



PRESS RELEASE

Biodiversity is heading towards the business sector

SusCon adds a new partner to their Who's Who list from the 'biodiv – scene': B.A.U.M. e.V., Europe's biggest environmental initiative in the business community.

Munich, 27 April 2010. The German Environmental Management Association (B.A.U.M. e.V. - Bundesdeutscher Arbeitskreis für Umweltbewusstes Management) is the latest SusCon partner. Finally, the central theme at the "International Conference on Business & Sustainable Consumption", biological diversity or biodiversity for short, moves to the business sector. With around 500 companies of all sizes and from all sectors, B.A.U.M. e.V., founded in 1984, has grown into the European business community's largest environmental initiative.

Together with Europe's leading business network for Corporate Social Responsibility, CSR Europe, and its 75 multinational companies and 27 partner organisations, B.A.U.M. e.V. is sending a clear signal about biodiversity to private enterprise.

Martin Oldeland, member of the managing committee at B.A.U.M. e.V., says, "We deem it necessary to embed biodiversity and the protection of our ecosystems into company strategies. That is why we support SusCon's desire to make this clear at all managerial levels in companies."

Other SusCon partners will also help to bridge the crossover, including the German Federal Agency for Nature Conservation, the Convention of Biological Diversity (CBD), the German League for Nature and Environment (DNR), Deutsche Umwelthilfe, FAO, 4C Association, IUCN, IFOAM, MSC, Rainforest Alliance, Soil & More, the city of Nuremberg as well as the newly founded European Business & Biodiversity Initiative co-chaired by the Global Nature Fund.

Efficient & Compact

Benefitting from their wide-reaching network, the SusCon organisers, Colabora, Organic Services and ALTOP Publishers, have been able to design an interesting and consolidated programme. Decision makers from all sectors - private enterprise, academic, government, media and NGO - can thus obtain a complete overview of "biological diversity". In addition, this forum provides them with the opportunity to meet with international experts on the subject and to take new ideas and concrete possibilities back with them. (www.suscon.net)

Opening dialogues – Six thematic sessions with biodiv experts

Sponsors such as Unilever, REWE Group, Neumarkter Lammsbräu and the DEG/ KfW Banking Group want to take advantage of SusCon to exchange international experiences and work together with environmental agencies and NGOs in interesting thematic sessions especially designed for their companies in the following subjects:

1. Corporate biodiversity management
2. Economic benefits of biodiversity
3. Lifestyles and their impact on biodiversity
4. Authenticity of certifications and the verification of these
5. Financing biodiversity
6. Climate change mitigation and biodiversity

"For us, biodiversity is an essential part of our sustainability strategy," states Dr. Daniela Büchel, Manager Corporate Marketing / Sustainability REWE Group. "With projects in the produce sector, we do a lot for biodiversity in Spain, Central America and also in Germany. Suscon offers us an ideal platform to initiate dialogues, get new ideas and take further steps to move this important topic forward."

SusCon organiser Udo Censkowsky is pleased about the increasing candour and willingness coming from the business sector. "We see the first signs of wanting to deal with the subject of 'biological diversity' and also to suit the action to the word."

Renowned speakers – great interest

Dr. Ahmed Djoghlaf, Executive Secretary at the Convention on Biological Diversity (CBD), will give the opening address to start the conference on 15 June. The Algerian has the leading role in 'sustainable development and global biodiversity protection' for the United Nations Environment Programme (UNEP).

Other speakers are, among others, Christiane von Finckenstein-Wang, from Environmental Strategy and Corporate Research at Volkswagen AG, Dr. Daniela Büchel, Manager Corporate Marketing / Sustainability REWE Group, Ursula Heinen-Esser, Parliamentary State Secretary to the Federal Minister of Environment, Nature Conservation and Nuclear Safety, Timo Lehesvirta, the Environment Manager from UPM Kymmene Corporation, Ingmar Streese, Head of Public Affairs & Policy, Mars Inc., and Markus Arbenz, Executive Director of the worldwide umbrella organisation for the organic movement IFOAM.

Until now, decision makers from international private enterprise, academic and government sectors as well as representatives from NGOs have announced they will attend the biodiversity event in June. At this time, the organisers estimate around 400 participants.

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 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, 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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