



PRESS RELEASE

In focus at SusCon 2010:

Global hunger for natural resources - global responsibility

The conference features international experts and decision makers at one table and initiates dialogues on the value of nature and handling risks.

Munich, 4 May 2010. The effects of environmental catastrophes on ecosystems, economies and society are immense. The current oil disaster in the Gulf of Mexico makes this clear. Highly sensitive sea birds and other marine life biotopes are severely threatened, fishermen who have practised this trade for generations are facing ruin, and the perpetrator's image has undergone considerable damage. According to first estimates, BP has lost around 32 billion dollars in market value since the explosion and consequent oil spill. Experts calculate around 14 billion dollars in damage compensation payments.

SusCon (International Conference on Sustainable Business and Consumption) wants to explore how our society handles the topic "global hunger for resources and global responsibility" in cross-national and multidisciplinary discussions on 15-16 June at the Nuremberg trade show centre. For this purpose, experts and decision makers from the business, political and NGO sectors are coming together to exchange best practice experiences and advise others on topics such as, among others, lifestyle, consumption patterns and new business models. Volkswagen, REWE Group, Unilever, UPM Kymmene Corporation, Mars Inc, Weleda and HeidelbergCement are among the participating companies.

Taking politics on board

"As bad as the current situation in the Gulf of Mexico is, it certainly clarifies the meaning of the subject, 'respecting biological diversity'," explains SusCon organiser Censkowsky. "Most of all, it shows the fatal connection between the hunger that a rapidly growing world population has for resources and their apparent nonexistent awareness for the risks related to feeding that appetite."

Co-organiser Fritz Lietsch appeals to policy makers and consumer awareness: "The worldwide hunger for resources ensures that companies have to expand even further into regions and use even more elaborate and aggressive techniques. Policy makers must establish guidelines that call for high safety standards in traditional technologies, gradually require innovative alternatives such as regenerative energy, and reward consumers for buying less risky products."

Investments in ecosystems pay off – SusCon wants to explore new avenues

The SusCon organisers see the conference as a forum to develop awareness, eliminate limiting ideas and break new ground. Up until now, nature and her benefits to economic balance have not been adequately considered, according to Censkowsky. The government of Equador has, for example, proposed new discussions concerning the renunciation of further oil drilling in the Yasuni National Park if consequent loss of income were reasonably equalised.

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.

Press Contact:

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

Other Information

Udo Censkowsky, Organic Services: +49 (0)89-82075902, u.censkowsky@organic-services.com
Bernward Geier, COLABORA: +49 (0)2245-618652, bubgeier@t-online.de
Fritz Lietsch, ECO-World, +49 (0)89-7466111, f.lietsch@eco-world.de

