-called LOHAS (Lifestyles of Health and Sustainability) according to estimates by the Natural Marketing Institute. Well-known personalities such as George Clooney, Richard Branson and Brad Pitt help move the debate on responsible consumption forward. Certain consumption and production patterns can greatly affect loss of biodiversity and climate change.

SusCon 2010, the International Conference on Sustainable Business and Consumption, is making every effort to deal with the subject of consumer behaviour and lifestyles and their impact on biodiversity. From 15<sup>th</sup> to 16<sup>th</sup> June, international scientists, business men, politicians and experts from civil society are addressing the question of how, in the light of diminishing resources, to align the demands on global growth and the standard of living in line with nature. In cooperation with the CSCP, the Centre for Sustainable Consumption and Production, which is also supporting SusCon 2010 as co-organiser, the conference is offering its own professional session.

#### **Sustainable consumption is 'in'**

The worldwide financially strong consumption group LOHAS has become a force of change, according to the CSCP. The growing group consciously chooses ethic consumption and a clean conscience. Their selection criteria are diverse. They consider the entire product cycle. Products need to be produced and packaged in an environmentally friendly manner. Aesthetics, style and design are important for reinforcing the special quality. Their demands on companies are greener products, corporate responsibility and, above all, credibility.

“The decisions that consumers make in terms of transportation, nutrition, free time and lodging can have a decisive impact on biodiversity’ according to Dr. Nadine Pratt, Project Manager at CSCP. ‘For this reason, it’s important early on to identify innovative business models that make a sustainable choice possible. This is one of the main challenges particularly from the mainstream consumer’s point of view when viewing the biodiversity debate.’

## Consumption and Production aligned with Nature. How does that work?

Consumer demands grow constantly and therewith the use of resources and the output of CO<sub>2</sub>. We need to find out how to succeed in balancing the consumption and production on one hand and the utilisation in line with nature on the other hand. The CSCP Workshop will address this problem and also the question of how products must be bought in the future in order to reach target groups like LOHAS.

Workshop participants will explore best and worst case scenarios for the year 2050 and discuss possible actions. They will examine questions like these: what would the world be like in 40 years if biodiversity continued to diminish so rapidly or if it were eliminated altogether? How do we live and consume? How do we work and conduct business?

Michael Kuhndt, Director of the CSCP, says 'we want to contribute to sustainable consumption patterns in the mass market with our work so that we make a positive contribution to biodiversity and climate change.'

**The CSCP**, UNEP / Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production, was founded in 2005 by the Wuppertal Institute for Climate, Environment and Energy and the United Nations Energy Programme. It was created as an international think tank and do tank for research, pilot and transfer activities in sustainable consumption and production. More information at [www.scp-centre.org](http://www.scp-centre.org)

## 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).

## Press Contact:

Carla Kleinjohann, Communication & Sustainable Development Agency  
T: +49 (0) 89 – 21 11 25 30, Mobil +49 (0) 171- 731 25 93, [ck@carla-kleinjohann.com](mailto:ck@carla-kleinjohann.com)

## More Information

Udo Censkowsky, Organic Services: +49 (0)89-82075902, [u.censkowsky@organic-services.com](mailto:u.censkowsky@organic-services.com)  
Bernward Geier, COLABORA: +49 (0)2245-618652, [b.geier@colabora-together.de](mailto:b.geier@colabora-together.de)  
Fritz Lietsch, ECO-World, +49 (0)89-7466111, [f.lietsch@eco-world.de](mailto:f.lietsch@eco-world.de)

