



PRESS RELEASE

SusCon 2010 evolves into main event for biodiversity

IFOAM new to the conference partner network – international organisation takes advantage of conference in Nuremberg just as do GTZ and top players from the food, cosmetic and paper industries.

Munich, April 9, 2010. *Many companies are granting biodiversity top priority on their CSR agenda. Therefore, this year's "International Conference for Sustainable Business and Consumption" is focusing on "Biodiversity - of strategic value in a greening economy".*

From June 15-16, 2010, the second SusCon will take place in Nuremberg. Now, three months before the event, the list of partners and sponsors already reads like an international who's who in sustainability. The organisers are particularly excited about the strong support received in politics, businesses and NGOs.

IFOAM (International Federation of Organic Agriculture Movements) recently joined SusCon's renowned partner network. This organisation is taking advantage of the setting at the two-day conference along with GTZ, the Rainforest Alliance and the Business and Biodiversity Initiative to conduct a pre-event in line with SusCon.

"This year, SusCon has developed into a central international hub with its focus on biodiversity," organiser Udo Censkowsky. "With the excellent support from the Nuremberg Trade Fair, we can offer participants a unique congress programme, good networking and facilities for related workshops."

Common Cause – international players in business, politics and NGOs

Especially for businesses, SusCon wants to offer strong support and present possible courses of action and profit potential. "In this international Year of Biodiversity, we would like to demonstrate the close relationship between nature and commerce," according to Fritz Lietsch, publisher of Forum CSR international and co-organiser of SusCon. "

In sectors such as foodstuffs, tourism, pharmaceutical or mining and road construction, the importance of this relationship is already obvious. However, in many other market segments, we have not yet anchored the preservation of our natural resources into companies' business objectives. For this exact reason, we are bringing international players in business, politics and NGOs together." We can only find solutions that make a real difference with everyone's cooperation, stipulates Bernward Geier von Colabora, the third organiser of this event.

SusCon is deliberately organised to communicate knowledge, to compile concrete results in workshops, to present best practice examples as well as to actively establish contacts within sectors and beyond.

Corporations show their colours

In the food sector, Mars Europe and Rewe Group illustrate how companies deal with biodiversity in their own core businesses. UPM-Kymmene, one of the top players in the paper industry, presents the integration of biodiversity into its sustainability concept. Other companies, such as Natura, Weleda and Laverana from the cosmetic industry, will also participate.

Best Practice & high-profile speakers

Thanks to the substantial network and excellent cooperation of the three SusCon initiators, Organic Services, COLABORA and EcoWorld, SusCon has allured well-known speakers, in particular Ahmed Djoghlaif, the Executive Secretary of the Convention on Biological Diversity (CBD).

“Because of our excellent contacts in Japan, we are counting on a strong Japanese participation,” declared Edgar Endrukaitis, GTZ coordinator of the BMU Business & Biodiversity project. “Thus, SusCon 2010 is stepping up more and more as the forerunning event for the extremely important conference taking place this fall in Nagoya.”

The conference programme and further information are available from www.suscon.net

SusCon 2010

This year the second “International Conference on Sustainable Business and Consumption” takes place in Nuremberg at the NurembergTrade 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, GTZ, cscp, Deutsche Umwelthilfe, Soil & More, Business & Biodiversity. 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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