

## **PRESS RELEASE**

### **Earth sends out SOS – Urgent need for awareness of biodiversity’s economic benefits at Management Days**

**SusCon 2010 heightens companies’ awareness of *Corporate Biodiversity Management*, a new guide presented by B&B Initiative with GTZ and the University of Lüneburg**

**Munich, 18<sup>th</sup> May 2010.** Eight years after the Convention on Biological Diversity was signed, not a single one of its twenty-one objectives has been achieved. The new *Global Biodiversity Outlook 3*, the most important UN publication in this current Year of Biodiversity, reports that the targets have not been met. This publication contains 500 scientific articles and 120 governmental reports on biodiversity, carefully evaluated and supported by statistics and disturbing graphics and photographs. Scientists blame the population explosion and the prevailing consumption and economic patterns. Therefore, they are stipulating a radical change of policy for the current biodiversity debate.

#### **SusCon Discussion Sessions – bringing transparency to complex issues**

The purpose of SusCon 2010, the International Conference on Sustainable Business and Consumption, is to adequately depict and bring greater transparency to the complex issues of this debate. Alongside of lectures by experts in business, science, politics and NGOs, the two-day conference on 15-16 June in Nuremberg offers so-called “Thematic Sessions”. These sessions will delve into the main topics and provide a forum for the exchange of best practices. The organisers are anxious to provoke a discussion encompassing sectors, fields and functions and to incite action in the business world. Bernward Geier, Director of Colabora and SusCon organiser, says “We cannot afford such crushing results like the ones in the current *Global Biodiversity Outlook*. We must finally take action. Everything is connected.”

#### **Corporate Biodiversity Management**

This is exactly what the discussion session “Corporate Biodiversity Management” is about. Biodiversity may gradually be reaching companies, according to Geier, but it has a long way to go before it becomes part of corporate day-to-day life. “It is time for us to integrate the impact of current biodiversity results into economic action once and for all,” insists Edgar Endrukaitis from the German Society of Technical Collaboration (GTZ).

Coordinator of the Business and Biodiversity Initiative ‘Biodiversity in Good Company’ and organiser of this thematic session, Endrukaitis points out the urgently needed

change of consciousness within corporations and the collaboration up and down value supply chains. “Just making small adjustments here and there is no longer sufficient.” Created by the German Federal Ministry for the Environment in 2008, this Initiative has the task of drawing companies’ attention to biodiversity issues and helping these companies integrate this topic into their corporate strategies.

### **New manual on biodiversity – concrete approach for management**

The discussion session, Corporate Biodiversity Management, aims to address the considerable corporate opportunities in biodiversity, besides just looking at the hazards often discussed. In collaboration with Prof. Dr. Stefan Schaltegger from the Centre for Sustainability Management (CSM) at Leuphana University Lüneburg, a guide is being prepared for presentation to the public at SusCon. It presents both concrete practical applications and reasons for corporate biodiversity management and also best practices from experience.

### **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, 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).

The **Business and Biodiversity Initiative 'Biodiversity in Good Company'** was established in 2008 as an international initiative within the scope of the German chairmanship of the 'Convention on Biological Diversity' (CBD). The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) commissioned the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) to implement the international Business and Biodiversity Initiative 'Biodiversity in Good Company'. The objective is to integrate the private sector to work towards achieving the goals of the CBD. More information at [www.business-and-biodiversity.de](http://www.business-and-biodiversity.de).

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