

PROFILES - ROUNDTABLE

Bernward Geier, COLABORA

Bernward Geier is, among other things, journalist, political activist and member of the Future of Food Commission and involved in Slow Food. He lives on a small organic farm and is today Director of the consulting agency COLABORA-let's work together.

Bernward Geier was born 1953. After a peace service as war resister in the ghetto in Washington D.C. he studied cultural history in Mexico and agriculture at the University of Kassel/Germany, where he worked in the field of organic agriculture as a scientist and lecturer for 5 years. From 1986 onwards he served for over 18 years as Director in the global umbrella organization of organic farming IFOAM (International Federation of Organic Agriculture Movements). He is, among other things, journalist, political activist and member of the Future of Food Commission and involved in Slow Food. He lives on a small organic farm and is today Director of the consulting agency COLABORA-let's work together.

COLABORA was founded in 2006 by the agronomist and journalist Bernward Geier, who worked before 18 years as Director of the International Federation of Organic Agriculture Movements (IFOAM) the organic world umbrella organisation. COLABORA works internationally focusing on environment issues, sustainability in all its facets as well as on ecological agri- and food culture. The three main working fields are:

- COMMUNICATION (e.g. film projects, print media, lectures and moderation)
- EVENTS (e.g. conferences, lecture tours of VIP Speakers and (cultural -) events)
- CONSULTANCY (e.g. bio-dynamic project in Greece, organic marketing and One World Award)

Claus Rättich, Member of the Management Board, NürnbergMesse

Claus Rättich, 47, Managing Director of Events II and M&A, and his team are responsible for the world's leading trade show duo BioFach and Vivanes, the Natural Cosmetics Branch Congress, SusCon, BioGas, Stone+tec, the international window, door and façade trade show fensterbau/frontale, the POWTECH/ TechnoPharm, the PARTEC congress, the art fair europe as well as the mailingtage. He is also in charge of representing the NürnbergMesse abroad and for international activities in mergers and acquisitions.

Claus Rättich studied Management and Economics in Augsburg, Germany, and Yale, USA. He focussed his studies on Marketing, International Economics and Strategic Enterprise Management. In 1993 Rättich stepped in as Assistant to the Managing Director. In 2000 he became the Managing Director of Marketing and Corporate Development, and then in 2002, he took over his second department, Events at the NürnbergMesse, which was then a newly created department.

The German Environment Management Association (B.A.U.M. e.V.)

Since 1984, the German Environmental Management Association has successfully combined economic, ecological, and social issues, this is, the principles of sustainability, under the acronym B.A.U.M. With over 500 members today, B.A.U.M. e.V. is the largest environmental business initiative in Europe. In addition to many high-profile companies, associations and institutions are also supportive members and acknowledge the B.A.U.M. ethical code for environmental-conscious company management. B.A.U.M.'s objective is to raise awareness among businesses, communities, and organisations for needs relating to preventative environmental protection and the vision of sustainable business practices and to also support them in their realisation in an ecological, effective, economic, sensible, and socially-responsible manner. Within the last years, many important ideas, tools and measures for environmental management and sustainable development were developed by B.A.U.M.

As a result B.A.U.M. has received numerous international awards for its work. As early as 1991 B.A.U.M. received the "Global 500 Roll of Honor" from the United Nations Environment Program. In 2001 B.A.U.M. became partner in the European Commission's "Campaign for Take-Off" (CTO) for renewable energy sources. Germany's largest communication campaign ever to promote the use of solar energy "Solar – na klar!" received the award for the "Best National Renewable Energy Partnership". Every year, B.A.U.M. awards one of Europe's most prestigious environmental prizes at all, the B.A.U.M. Environmental Award, to companies, scientific organizations, politicians and private individuals that have shown dedication and outstanding achievement in regards to climate protection and nature conservancy

Dr. Ahmed Djoghlafl, Convention on Biological Diversity (CBD)

Mr. Djoghlafl assumed the position of Executive Secretary of the Convention on Biological Diversity (CBD) on January 3, 2006. He was named to his previous position as Assistant Executive Director of UNEP in June 2003, following his success as Director and Coordinator of UNEP's Division of the Global Environment Facility (GEF).

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The Convention on Biological Diversity (CBD)

Opened for signature at the Earth Summit in Rio de Janeiro in 1992, and entering into force in December 1993, the Convention on Biological Diversity is an international treaty for the conservation of biodiversity, the sustainable use of the components of biodiversity and the equitable sharing of the benefits derived from the use of genetic resources. With 193 Parties, the Convention has near universal participation among countries. The Convention seeks to address all threats to biodiversity and ecosystem services, including threats from climate change, through scientific assessments, the development of tools, incentives and processes, the transfer of technologies and good practices and the full and active involvement of relevant stakeholders including indigenous and local communities, youth, NGOs, women and the business community. The Cartagena Protocol on Biosafety, a supplementary treaty to the Convention, seeks to protect biological diversity from the potential risks posed by living modified organisms resulting from modern biotechnology. To date, 157 countries and the European Union are party to the Protocol. For more information visit www.cbd.int

Ursula Heinen-Esser

Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Parliamentary State Secretary to the Federal Minister for the environment, nature conservation and nuclear safety

Political career

- Since 1998 Member of the Bureau of the European People's Party (EPP)
- Since 2003 Deputy Chair of the CDU in the Land of North Rhine-Westphalia (NRW)
- Since 2006 Member of the CDU Executive Board Parliament
- Since 1998 Member of the German Bundestag
- 1998-2002 Spokeswoman for the Junge Gruppe of the CDU/CSU Parliamentary Group (Members of Parliament below 35 years of age)
- 2002-2005 Policy Officer responsible for Consumer Protection and Food Safety
- 2007-2009 Parliamentary State Secretary at the Federal Ministry of Food, Agriculture and Consumer Protection

- Since 28 October 2009 Parliamentary State Secretary at the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Edgar Endrukaitis, Coordinator of the Business and Biodiversity Initiative, BMU

In 2007 Mr. Endrukaitis took on his current position as initiative Coordinator to start the B&B Initiative “Biodiversity in Good Company”. The GTZ was commissioned by the Federal Ministry for the Environment to set up and run this initiative.

Edgar Endrukaitis, Master of Economics (University of Heidelberg), began his career in the private sector as an economist. For almost one decade he worked for the BUND (Bund für Umwelt und Naturschutz Deutschland, Friends of the Earth Germany) in different positions, including Managing Director of Policy.

In 1999 he joined the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) as Director of the programme “Policy Advisory Service to the Chinese Environment Ministry” in Beijing, China.

Since his return back to Germany in 2006, he has become Head of the Environment Policy Programme in Berlin. Additionally, in 2007 Mr. Endrukaitis took on his current position as initiative Coordinator to start the B&B Initiative “Biodiversity in Good Company”. The GTZ was commissioned by the Federal Ministry for the Environment to set up and run this initiative.

The German Federal Ministry for Environment, Nature Conservation and Nuclear Safety launched the “**Business and Biodiversity Initiative**” and commissioned the GTZ (Deutsche Gesellschaft für Technische Zusammenarbeit -GmbH)” to carry out its implementation.

The aim of the initiative is to intensify the engagement of the private sector in achieving the objectives of the Convention on Biological Diversity (CBD) by encouraging:

- Companies to incorporate the conservation and sustainable use of biodiversity into their management systems.
- Companies to actively take part in the CBD process and the 10th CBD Conference of Parties in Nagoya/Japan in October 2010.
- Companies to publish their best practices.

Currently, more than 40 companies including Fujitsu, Dentsu, Mars, TUI, Natura and Native have signed the Leadership Declaration that envisages the integration of biodiversity into entrepreneurial action and management systems. As a member of the Business and Biodiversity initiative the companies are proactively approaching new challenges and are part of an exclusive group of progressive companies that are raising their environmental profile.

Prof. Dr. Stefan Schaltegger, Centre for Sustainability Management (CSM), Leuphana University

Prof Dr. Stefan Schaltegger is founder and director of the CSM; Founder and Director of the MBA Course Sustainability Management; Vice President for research of the Leuphana University, Lüneburg; Winner of the 2007 BAUM environment Management Prize (Science)

Research Focus: Sustainability Management, sustainable entrepreneurship and stakeholder-relation management

The **Centre for Sustainability Management (CSM)** at the Leuphana University Lueneburg is an internationally active centre of excellence for Corporate Sustainability Management, Corporate Social Responsibility (CSR) and Social Entrepreneurship. The CSM offers its service in the field of research, education and advanced training programmes, such as the MBA Sustainability Management (sustainment).

The CSM is endowed with the following chairs:

- Chair of Sustainability Management (Prof. Dr. Stefan Schaltegger)

- Junior Chair of Social Entrepreneurship (Prof. Dr. Markus Beckmann)

Under direction of Prof. Dr. Stefan Schaltegger the CSM employs 30 staff members who have a background in business administration and management, environmental sciences, cultural studies and various other disciplines. The researchers at the CSM aim at developing scientifically founded, interdisciplinary concepts for business practice as well as the transfer of academic knowledge based on concepts and methods of conventional business and management theory, economics and environmental sciences. Causes and effects, inherent structures and processes of environmental, societal and sustainability challenges are analysed by CSM researchers to develop transdisciplinary sustainable solutions for business, economy and society. A main focus is placed on the linkages between environmental, social and economic dimensions of sustainability management and economics.

Marion Hammerl, President Global Nature Fund – and LIFE Project Partner for the “European Business and Biodiversity Campaign”

Marion Hammerl is president of Global Nature Fund and LIFE project partner of the „European Business and Biodiversity Campaign“. Global Natur Fund is especially known for its international renowned project ‚Living Lakes‘ including more than 55 environmental organizations from all over the world. For her engagement Marion Hammerl received the International Environment Prize „Trophée de femmes“ of the Yves Rocher Foundation.

Josh Bishop, IUCN, TEEB Coordinator

Joshua Bishop is a natural resource and environmental economist whose work focuses on the interface of conservation and development. He is serving as the TEEB for Business Coordinator for the TEEB study.

In his current position as Chief Economist at IUCN, Dr. Bishop seeks to promote market-based approaches to nature conservation, while also presenting the case for conservation in economic terms. Prior to joining IUCN, Dr. Bishop worked for several years at the International Institute for Environment and Development (IIED), in London, where he conducted applied research on a range of topics in the economics of land use change, including studies of macro-economic policy and the environment, timber trade policy, forecasting supply and demand for forest products, valuation of non-marketed forest benefits, the economics of soil conservation, and market-based approaches to forest and water conservation. Dr. Bishop previously worked in West Africa as a consultant economist to the EC and the World Bank, as a conservation extension agent with IUCN, and as a development volunteer with the U.S. Peace Corps in Mali.

IUCN

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges. IUCN works on biodiversity, climate change, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice. IUCN is the world’s oldest and largest global environmental organization, with more than 1,000 government and NGO members and almost 11,000 volunteer experts in some 160 countries. IUCN’s work is supported by over 1,000 staff in 60 offices and hundreds of partners in public, NGO and private sectors around the world.

Helmy Abouleish, SEKEM Holding

The SEKEM Holding cultivates desert areas into fertile land through bio-dynamic agriculture and processes the harvest into e.g. foodstuffs, textiles and phyto-pharmaceuticals. It is part of the holistic SEKEM initiative founded 1977 in the Egyptian desert, striving for sustainable development in the fields of economy, culture and social/political life.

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(please also see detailed CV enclosed)