

PRESS RELEASE

A tireless advocate of holistic solutions for the protection of man, animals and nature - Jane Goodall at SusCon 2010

Primatologist, conservationist and UN peace ambassador appeals to all in her keynote speech about the necessity of working constructively together.

Munich, 25 May 2010. The world renowned primatologist, conservationist and UN Messenger of Peace Jane Goodall is coming to SusCon 2010 and will open the second day, 16th June, at the International Conference of Sustainable Business and Consumption in Nuremberg. Goodall wants to take advantage of the multinational platform of experts and decision makers from business, scientific and political sectors to generate awareness for the necessity of an extensive protection of species. Fifty years after her first research breakthroughs and her tireless commitment to human, animal and nature conservation, she wants to show how we can include social and economic aspects in the modern protection of species.

For this reason, the British researcher considers the most serious threats to biodiversity to be war, poverty, difficult access to education, lack of resources, legal and illegal rainforest deforestation, funding for palm oil and other large plantations, as well as all the consequences arising from these. The list also includes the destruction of natural resources, water shortage, soil erosion, climate change and many more. Therefore, in Nuremberg, she wants to pose this question to decision makers: Protecting biodiversity: how can we make the most of opportunities and risks in a sustainable economy by working together in cooperation? "It is an honour for us to welcome Jane Goodall, a UN Messenger of Peace and Grande Dame for species and environmental protection, to SusCon," pronounces SusCon organiser Fritz Lietsch from ALTOP Publishing in Munich. "With her worldwide engagement for human communities, animals and nature, she is a model and shows how much importance is attached to the biodiversity discussion."

Appreciation for creation – fruits of a 50-year commitment

Jane believes that awareness and environmental education as well as an active commitment are crucial to change. For 300 days a year, the 76 year old is active in the name of mankind and the appreciation of creation. She campaigns for peaceful coexistence and constructive partnerships. Equipped with 27 honorary doctorates and more than 70 international awards, the dedicated British woman celebrates many anniversaries: the 50th anniversary of her revolutionary research on chimpanzees and the world premiere of her film *Jane's Journey* at the end of June as well as the current new establishment of the German Jane Goodall Institute in Munich, one of 27 institutes worldwide. JGI is the leading protector of chimpanzees and their habitats and is

recognised all over the world for its innovative commitment to regionally sustainable development, especially in cooperation with African countries and communities.

Strategies and local cooperative models with governments and environmentalists

JGI has developed many strategies to restore and improve ecosystems for the good of chimpanzee populations as well as human communities. The Tanzanian “Greater Gombe Ecosystem” (GGE) is a fine example. Its chimpanzees are the pride of the whole country. The GGE has the highest population growth in Tanzania with 4.8% with increasingly serious consequences. Women must travel long distances to obtain a supply of wood, due to lack of forests. Humans and animals suffer in the same way from the decreasing food supply. For this reason, the Institute has chosen a local cooperative model. It works with local environmentalists and governmental officials to control protected zones and communities and to provide efficient land and resource planning. JGI campaigns for a sustainable lifestyle and to educate students about species diversity and the meaning of healthy ecosystems.

Roots & Shoots Youth Programme– Mission possible

Goodall is committed to informing and empowering young people through education and knowledge with her Roots & Shoots initiative, founded in 2003. This worldwide ecological and humanitarian youth programme has since grown to include 120 countries with local projects. Youth engage in their communities and learn to have a better understanding for the challenges on-site. This way, the initiative achieves one thing above all: youth working together to create a better world and a global connection, according to Goodall. She is convinced that “knowledge leads to compassion and this inspires action”.

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.

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