



# SPEAKERS

## Beata Adamczyk

Beata Adamczyk is the head of the Economic Policy Unit in the Economy Development Department at the Ministry of Economy, Poland. Professionally she is responsible for formulating directions of national policy regarding i.a. sustainable development, especially in the field of sustainable consumption and production and corporate social responsibility, as well as promoting voluntary business initiatives and strengthening partnership for sustainable development. She participated in the National Foresight Program project „Poland 2020” in the scientific field of Sustainable development – product policy. She also participates in initiatives regarding sustainable development and CSR at the international forum (UN, OECD, EU). Beata Adamczyk graduated at the Cranfield University in Environmental Management in business and received a British government scholarship “Chevening”. She is a student of the Ph.D. program at Finance and Management College at Warsaw School of Economics.



## Rainer Agster

Rainer Agster joined adelphi in 2002 as a Senior Project Manager. His focus is in the international technology transfer, sustainable management and environmental technology. Currently, he coordinates consulting and training for energy related projects, efficiency issues, international climate protection, sustainable management, Sustainable Entrepreneurship, Supply Chain Management and Cleaner Production. Rainer Agster has experience in the development, implementation and evaluation of sustainable development projects for national and international clients. His regional experience extends from China, India, Southeast Asia to the South Caucasus. He also provides experience in advising companies in developing new markets at the international level and on corporate social responsibility, climate policy and change. Furthermore, he has developed knowledge management systems for international institutions. Before joining adelphi, he trained as an „Industriekaufmann” in the energy sector as well as in the municipal environmental protection and contaminated site investigation. From 2000-2002, he worked at the International Transfer of Environmental Technology (ITUT GmbH) where he coordinated various national and international environmental technology transfers as well as export promotion projects for German and European companies, especially small and medium enterprises.



## Juliane Albjerg

Since 2009 she is the Acting Head of Division at the Ministry of Environment in Copenhagen. Her responsibility is the management of the Strategy team (SCP, SD, Green Public Procurement, Eco labelling, Eco design, EMAS and environmental indicators) Noise, Off-shore and Procurement. Before that Juliane was the Head of Function at the Ministry in Copenhagen, managing the Environmental Strategy team covering cross cutting strategies, Voluntary measures (green public procurement, eco labels, EMAS) indicators and state of environment reporting. She has experience as Consultants, managing the projects for the; Environmental assessment methodologies; Midterm evaluation of 6th EAP; Environmental Technology Action Plan – development of a Danish strategy.





### Lauren Anderson

Lauren is Innovation Director for CC Lab. She played an instrumental role in building the Collaborative Consumption brand and the growing movement. She has a talent for juggling a million project pieces and coming up with deceptively simple solutions to complex problems. Lauren has worked with a range of cutting-edge organizations in the Social Innovation sector, including the Australian Social Innovation Exchange, Project Australia and the Brightest Young Minds Foundation. Most recently, she worked with Vibewire Enterprise Hub, where she developed new product offerings and built its coworking community. Prior to CC Lab, Lauren developed the strategy and implemented large-scale training and development rollouts for national firm BVN Architecture, coordinated marketing and sponsorship activities for Brisbane Riverfestival, and worked in corporate training and development with Performance Frontiers. Lauren is a confident workshop facilitator and public speaker who has delivered keynote presentations for organizations such as GigaOm, CPA Australia and the Brightest Young Minds Summit. She also writes on how people are using Collaborative Consumption to enhance their daily lives and about hot startups in the space. Her work has appeared on Shareable.net, Plywood People and In:genius. She holds a Bachelor of Creative Industries and Graduate Certificate in Philanthropy and Nonprofit Studies from Queensland University of Technology, and is currently completing a Master of Applied Innovation and Entrepreneurship from the University of Adelaide.



### Alan Atkisson

Alan Atkisson has been working at the forefront of sustainability, entrepreneurship, and innovation since 1988, when he began editing a pioneering journal on sustainability. In 1992 he launched a one-man consultancy and training service that has since grown into a global network, with affiliate organizations in Europe, Asia, and the United States. Alan advises companies, governments, and international agencies on sustainability strategy, governance, and management, and has worked in over 40 countries. He has also trained hundreds of professionals in the principles and practice of sustainability strategy, using tools and methodologies developed in the course of his practice. His personal clients have included the United Nations, Levi Strauss & Co., Nike, the Nile Basin Initiative, government agencies and cities in over a dozen countries, global NGOs, and many others. Alan is the author of two widely-read books on sustainability: *Believing Cassandra: How to be an optimist in a pessimist's world* (new edition, 2010); and *The Sustainability Transformation: How to accelerate positive change in challenging times*, recently released in paperback. His books have been (or are being) translated into Japanese, Chinese, French, and Russian. He is president of the AtKisson Group, the global consultancy network he founded in 1992; and founder of the ISIS Academy, an international training and professional development firm spun off from AtKisson Group and based in Germany. ISIS Academy GmbH provides training and professional development services to leaders and change agents in sustainability. In a volunteer capacity, Alan serves as Co-President of "The Balaton Group" (formally, the International Network of Resource Information Centers), which brings leading sustainability researchers and practitioners together to foster innovation and collaboration. The Balaton Group was founded by the authors of the 1972 sustainability classic *The Limits to Growth*, Dennis and Donella Meadows.



### Alain Bauwens

Alain Bauwens serves as Senior Vice President of Laundry & Home Care Global Marketing, Business Development - Asia-Pacific Region at Henkel AG & Co. KGaA. He was Senior Vice President of Laundry & Home Care Business Development & Mena/Asia-Pacific Central America Regions of Henkel AG & Co. KGaA Vz.



### Timothy Beardson

Timothy Beardson founded, majority-owned and ran Crosby, which became the largest independent investment bank in the Far East. He sat on the board of investment companies which, through stock markets and private equity investing, were involved in most countries of South and East Asia from Pakistan to China to Indonesia. He speaks on political, economic, environmental and strategic issues at events such as the World Economic Forum at Davos and has been invited to lecture to Chinese governmental organizations on economics, finance and other subjects. He lectures at universities and business schools such as Oxford, Yale and Beijing. He is writing a book on whether China will replace the US as the next superpower and the challenges which will face China in the 21st century. He is an active investor, he is interested in coaching young entrepreneurs and he is engaged in charitable work in such roles as Chairman of the China Oxford Scholarship Fund, Honorary Fellow of Sarum College in Salisbury, Britain, and previously a patron of Outward Bound for Britain from 1997 to 2002. He is the Chairman of Albert Place Holdings Limited, a private equity firm, which invests in a variety of industries and owns medical businesses including a clinic in Hong Kong providing traditional Chinese medicine.



### Katharina Beck

Katharina Beck is Managing Director at the Institute for Social Banking ([www.social-banking.org](http://www.social-banking.org)) that, via education and research, inspires and trains persons for social banking and social finance. She is responsible for communications, the International Summer School, workshops, trainings and seminars. In 2008, she was president of oikos International – students for sustainable economics and management. Katharina graduated in Regional Sciences of Latin America (Universities of Cologne, Germany, and Tucuman, Argentina) and is LEAD Fellow. She is founder of “Schöne neue Welt delüx!”, writes at [www.kathas-welt.de](http://www.kathas-welt.de) and other media about sustainable lifestyles and lives in Cologne, Germany. She is personally driven by the wish to enable every human being to live a life in dignity. Seeing climate change as one of the most urgent problems for humanity, she tries to find ways for shifting how the economy is working nowadays. Finance and personal values play a major role in this. Therefore, Katharina focuses on increasing awareness about banking and finance and also about how the “western lifestyles” can be changed towards “sustainability” – understanding this word as ability to live now and in the future.



### Rachel Botsman

Rachel Botsman is a social innovator who writes, consults, and speaks on the power of collaboration and sharing through current and emerging network technologies, and on how it will transform business, consumerism and the way we live. She has presented at high profile events including The Clinton Global Initiative, TEDx, GOOGLE, No.10 Downing Street, NESTA, HP and Microsoft. She was recently named by Monocle as one of the top 20 speakers in the world to have at you conference. Rachel is a regular contributor to the Australian Financial Review and WIRED on topics related to technology and innovation. Rachel is the founder of CCLab, an innovation consultancy and is a Venture Partner with the Collaborative Fund seeding start-ups focused on emerging technologies, products, and services to reinvent how we do business and transform our daily lives. She received her BFA (Honors) from the University of Oxford, and undertook her postgraduate studies at Harvard University. She has consulted to Fortune 500 companies and leading non-profit organizations around the world on brand and innovation strategy, and was a former director at the William J. Clinton Foundation.



### Nora Brüggemann

Nora is currently involved in the European Commission funded projects SPREAD Sustainable Lifestyles 2050 and Action Town – Research and Action for SCP. Her expertise lies in the field of environment, EU politics and communication. Before joining the CSCP, she worked as an environment expert to the EU's LIFE (Financial Instrument for the Environment) programme and as a parliamentary assistant at the European Parliament, focusing on environmental policy and consumer protection issues. She also worked for the World Wide Fund for Nature and the European Environmental Bureau. Nora has studied International Relations at the Technical University Dresden and McGill University in Montreal.





### Fernando Casado Cañeque

Fernando is a Ph.D. economist and journalist specialized in projects related to economic and sustainable development. He has worked as strategic advisor to a variety of international organizations and has been the General Coordinator of UNDP's Millennium Development Goals initiative. He has also worked as a Senior Consultant in the Department of Sustainable Development and Social Responsibility at PricewaterhouseCoopers in New York. He is specialized managing projects promoting the achievement of development goals and cross-sectoral partnerships improving aid efficiency. He is author of several books on innovation, sustainability and development (such as *We are not Ants*; *CSR at the mirror*; *Public-Private partnerships for Development*; *Public-Private Concertation for Development in Latin America*; or *The role of CSR of Spanish Companies in Latin America*, among others), as well as of a range of articles on development economics, globalization and sustainability. In addition, he is also director of several social documentaries on development issues and social injustices. He holds a Ph.D. from the Central University of Barcelona in Economic and Social Sciences; a Master's from the School of International and Public Affairs (SIPA) of Columbia University specialized in Economic Development and Journalism; and a postgraduate degree in Environmental Management from the University of Barcelona's Institute for Public Economics. Fernando is a certified Master Trainer of the IFC-SME Toolkit of the World Bank and professionally accredited partnership broker (Partnership Brokers Accreditation Scheme) of the Partnering Initiative-IBLF. He is also the Founder and Director of the Centro de Alianzas para el Desarrollo (CAD) and the Academic Director of the Laboratory for the Base of the Pyramid in Spain.



### Martin Charter

Martin Charter is the Director of The Centre for Sustainable Design at University for the Creative Arts and a Professor of Sustainable Product Design at UCA. Martin was the launch Director of Greenleaf Publishing, Marketing Director at the Earth Centre, former co-ordinator of one of the UK's first green business clubs, more recently he ran a regional network on green electronics and currently he directs a network focused on eco-innovation. Martin is former editor of the *Journal of Sustainable Product Design*, *The Green Management Letter* and *Greener Management International (GMI)* and is presently a member of the Editorial Boards of *GMI*, *International Journal of Sustainable Engineering* and *International Journal of Sustainable Design*. Martin is a member of international advisory board of CARE electronics network, judge on the Association of Chartered & Certified Accountants sustainability reporting awards and a member of South-East England Development Agency Waste Market Development Group, BREW South-East advisory board and was an assessor on the Department of Trade & Industry Technology Programme. Martin is presently convenor of ISO 14006 (eco-design management systems) and was the previous UK expert to both ISO and BSI groups on 'Integrating Environmental Aspects into Product Development'. Presently, Martin also sits on sustainability advisory boards of P&G, InterfaceFlor and World Resources Forum. Martin Charter is also the producer of the 'Sustainable Innovation' series of international conferences now that is its 15th year. He is a regular international conference speaker and author and editor of various books and publications including *Greener Marketing* (1992 and 1999), *The Green Management Gurus* [e-book] (1996), *Managing Eco-design* (1997), *Sustainable Solutions* (2001) and *System Innovation for Sustainability* (2008). Martin has an MBA from Aston Business School (UK) and postgraduate diploma in marketing.



### Paola Cirillo

Paola is an orientalist, master in cooperation for development. Since 1994, she has been working with the non governmental organization, the Italian Association for Women in Development (AIDOS), where she is responsible for the coordination of projects for women's entrepreneurship development and women's reproductive health in the Middle East (Palestine, Jordan and Syria) and in Africa (Burkina Faso and Tanzania). She worked for the United Nations Relief and Works Agency for Palestine refugees (UNRWA) in Jordan and for the Office for the Coordination of Humanitarian Affairs (OCHA) in the Gaza Strip. She has been consultant for the International Fund for Agricultural Development (IFAD) and for the Coordination Office of Italian NGOs (COCIS) in Palestine.

### Caroline Costongs

Caroline Costongs (1969) has an MA in Public Health from the University of Maastricht in the Netherlands. She is now Deputy Director of EuroHealthNet, a leading European network of national and regional health promotion and public health agencies. The mission statement of EuroHealthNet is to reduce health inequalities between and within EU Member states through the social determinants of health ([www.eurohealthnet.eu](http://www.eurohealthnet.eu), [www.health-inequalities.eu](http://www.health-inequalities.eu), [www.health-gradient.eu](http://www.health-gradient.eu), [www.equitychannel.net](http://www.equitychannel.net)). Caroline provides management of office staff and activities and supervises several EC co-funded projects on health inequalities, child and family policy, health and social inclusion, on sustainable lifestyles and on capacity building. She is responsible for implementation of the EuroHealthNet work programme, network development, finances and acquisition. Caroline represents EuroHealthNet at the EU Expert Group on Health Inequalities and Social Determinants.



### Eva Csobod

Eva Csobod is director of the Country Office Hungary of the REC in Szentendre, Hungary. She has a Doctorate in Chemistry and an International Master Degree in Environment and Development Education. Her key qualifications: research in natural and social science, environment and health, in education and training of students and environmental NGOs, international project management, cooperation in regional development, policy development and implementation of the regional operational programme, communication and media, sustainable development (indicators using it in practice, in policy making, in planning, national and local level). She coordinates several international research project in the area of environment and health (SEARCH, EH process in the CEE), sustainable consumption and production, innovative education and communication, as the DelibSCP project and the SPREAD project.



### Cynthia Echave

Degree in Architecture from National Autonomous University of Mexico on 2000 and obtained Ph.D. degree from Polytechnic University of Catalonia on 2007 with the thesis: „Ver-des de la Ciudad. Methodology Analysis of Thermal Livability in Urban Spaces“ The aim of the investigation is to analyze the thermal influence of urban greening strategies in human comfort levels at street level. Since 2003, collaborates at the Urban Ecology Agency of Barcelona developing projects related to ecological urbanism, specially on open space, urban greening and mobility. Some of the most relevant projects developed at the Agency are:

Urban planning proposal for a Sustainable Neighborhood (Figueres, Catalunya)

Urban planning proposal for a Sustainable Neighborhood (Leganés, Madrid)

Application of Livability Index evaluation in four districts of Barcelona.

Analysis of Green roofs and green walls potential in Barcelona City.



### Eduardo Escobedo

Eduardo Escobedo heads the business and policy themes of the BioTrade Initiative of the United Nations Conference on Trade and Development (UNCTAD). In this capacity he is responsible for the development and implementation of the Initiative's activities with regard to furthering the understanding of how business and government can work together to provide economic and social opportunities to marginalized communities through the promotion of trade and investment in biodiversity-related sectors. Previously, Eduardo headed the Regional Trade Programme for Latin America and the Caribbean as well as the Non-Agricultural Market Access Programme at the International Centre for Trade and Sustainable Development. He was trade advisor and negotiator for Mexico during the bilateral trade negotiations between Mexico and the European Union, as well as for the initial period of Doha Round of the WTO. An Industrial and Systems Engineer by training, Eduardo has held positions in the private sector such as Productivity Engineer for General Electric and Assistant General Manager for Uriarte Talavera. Eduardo holds a M.A. on Development Studies from the University of Geneva and a B.Sc. on Industrial and Systems Engineering from the Instituto Tecnológico de Monterrey. He also holds a post-graduate certificate on Advanced Studies in Corporate Social Responsibility from the University of Geneva and International Business Administration from the University of Vienna.





### Verena Exner

She was born in 1963. After completing her vocational training as industrial management assistant and her academic studies of business economics she helped to build up the system for business administration in the late 80s. She represented one of the German partners in the pilot project for the recognition of studies and examinations under the European Credit Transfer System (ECTS). Subsequently, Verena Exner worked as a branch manager of the "Förderkreis Umwelt future e.V.", an environmental initiative for the promotion of entrepreneurs. Since 1992 she has been employed at the Deutsche Bundesstiftung Umwelt ([www.dbu.de](http://www.dbu.de)) in the Department of Environmental Communication and is the head the Unit for Environmental Communication and Environmental Management in the SME sector. One current focus of her work is the funding priority „Sustainable consumption – Future lifestyles“, which is currently developed. Here, already a number of individual projects such as sustainable procurement in churches, religious institutions, social welfare work like Caritas and Diakonie or trade unions have been supported. Others include projects for environmental communication dealing with the reuse of used materials.



### Klaus Fichter

Prof. Dr. rer. pol. habil. Klaus Fichter is the founder and director of the Borderstep Institute for Innovation and Sustainability. He is Professor, Innovation and Sustainability Management, at the Carl von Ossietzky University of Oldenburg and is on the board of directors of the Oldenburg Center for Sustainability Economics and Management (CENTOS). The emphasis of his research is upon innovation management, eco-entrepreneurship and the creation of sustainable innovations. His particular focus is thereby upon strategic and interactive methods, innovation communities and the entrepreneurial role within the innovation process (entrepreneurship, interpreneurship). Klaus Fichter studied business administration, entrepreneurship and economics at the University of Bremen. From 1993 to 2000 he was head of the research field "Corporate Environmental Management" at the Institute for Ecological Economy Research (IOEW) in Berlin. He completed his doctoral thesis in 1998 and his habilitation (qualifying for full professorship) in 2005. From 2005 to 2009 he was Associate Professor and since 2010 he is Professor, Innovation and Sustainability Management, at the Department for Economics, Management and Law at the University of Oldenburg, Germany.



### Mark Fleischhauer

Born 1969 in Hannover, Germany. Studies in Geography at the University of Hannover and Spatial Planning at the University of Dortmund. Graduated 1997. Finished doctorate thesis „Climate Change, Natural Hazards and Spatial Planning“ in 2003. From 1998 to 2003 Research Associate at the Department of Regional and Urban Economics, Faculty of Spatial Planning, University of Dortmund and in parallel from 1998 to 2000 Research Associate at the German Advisory Council on Global Change (WBGU). Since 2003 Senior Research Fellow at the Institute of Spatial Planning (IRPUD) and since 2007 as well at the Institute of Environmental Research (INFU), both at the TU Dortmund University.



### Eleonora Gaydarova

Master's degree in Urban Housing Management obtained at Erasmus University, the Netherlands, jointly with Lund University, Sweden. Doctor's degree in Social Sciences obtained at the Bulgarian Academy of Sciences. Long-term professional experience in the field of housing, urban regeneration and community development. Expertise in project design, monitoring and evaluation, institutional building and development, legal, social and institutional aspects of housing, housing market, finance and management, energy efficiency of housing renovation, community development and training of homeowners' associations. Participation in the first project for energy efficient renovation of multi-storey apartment building in Bulgaria in cooperation with the Dutch housing corporation Woonbron. Management of bilateral and EU supported consultancy and investment projects in the field of condominium housing management, maintenance and renovation under MATRA Programme of the Netherlands, Intelligent Energy Europe Programme, Information and Communication Technologies Policy Support Programme, REECL Programme of the European Bank for Reconstruction and Development.

### **Maria Eugenia Girón**

Maria E. Girón is an entrepreneur with over 15 years experience in luxury goods retailing. She has led and operated successfully business and brand turnaround and has advised numerous luxury companies on strategic development, expansion in Asia and CIS as well as brand building. Maria E. Girón led the management buy in of Carrera y Carrera in 1999. At the time it was a dormant family company dealing in the jewellery business. Within the span of 6 years she conducted a turnaround of the company that resulted in going from loses of 20% of sales in 1999 to operating profit of 15% of sales in 2005 and from stagnant growth, to compounded sales growth of 20% over the five year period. Additionally, the brand acquired value as it increased its international notoriety and developed an attractive and prestigious image. In 2006 Carrera y Carrera was sold to Lladró Group a leading Spanish company in the porcelain industry.



### **Erika Gregory**

Erika Gregory is President and Founder of Collective Invention, a multi-disciplinary consultancy that leverages insights from organizational development, anthropology, architecture, design, the arts and business. Based in San Francisco, Collective Invention works businesses, schools, philanthropies, NGOs, corporations, and government agencies dedicated to innovation that serves the common good. Much of Collective Invention's work focuses on breakthrough approaches to education, health, and environmental sustainability. She has designed and managed projects for Fortune 100 clients in telecommunications, automotive, technology, financial services, international shipping, and advertising. A master of group facilitation, Erika's expertise is in the leadership of collaborative innovation programs. Because she firmly believes that transformative ideas often result from transformative experiences, Erika designs client programs that stimulate both intellect and imagination, including visits to the future, simulations, and learning journeys. From 1994-1997, She was Director of Scenario Communications at Global Business Network (GBN), where, among other things, she produced the interactive "Museum of Unintended Consequences." A 1985 graduate of the Juilliard School, Erika has written, directed and produced in a variety of media, from live theater to videotaped dramatization, strategy simulations and installations.



### **Silvia Hesse**

Silvia Hesse: freelance architect, became involved in environmental and One World movements. Hannover City Council officer since 1989, developing networked environmental counselling and education for the city, and heading the section for environmental counselling and communications. Since 1996 head of Hannover Agenda 21 Bureau, responsible for managing the Agenda 21 process, and involved in many national and international projects and meetings and conferences on sustainability. One of her major concerns is the integration and participation of migrants in the design process of the Agenda21. Personal interest: involving more people in the aims of sustainability; sharing experiences to understand other cultures, learning from and understanding one other.



### **Cheryl Hicks**

Cheryl is the team leader for Sustainable Lifestyles at the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption & Production (CSCP) and Project Director for the SPREAD Sustainable Lifestyles 2050 European Social Platform project, which is developing a vision for sustainable lifestyle models of the future. From 2004-2010 Cheryl worked with leading multinational corporations as the focal point for the World Business Council for Sustainable Development (WBCSD)'s work on sustainable consumption and sustainable finance with contribution to the WBCSD's 2008-2009 scenarios project, Vision 2050. In 2001-2004 Cheryl was focused on the health agenda, and a process for dialogue related to corporate responsibility and impacts on health. From 1995 – 2001 Cheryl held positions in the areas of sales, marketing, and human resources in various companies and foundations. Cheryl believes that the innovation that delivers improved lifestyles, sustainably, will be the challenge and opportunity of the next decades.





### Rainer Höll

Rainer is supporting social entrepreneurs as Head of Fellow Development at Ashoka Germany. Until 2008, he worked as a program manager for the Robert Bosch Foundation where he was responsible for science cooperation with China, research into sustainable resource use and science journalism programs. He holds a Master in Philosophy and Modern German Literature and a Master of Public Administration (MPA) with a focus on strategic nonprofit management, social entrepreneurship and higher education systems.



### Rob Hopkins

Rob Hopkins is the co-founder of Transition Town Totnes and of the Transition Network. He has experience in education, teaching permaculture and natural building, and set up the first 2 year full-time permaculture course in the world, as well as co-ordinating the first eco-village development in Ireland to be granted planning permission. He is author of 'Woodlands for West Cork!', 'Energy Descent Pathways' and most recently 'The Transition Handbook: from oil dependence to local resilience', and which was voted the 5th most popular book taken on holiday 2008. He is the winner of the 2008 Schumacher Award, an Ashoka Fellow, is a Fellow of the Post Carbon Institute, served 3 years as a Trustee of the Soil Association, and was named by the Independent as one of the UK's top 100 environmentalists. He is the winner of the 2009 Observer Ethical Award for the Grassroots Campaigner category, and in December 2009 was voted the Energy Saving Trust/Guardian's 'Green Community Hero'. He lectures and writes widely on peak oil and Transition, holds an MSc in Social Research and recently completed a PhD at the University of Plymouth entitled 'Localisation and resilience at the local level: the case of Transition Town Totnes'.



### François Jégou

François Jégou, director of the Brussels-based design research company Strategic Design Scenarios, has 20 years of experience in strategic design, participative scenario building and new product-services system definition. He is active in various fields and research projects from investigating \*Creative Communities for Sustainable Living\* in China, India, Brazil and Africa with UNEP to European research project investigating social innovation to support sustainable transition, exploring the future of innovation or building a deliberative platform on nanotech. François is scientific director of the public innovation lab \*27e Région\* in France and the co-ordinator of the DESIS Europe, the European branch of the Design for Social Innovation and Sustainability network. He teaches strategic design at ENSCI Les Ateliers Paris, La Cambre, Brussels and Politecnico, Milan. Along with Ezio Manzini, he co-produced the Sustainable Everyday Project. This collection of scenarios and cases of social innovations asked: what might everyday life be like in a sustainable society? How would we work, move, and take care of each other?. Last book on the subject: Collaborative Services, Social innovations and design for sustainability.



### Frank Jirjis

Frank Jirjis, 42, engineer, studies of competitive law and policies. 16 years work experience as project engineer for building and infrastructure projects, management consultant for strategy and processes, head of corporate departments for sales steering and product marketing/ management. Long years ago in a ecobalance for two competing energy concepts the question if the better one is "good enough" was left open. So Frank Jirjis, besides his work, developed the Futureparty.net concept, that helps to balance ecological regeneration power, consumption and production: Companies steer and communicate their sustainability activities. Individuals improve the sustainability of their purchasing basket. Governments set overall targets.



### Andrea Kolb

Andrea Kolb is an experienced marketing expert, social entrepreneur, and together with her husband Bernd Kolb founder of the Club of Marrakesh. She finished her studies of economics and cultural management in 1996. In 1999 she was appointed to the management board of the Laureus World Sports Awards in London. After the successful implementation 2000 in Monaco she founded the media, pr and event agency „Calliope“ in Munich in 2001. Calliope develops high profile marketing projects for companies like Volkswagen, Deutsche Bank AG, o2 Germany, Mercedes-Benz and others. In 2006 she moved to Berlin. In 2007, together with her husband, Bernd Kolb, she realised the concept of AnaYela - „A place of inspiration“ in the Medina of Marrakech. Here they organise future thinktanks and workshops for brands and companies from all over the world. In 2010 they founded the „Club of Marrakech“ - an interdisciplinary network of thinkers, entrepreneurs, politicians, scientists and mavericks. The aim is to drive change towards sustainable economic, social and ecological systems for the progressive development of the future. In May 2011 she started with the expertise of the members of the Club of Marrakesh the innovative social business „ABURY“.



### Jaap Koot

He is the general director of the Netherlands Institute for Health Promotion and Disease Prevention. Between 1981 and 1991 he worked as medical doctor in various hospitals in developing countries in Africa and became more and more involved in public health and healthcare management. After his graduation as MBA he joined the Public Health Consultants group and worked as advisor in health in the Netherlands, Central and Eastern Europe and developing countries. He contributed to development of national health information systems, quality assurance programmes and clinical guidelines in countries joining the European Union. He was advisor to ministries of health in CEE countries. As director of the NIGZ he is involved in improvement of quality assurance of public health, national evidence-based health programmes, and evaluations of interventions. A special area of interest is reduction of inequities in health and tackling social determinants of health both in the Netherlands and in European health programmes. NIGZ participates in European health programmes and research programmes in this field. Improving health literacy and communication between health professionals and vulnerable groups has priority in his work in the institute. He participates in international networks for health literacy both in Europe and overseas.



### Juha Koponen

Juha Koponen is the CEO and Co-Founder of Netcycler, an internet based swap service allowing people to get items they need by giving away their unwanted items. Netcycler's clever swap ring technology allows swapping between multiple people and makes swapping work. Netcycler's mission is to make acquiring second-hand items easier than buying new. The internet service is live in Finland, Germany and soon in UK. See more on <http://www.netcyclers.com>. Juha has a D.Sc. degree in Technical Physics from Helsinki University of Technology and he did his thesis in Max-Planck-Institute for Plasma Physics in Germany between 1996 and 1999. After that Juha joined software company First Hop, a maker of mobile content delivery platforms for telecom operators. Juha worked in First Hop over eight years in various executive positions developing and delivering the products to over 60 telecom operators around the world. First Hop was acquired by Airwide Solutions Inc. in December 2007 and Juha had his exit to launch Netcycler.





### Werner B. Korte

Werner Korte shares the directorship of empirica with Simon Robinson and is responsible for managing many of the largest research and development projects in relation to the new forms of work and employment, telework, e-skills, monitoring and benchmarking the information society, demographic change and ageing, ICT services for energy saving in social housing and other topic areas. These include large-scale international empirica projects in these areas for different DGs of the European Commission, the Education, Audiovisual and Culture Executive Agency, national ministries, federal and regional governments and ministries in Germany, other European countries, in Qatar and global IT industry players like Cisco or Microsoft since the 1980s. He is currently deployed as project coordinator for a project for the government in Qatar and the 'BECA – Balanced European Conservation Approach – ICT services for resource saving in social housing' project for the European Commission and involved in the project 'eSESH – Saving Energy in Social Housing with ICT' coordinated by empirica and running within the European Competitiveness and Innovation ICT PSP Programme.



### Michael Kuhndt

Michael Kuhndt is Head of the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production. As head of the CSCP, he coordinates the Centre's contribution towards the Marrakech process for implementing the 10-Year Framework of Programmes for Sustainable Consumption and Production. This involves consulting governments and international organisations on Sustainable Consumption and Production (SCP), Resource Efficiency (RE) and Corporate Social Responsibility (CSR) policies. He presently directs projects in the fields of SCP/RE and poverty reduction, eco-efficiency performance assessment and management, Corporate Social Responsibility and reporting, SCP indicators, technology assessment, triple bottom line innovation sustainable consumption, product stewardship and the design of SCP/RE strategies based on multi-stakeholder approaches at company, product chain and sector level. Michael Kuhndt studied chemical engineering and environmental management and policy in Germany, Sweden and the USA. He obtained an MSc in Chemical Engineering from the University Dortmund, Germany, and an MSc in Environmental Management and Policy from Lund University, Sweden. After gaining professional experience in the development and application of environmental and social information for management decisions at a German Bank and at Saturn, General Motors (USA), he worked for the European Commission for two years on linking environmental information demand and supply in industry and science. He was a senior consultant within the „Sustainable Production and Consumption Department“ at the Wuppertal Institute and a permanent consultant at United Nations Environment Programme within the „Sustainable Consumption and Production“ unit. He was the founding director of triple innova, one of the leading German innovation research centre.



### Tobias Leenaert

He is the founder and CEO of the Belgian non profit organisation EVA, which informs people about the benefits of eating less animal products. He studied English and Dutch Language and Literature and anthropology at the University of Ghent, and after graduation founded EVA, which in 2005 was probably the first vegetarian organisation in the world to receive structural support from its national government. Tobias and his team developed a campaign for the adoption of a weekly veggie day, which got officially accepted in the city of Ghent, where EVA operates. EVA has thus helped in mainstreaming meat reduction, showing it to be a crucial step towards a new diet that is beneficial for our health, and the health of our planet and all its inhabitants. Tobias realizes that to realize this evolution towards a more earth-friendly diet, all kinds of stakeholders will have to be involved. That is why he is actively seeking support not just from consumers and government, but also from agriculture, producers, distribution, restaurants, etc. The whole approach is engaging, challenging, and simple. In 2009, Tobias was elected as a Fellow of Ashoka, an international organisation supporting 2500 high impact social entrepreneurs.

### Lord Richard Layard

is Emeritus Professor of Economics at the London School of Economics, where he was until 2003 the founder-director of the Centre for Economic Performance. He now heads the Centre's Programme on Well-Being. Since 2000 he has been a member of the House of Lords and is a keen advocate of making subjective well-being of the people the central objective of governments. He is a labour economist who has made major contributions on unemployment, inflation, inequality and post-Communist reform. He was an early advocate of the welfare-to-work approach to European unemployment and his work has influenced policy in many countries. In 2008, he was awarded the IZA Prize in Labour Economics. His influential book *Happiness – Lessons from a New Science* was published in 2005 and has sold 125,000 copies in 20 languages. A second edition was published in April this year, with a new part in which he responds to the critics and clarifies his argument. He also advises the Government on mental health policy and is the architect of the new revolutionary policy of "Improving Access to Psychological Therapy". More recently he has been making the case for similar improvements in child mental health services. He is also joint-coordinator of the Local Well-Being Programme through which three local authorities have introduced the Penn Resilience Programme into the curriculum for their 11-year-olds.



### Meriel Lenfestey

Meriel founded Flow Interactive, a pioneer in shaping the global interaction and experience design industry. She decided 5 years ago to test her belief that design, as a discipline, has the power to find the common ground between the way the mass public want to live and the changes they must make to create a more sustainable future. Working with an old college friend, Tracy Curren, she designed and built Ecomodo.com. Their goal is to get communities making better use of the resources they already have by creating a new market in lending and borrowing of everyday objects, spaces and skills. Meriel lives in Guernsey in the Channel Islands.



### Piotr Magnuszewski

Piotr is a co-founder and managing director of the Centre for Systems Solutions. For many years he has been working as a systems modeller, professional trainer, facilitator and researcher. He is particularly involved in linking theory and practice, science and policy, knowledge and action through diverse systems and knowledge management tools. He has been applying and teaching systems tools with diverse groups of scientists, NGOs, businesses and administration in many countries. Piotr was working for many years as a research scholar in International Institute for Applied Systems Analysis (Austria) engaged in many international projects on adaptive management of complex socio-ecological systems. In this context, he also developed and applied, in a participatory way, a range of system dynamics models. Piotr has exceptional skills in the area of systems thinking and practice. He mastered a variety of different qualitative and quantitative systems methods and knows how to adapt them to particular problems and groups. Using systems tools he was facilitating multi-party collaboration. He designed and applied many simulation and role-playing games addressing the issues of sustainable development. He is an author of many research and educational publications.





### John Manoochehri

John Manoochehri is an architect and sustainability designer, working at a variety of scales to integrate rigorous analysis of sustainability with classical architectural and urban design theory and practice. His work focuses on how architectural typology and urban morphology influences lifestyles. He design, consults and lectures, in the architecture and planning field for his company, Resource Vision, a specialist design studio based in Stockholm and London. He is the creator of the sustainable living dialogue - involving a festival, magazine column, and lecture series - based in Sweden, FUTUREPERFECT. He also leads courses in sustainable architecture and urbanism at the Architecture School of KTH/Royal Institute of Technology, Stockholm, where he is also a guest researcher in the planning school. Previously, he has worked as a Special Advisor for Stockholm Environment Institute, and as Industry Expert at the UN Environment Programme in Geneva, where he wrote their policy on sustainable lifestyles, Consumption Opportunities. He lectures regularly at Swedish and international design venues, including TEDxStockholm, Danish Design Week, Design Academy Eindhoven, University for the Creative Arts, and more.



### Helen Marquard

Helen is currently Executive Director of SEED, an initiative founded by the UN Environment and Development Programmes, and the International Union for the Conservation of Nature. SEED assists social and environmental entrepreneurs in the developing world and works with policy-makers on creating more enabling conditions that can allow such start-up enterprises to grow and help local communities to counteract poverty and marginalisation. Prior to joining SEED, Helen was Deputy Director in the UK's Department for Environment, Food and Rural Affairs where she was responsible for the UK's international, EU and bilateral programmes on sustainable development. She has also held spent time in the Foreign and Commonwealth Office. Helen's academic background is in molecular biology and cancer research. Most of her work was on DNA repair mechanisms at the Max-Planck-Institute for Brain Research in Cologne, and at the Technical University in Aachen, Germany.



### Jesse Methner

Jesse has been working with environmental and sustainability issues since mid-nineties. He's been dealing with environmental management, sustainability reporting, energy efficiency, responsible purchasing and integrating these aspects into everyday business practices. Jesse has an obsession with innovating at least one sustainability-focused business idea per month. Nowadays he is the sustainability manager for Rautakesko Ltd, a subsidiary of Kesko plc. Kesko is currently number 26 on „The Global 100 Most Sustainable Corporations“. Rautakesko operates some 360 building, home improvement and renovation stores in Nordic and Baltic countries and Moscow- St Petersburg area. One of Rautakesko's strategic objectives is to become the best expert and seller of energy efficiency services in its market area. This has kept Jesse busy during the last year. Previously Jesse has been working for YIT Group as an environmental specialist. By education Jesse is a Master of Science in Agriculture and Forestry from Helsinki University majoring Environmental Science and Policy.



### James Miners

Dr. James Miners is European Business Development Leader for Dow Energy Materials. Dow Chemical develops and supplies High Performance Li-ion battery materials for Electric and hybrid automotive applications. James has a decade's experience in cleantech and renewable Energy and has set up and managed 4 battery and fuel cells companies. James Joined Dow in January 2010 following Dow's purchase of High Power Lithium, where he was Chief Operating Officer. James has a PhD in Physics from the University of Warwick, UK and was a research scientist at the Max Planck Society Berlin for 5 years.



### Pavel Misiga

A graduate of Comenius University, London School of Economics and Princeton University, Pavel Misiga worked as an environmental consultant, activist and government official in his home country Slovakia. He served as advisor to the State Secretary for environment and later he represented Slovakia in the EU accession negotiations dealing with issues related to the environment. Since 2003 he has worked for the European Commission, first at Directorate-General for Regional Policy where he was responsible for the implementation of environmental projects financed by the Cohesion Fund and later at Directorate-General for Environment as the head of Environment and Industry unit. His unit is in charge of the development and implementation of Resource Efficiency and Sustainable Consumption and Production policies.



### Jason Mollring

Jason Mollring leads UnLtd Connect, a service to help social entrepreneurs discover and develop their potential. Its purpose is to foster relationships between social entrepreneurs and professionals to improve and inspire social leaders who can grow, lead and create positive impact. Jason is also the creator of UnLtd Future, which works with entrepreneurs who take an integrated approach to social, environmental and economic outcomes. The purpose of UnLtd Future is to accelerate and legitimize disruptive business models by creating a dynamic field of collaborative support. Previously a Ventures Consultant at UnLtd, he co-founded the social enterprise, SE2 Partnership, established his own management consultancy and held management roles for two Silicon Valley technology start-ups. Jason coordinates a monthly informal social enterprise networking event, S.E. Alley, and is active with the Strategic Learning Council of the Finance Innovation Lab, steering group of the Environmental Funders Network and trustee board of the charity, Global Generation. He received an MA in Social Enterprise Management from Liverpool Business School and a BA in Sociology from University of California, Santa Barbara.



### Guy Morgan

Guy brings a wealth of experience in CSR strategy and program design and implementation to BSR's members and clients in Europe, the Middle East, Africa, and the United States. As part of the Advisory Services team, he leads client engagements with companies from the food, agriculture, and beverage sector, among others. Guy also manages BSR's International Labor Migration work, which brings companies together to address issues at local, regional, and global levels affecting international labor migrants in supply chains. Building on this work, Guy is working with the business community in Saudi Arabia to introduce CSR, explore relevant cultural and religious intersections, and promote improved protection for migrant workers in the country through a grant provided by the U.S. Department of State. Recently, Guy led work to analyze the sustainable investment conditions (supply and demand) for the Middle East and North Africa (MENA) region in a project funded by the International Finance Corporation. Prior to joining BSR, Guy worked as a senior consultant at the think tank and consultancy AccountAbility, where he led CSR strategy design and implementation work for clients in the Middle East and the United States. Guy also spent four years as a research manager at the Boston College Center for Corporate Citizenship, leading engagements with member companies from the ICT, extractives, and food and agriculture sectors.



### George P. Morris

Throughout a long career concerned with the relationship between physical and environment and health Professor, George Morris has worked in local government as an EHO, in academia (where he remains active with links to several academic institutions) and in the NHS. During a five year secondment to Government as Scientific Policy Adviser to Government as Scotland's Chief medical Officer, George led development of a new policy initiative on environment and health launched in 2008 as "Good Places, Better Health". Most recently his publications and presentations have reflected a growing interest in complexity in environmental public health and challenges of developing sound evidence-informed policies for what is increasingly termed an Era of Ecological Public Health. He held the post of Consultant in Ecological Public Health with Scotland's national health improvement agency, NHS Health Scotland before leaving to pursue an independent career earlier this year.





### Mohan Munasinghe

Prof. Munasinghe is Chairman, Munasinghe Inst. of Development (MIND), Colombo; Professor of Sustainable Development, University of Manchester, UK; Distinguished Guest Professor, Peking Univ., China; and Honorary Senior Advisor to the Government of Sri Lanka. He shared the 2007 Nobel Prize for Peace, as Vice Chairman, UN Intergovernmental Panel on Climate Change (IPCC-AR4), for work on global warming and sustainable development. He has earned post-graduate degrees in engineering, physics and development economics from Cambridge University (UK), MIT (USA), and McGill University and Concordia University (Canada). Prof. Munasinghe has also received several honorary doctorates (honoris causa). Highlights from 40 years of distinguished public service include working as Senior Energy Advisor to the President of Sri Lanka, Advisor to the United States Presidents Council on Environmental Quality, and Senior Advisor/Manager, World Bank. He has won many international prizes for research, and taught at leading universities worldwide. He has authored 93 books and over 350 technical papers on sustainable development, climate change, economics, power, energy, water resources, transport, environment, disasters, and IT. He is Fellow of several international Academies of Science, and serves on the editorial boards of over a dozen professional journals.



### Michael Narberhaus

Michael is currently leading the SMART CSOs initiative, a community of practice consisting of CSO leaders, academics and funders exploring effective civil society strategies for the Great Transition to a sustainable economy. The underlying premise of this work is that much smarter and transformative change strategies, drawing on cutting edge thinking and practice in multiple disciplines and across disciplines, are required, if CSOs are to really play their role in helping humanity to successfully meet current challenges. Michael has an academic and professional background in economics and business. He joined WWF-UK in 2005 to engage policy makers, business and civil society in new approaches to transform our systems of consumption and production towards respecting environmental limits. More recently he has initiated WWF's One Planet Mobility programme that is developing partnerships with leading European cities in order to tackle the root causes of unsustainable urban mobility and demonstrate how cities can be redesigned to offer high quality of life, economic resilience and radically reduced ecological footprint.



### Pascual Oriol

Pascual has been working in the field of sustainability and business management at corporate level - Philips Corporate Sustainability Office, consulting - ERM, and academia - TUDELft. Currently, Oriol is a business developer and sustainable innovation consultant for Enviu, where he support organizations and entrepreneurs to identify and develop opportunities that create environmental, social, and economic value. Recently, Oriol have been involved on the development of the Dnamo Business Incubator - Rotterdam - as business developer and member of the management team.



### Reed Paget

Reed is an eco-entrepreneur with a successful track record developing and marketing green consumer goods. Reed is the founder of One Earth Innovation, a green product incubator currently developing a range of sustainable consumer goods ([www.one-earth.net](http://www.one-earth.net)). Reed's previous businesses include Belu Water, the UK's most eco-friendly bottled water brand ([www.belu.org](http://www.belu.org)). Belu is the world's first carbon neutral bottled water, the first in Europe to use compostable bottles made from corn, the first to promote PVC-free bottle caps and the first to commit all profits to clean water projects. Reed also founded Ecocap Ltd. which patented a new bottle cap design to help increase the recycling of plastic caps. He was named UK Social Entrepreneur of the Year in 2008 by the Schwab Foundation and he was a Social Enterprise Ambassador for the UK Cabinet Office between 2007-2010.

### Ilaria Pasquinelli

Ilaria is an international marketing expert for the textile and fashion industry. She has advised both private and public companies, including not for profit organizations, such as the International Trade Centre (UNCTAD-WTO agency), and has assisted several companies from Sri Lanka, Mauritius and other countries to enter the European market with focused marketing inputs. In particular, she has managed international programmes aimed at social and economic development of SMEs in emerging countries through export development supporting companies to form appropriate market entry strategies. Ilaria is also an expert of ethical fashion assisting textile and clothing companies to market and communicate sustainability. In fact, she sits in the board of the Ethical Fashion Consultancy, the consultancy arm of the Ethical Fashion Forum, the industry body which has the objective of promoting sustainable practices in the fashion industry. Ilaria is currently Partner at Clothing Connect, a fashion consultancy company and is also Co-founder and Marketing Director of SPINNA – The Women’s International Textile Alliance, a not for profit organization based in Amsterdam which focuses on fostering women empowerment in the textiles and fashion.



### Bjarne Pedersen

Bjarne Pedersen is the Director of Operations of Consumers International (CI) where he is responsible for managing the day-to-day operations of CI policy, media, campaigns and fundraising work including work on food, financial services, health and sustainable consumption and production. Academic qualifications include a MSc in Human Nutrition, as well as a Masters in International Environment Policy. Recently Bjarne Pedersen has been Head of CI delegations to the UN Commission on Sustainable Development, and the WHO World Health Assembly as well as being appointed by the UN to be the NGO representative to the Marrakech process. Bjarne Pedersen has been working in the consumer movement for more than 10 years and has an extensive experience and insights in the area of consumer issues.



### Claudia Put

Claudia Put, PhD is founder and managing director of BrandNewDay, a Belgian company specialized in the change of health behaviour by means of digital health coaching. She has worked as a researcher and health psychologist at Massachusetts General Hospital (Boston USA), Katholieke Universiteit Leuven (Leuven, Belgium), University Hospital Gasthuisberg (Leuven, Belgium) in the areas of stress management, smoking cessation, obesity, asthma self-management, cancer, chronic pain and headache management, transplantation, diabetes management.



### Johannes Rimmel

Johannes Rimmel, born 1962, was appointed minister for climate protection, environment, agriculture, nature conservation and consumer protection of the State of North-Rhine Westphalia in July 2010. He is politically active for the German Green Party since 1983. As a member of the city council of Siegen, he chaired the Committee for the environment, landscape management and energy from 1989 to 1995. Since then Johannes Rimmel is a member of the North-Rhine Westphalian State Parliament and gained experience in various positions. Among others, he worked as environment spokesman of the Green parliamentary party for thirteen years as well as another five years as tourism spokesman. Additionally, he chaired a commission on “the future of mobility” in the State Parliament and represented the Green parliamentary party as chief whip for more than ten years. Since 2001, Johannes Rimmel is also a member of the board of trustees of the North-Rhine Westphalian Environment and Development Foundation.





### Alberto B. Reyno

Alberto B. Reyno is a graduate in economics and law from the University of the Philippines. He has a solid experience in development banking having worked for more than 30 years with the Philippines' premier development bank, the Development Bank of the Philippines (DBP). In DBP, he was the Head of several departments that honed him in the various aspects of development banking. He is very knowledgeable to name a few, in human resource management, training, credit, trust operations and portfolio management, strategic planning, retail banking and program evaluation. Currently, he is the Managing Principal of ADFIAP Consulting, the consulting unit of the Association of Development Financing Institutions in Asia and the Pacific or ADFIAP, which is the focal point of all development banks and financial institutions engaged in the financing of development in the Asia-Pacific region with 126 member-institutions in 44 countries and territories. Mr. Reyno is lecturer on risk management and financial analysis for rural banks. He is also an accredited consultant of the Frankfurt School of Finance & Management on risk-based lending in rural banks.



### Roberta Sassatelli

Roberta Sassatelli teaches sociology and consumer studies at the Università Statale of Milan (Italy). Her research focus on the historical development of consumer societies and the theory of consumer action, with a particular interest for the contested development of the notion of the consumer as against notions such as citizen or person. She has done research on the commercialization of sport and in particular on the way the fitness movement has been variously appropriated as a leisure pursuit. She also works in the sociology of the body and has just completed work on the representation of the feminine body in the media. She has conducted research in the domain of critical consumption and sustainability both in Italy and the UK, and she is currently completing work on how the financial crisis is impacting on middle-class consumption in Italy. Among her recent books in English you find "Consumer Culture. History, Theory and Politics, Sage, 2007 and "Fitness Culture. Gyms and the Commercialization of Fun and Discipline, Palgrave, 2010.



### Cinzia Scaffidi

Cinzia Scaffidi has a background in history and philosophy. She published some researches in this area in the '90s and has maintained a historical-philosophical approach when studying scientific issues. Before joining Slow Food in 1992, she worked as a journalist, taught and worked in the area of international cooperation. Beginning in Slow Food as editor-in-chief of the magazine for the Italian members, she then helped to create the Slow Food website. In 2000 she was in charge of the Slow Food Award for the Defence of Biodiversity and since 2004 has been one of the coordinators of the Terra Madre meeting. She is currently Director of the Slow Food Study Center and is responsible for International Relations at the University of Gastronomic Sciences of Pollenzo and Colorno. Among her latest achievement, two books deserve to be quoted: *Guarda Che Mare* written together with the marine biologist Silvio Greco and dealing with the present environmental situation of the sea, problems encountered by fisheries and the need for consumer awareness and education, and *Sementi e diritti* (2008), a comparison between industrial and traditional agriculture written together with Stefano Masini.



### Jörg Schaefer

Jörg H. Schäfer is an engineer (Stuttgart University and the University of West London) and economist. In 1995 he started his work as an expert for Life Cycle Assessment in the German Aluminium Association. In 2003 he left the Aluminium Industry and worked for the Flemish Centre for Technological Research (VITO) as a scientist and advisor of the Flemish Government. After it he restarted his work in the German Aluminium Association as Head of Sustainable Development. In 2007 he was commissioned by the European Aluminium Association to support the European Aluminium Industry in Life Cycle Assessment focusing packaging. Within his carrier he has been involved in politically driven LCA studies such as the German Umweltbundesamt study on beverage drinks and the Dutch LCA study on eco-taxes. He is member of several standardization bodies, where he e.g. followed the BSI activities around the Carbon Footprint closely.

### Uwe Schneidewind

Since March 2010, Prof. Dr. Uwe Schneidewind is the president and scientific director of the Wuppertal Institute for Climate, Environment and Energy. Currently he is professor of Innovation Management and Sustainability at the University of Wuppertal. From 2004 to 2008 Professor Schneidewind was president of the University of Oldenburg, where he served as professor of Business Administration before. Since Spring 2011, Professor Uwe Schneidewind is a member of the supervisory board of the University of Witten/Herdecke and the Club of Rome. In addition, he has been appointed as an expert of the Bundestag's Enquiry Commission for Growth, Prosperity, and Life Quality. He is also member of the scientific advisory board for Economic Science for Sustainability of the Federal Ministry of Education and Research. Since 2008, he is the chair of the Lower Saxony's governmental commission for climate protection. Moreover, he is member of the strategic advisory board of the socio-ecological research division of the Federal Ministry of Education and Research as well as member of the scientific advisory board of BUND (League for the Environment and Nature Conservation/ Friends of Earth). In 2009 he published his book called "Sustainable Science". Professor Uwe Schneidewind studies Business Administration in Cologne and Paris. He holds his PhD from the University of St. Gallen. The topic of his dissertation was "Ecology and competitiveness in the Swiss chemical industry", whereas his habilitation dissertation was about "Companies as actors in structural policy".



### Ignace Schops

Ignace Schops holds an honorary doctor from the Hasselt University in Belgium. He is the international Ambassador of biodiversity and the recipient of the Goldman Environmental Prize in 2008 (Green Nobel Prize for Nature conservation). Ignace Schops works at Ashoka, which is a world leading social entrepreneur for environmental projects. He is the vice president of Natuurpunt Flanders (largest NGO on Nature Conservation in Flanders) and is a member of the international advisory board Countdown 2010, which is a project of the World Conservation (IUCN) to halt the loss of biodiversity by 2010. He is also member of the board Natuurpunt in Limburg. Ignace Schops is author and co-author of several books and articles on herpetology, nature conservation, landscaping, etc. Mr. Schops was awarded to be the international Tourism Ambassador in 2008 by Value retail in Belgium for the best project on sustainable tourism. He is also the winner of Gulden Spoor 2008 for international achievements, awarded by Provincial government. He is often invited to speak at international conferences, such as the World Exhibition Shanghai, China - 2010, Convention on Biological Diversity, World Nature Summit, Nagoya, Japan - 2010, International Conferences on behalf of the EU - Belgian Presidency and others. Ignace Schops was born and raised in Flanders and Belgium. He is married and has one daughter.



### Jeanine Schreurs

Dr. Jeanine Schreurs combines working for her own advisory and research agency with a position as research fellow at Maastricht University. As an independent researcher she initiated, managed and recently completed an innovative research project seeking solutions for one of the major current questions: how to inspire consumers towards a more sustainable lifestyle? The study was published as her PhD dissertation, entitled Living with less: Prospects for Sustainability (Maastricht 2010). Results led to the construction of a behavioural change model: the Transformation Model Living with Less, as well as to the categorization of positive and negative experiences of living with less. She coined the so-called Dutch Triple G's of sustainable living: Geld (money), Groen (eco-friendliness) and Gezondheid/welzijn (health/wellbeing) which appears to be a useful frame of reference for the study and implementation of sustainable living. Currently the Triple G's is applied as guidance in the design of an education program in the field of social innovation and sustainability. Jeanine Schreurs is an engaging lecturer, experienced in a broad range of topics for a diversity of (student) audiences. She is a publicist with 5 years of experience as editor in chief of the Dutch magazine Genoeg (= Enough) which she has modernized and further professionalized. As the chair of the Dutch Foundation Simplicity with Style she launched the simplicity circles and many other educational activities in the Netherlands. She is affiliated with the US based Simplicityforum, the Association of Consumer Researchers, The Transformative Consumer Research Group/sustainability; with PERL - the Partnership for Education and research about Responsible Living) and with the Anti-Consumption Research Group.





### Dorothea Seebode

Since April 2006 Dr. Dorothea Seebode is Senior Director Sustainability at Philips Research. In strong cooperation with the Philips Corporate Sustainability Office and the Philips Sectors – Healthcare, Consumer Lifestyle and Lighting - she works globally on implementing sustainability as business and innovation driver. In line with the Philips EcoVision V targets she puts special emphasis on energy efficiency, closing the material loop and bringing care to people. She represented Philips in the WBCSD Vision 2050 project where she led the work-stream on human well-being. Before she worked for 10 years at Philips Lighting; there spending her first 6 years in traditional innovation roles like project management in R&D, internal consulting and technology management at the CTO office. Later when co-shaping a new vision for Philips Lighting and pioneering newly ways of working in new business creation and strategic marketing she developed a strong and practical expertise in radical innovation.



### Lucy Shea

Lucy Shea is Chief Executive of Futerra Sustainability Communications, one of the few UK communications consultancies – if not the only one – to specialise solely in sustainable development and corporate social responsibility. It offers the full range of communications services from internal engagement, PR and strategy, to design, digital, web, advertising and brand development. She joined the company in 2003 and, over the years, has led our client work, grown the team and run Futerra USA. A skilled and versatile public speaker, some of Lucy's most recent engagements include a seminar for students at the University of Manchester, a keynote address to the Institute of Environmental Management and Assessment, the Climate Change Corporate Response conference. Lucy is a member of the UN's Sustainable Lifestyles Taskforce and Project Green Light, and the author of Communicating Sustainability, a special UN Environment Programme report on how to deliver effective campaigns to inspire changes in public attitudes and behaviour. She is also co-author of the Greenwash Guide. Lucy's real passion lies in making sustainability desirable. She leads Futerra's glam ethical fashion campaign, Swishing, and is co-founder of the RE:Fashion Awards. She is the "go-to" spokesperson on sustainable and ethical fashion, appearing at a wide variety of events, including the London Centre for Sustainable Fashion and the Stockholm Sustainable Fashion Academy.



### Nadia Shevchenko

Nadia Shevchenko works for Ukrainian NGO Green Dossier. She is co-designer of environmental management and eco-labelling system for small and medium tourists business in Ukraine. Her special interest is energy efficiency.



### Michel Smit

Michel Smit (1972) is founding director of Cultural Development and currently General Manager of Sustainable Dance Club. He calls himself a 'cultural developer' and he initiates, realises and manages cultural projects in Rotterdam. In 2001 he started the multi media club Off\_Corso ([www.off-corso.nl](http://www.off-corso.nl)) in an old cinema in Rotterdam. This club has become an icon in Rotterdam and The Netherlands for creative clubbing. His goal is to stimulate creativity and to inspire young people to realise their dreams. His conviction is that once we realise our capacity to create, and we combine creativity with sustainability, we will create a better world. Other projects Cultural Development has realised are the Rotterdam Electronic Music Festival ([www.remf.nl](http://www.remf.nl)), American Dreams (short film that won Hollywood Movie award in 2006) and the 'Rutger Hauer Film Academy'. Since April 2007 Cultural Development is leading the project Sustainable Dance Club and has set the goal to create a world wide network of sustainable dance clubs, that inspire young people to adopt a sustainable lifestyle. [www.sustainabledanceclub.com](http://www.sustainabledanceclub.com)



### Per Stoltz

Per Stoltz holds a university degree in Business and Administration. He started to work at IKEA in 1998 as a local purchaser in the IKEA purchasing office in Italy. In 2000 he was working at IKEA in Sweden, his responsibility is the strategic purchasing and product development of the global range of IKEA. Since 2009 Per Stoltz is working as a deputy sustainable manager for IKEA Range. His main responsibility is the development and supply chain. Per Stoltz was born 1962.



### Jozsef Szlezak

Jozsef Szlezak holds MSc degrees both in engineering (University of Miskolc, Miskolc, Hungary) and economics (Corvinus University, Budapest, Hungary). Between 2003 and 2011 he was working in the Regional Environmental Center. He had initially specialised in Integrated Product Policy (IPP) and then gradually has expanded his knowledge and work experience in the border subject of SCP. Between 2004 and 2008 Jozsef was also the member of the pool of experts at the European Topic Centre on Resource and Waste Management (under contract by the European Environment Agency) specialising in IPP and SCP policies and initiatives in the EU. In the same way he is also the member of the newly formulated European Topic Centre on Sustainable Consumption and Production, which will be operational in the period 2009-2013. His recent and most relevant assignments include the development of a methodology on how to report on the implementation of IPP in the EU (2006), a study on national SCP strategies in the EU (2007), concept proposal and pilot "factsheets" on national SCP policies in the EU and participation in the development of a dedicated set of SCP indicators for the European Environment Agency (EEA).



### Rebecca Szrama

Rebecca is an associate with Endeava since 2010, working mainly on the needs and opportunities the Base of the Pyramid show. Otherwise she works as independent Social Business Consultant with the help of creativity workshops and conceptual social business planning. Her clients are individuals, NPOs and SMEs. She is also very engaged in the field of private sector advancement in developing countries. This has brought her already to various countries like Ghana, Thailand and lately Haiti where she drew up a needsanalysis for the people living there as well as a plan of how to implement Social Business in Haiti.



### Peter Szuppinger

Peter Szuppinger is a project manager of the Country Office Hungary of the REC. He has a master degree in geography and history from the University of Szeged from 1999 and he did his PhD studies in the field of Social and Economic Geography (innovation in energy industry) also there. Before of his recent position, after three years of teaching he worked for an environmental NGO for four years as project coordinator. In his current position he is working on projects in the field of sustainable development (role of changing lifestyles-attitudes- behaviour, ChangeLAB project), sustainable production and consumption (DELIBSCP project; SPREAD project), sustainable urban environment (management systems, transport, energy – INTENSE project) and energy (education – Kyoto in the home project, Schools for Intelligent Energy Use (SIEU) project, socio-economic aspects of the diffusion of innovations – PhD studies; energy security). He published or contributed to around 30 articles and reports. His specific area of expertise is green public procurement. He has been dealing with this since 2002. He participated in the RELIEF project, in the TAKE-5 study and in several smaller projects related to the topic. He was involved in the Integrated Product Policy Working Group of the European Environmental Bureau (EEB), and is still cooperating with the Sustainable Procurement Team of International Council of Local Environmental Initiatives (ICLEI). Since 2006 he is a participant of the governmental Working Group on Green Public Procurement in Hungary.





### Guillaume Taylor

After graduating in 1989 from Boston University, Guillaume Taylor started his career as a credit analyst with Intel Corporation in the United Kingdom and then from 1992 to 1995 as a treasury specialist in Paris, responsible for all foreign currency hedging activities of Intel's European operations and responsible for managing the company's Euro Commercial Paper programme. In 1995, Guillaume Taylor joined Darier Hentsch & Cie, private bankers in Geneva as a private portfolio manager. In 2002, he became a partner of de Pury Pictet Turrettini & Co. Ltd (PPT), an asset and wealth management firm where he was in charge of sustainable finance for private clients. Guillaume Taylor founded Quadia Impact Finance (previously 4B Impact Finance) in 2010, a social and environmental impact wealth management company. Since 2000, Guillaume's activities have been concentrated on responsible investing. He has travelled extensively in emerging markets, focusing on impact investing in many of these regions. In the context of sustainable finance, Guillaume was a board member for 10 years of ECLOF International, one of the oldest microfinance institutions in the world, present in 20 countries with over 500 employees. Guillaume is co-founder of Sustainable Finance Geneva, an association which aims to promote responsibility and sustainability in Finance. Since 2009, he is an independent member of the sustainability board of Firmenich, a multinational flavour and fragrance company. Guillaume is a member of the Steering Committee of WWF International's Campaign for a Living Planet. Guillaume is a member of an international business angel network actively investing in European sustainable start up ventures.



### Catherine Thorburn

Catie is a "social entrepreneur" born in Scotland 21st June 1950, of Scottish father and Anglo-Argentine mother, educated privately in the United Kingdom and Europe, but resident in Belgium for the past 35 years. She is an experienced international business networker, with high level personal contacts in media and government relations and hands-on ability to create and motivate. As the President and the driving force of Generation Europe Foundation, which she established in 1995 (and which now operates in 29 countries), she has helped create a communication platform between Europe's young citizens and future leaders, the private and the public sectors. Prior to this she created and ran a multinational in the field of multi-lingual translation, publishing and software localization (Lexitech Inc). Her skills in creating industry standards and turning a cottage industry into a recognized multimillion dollar business earned her international recognition as a pioneer in the Service Industry. After 12 years of development, Lexitech Inc, present on three continents, became quoted on the New York Stock Exchange (Nasdaq) in 1986. For several years she was a business development Consultant for the EurExpansion Group (set up by Dow Jones, Expansion France and Handelsblatt Germany) and the International Director of the "Club de Bruxelles", a leading European think-tank. During this period she co-organised international events bringing Heads of State and leaders of industry from several continents to debate European policies.



### Ida Tillisch

Ida is the acting Director General of Emirates Wildlife Society – WWF (EWS-WWF). She joined the organization as Business Development and Marketing Director in 2007 and since June 1st, 2010 has taken on her new role heading up the organization. In addition to administering the organizations operations and overseeing the day-to-day management she is responsible for the organizations overall strategic direction, helping EWS-WWF achieve its mission and run effectively as a non-profit organization via stringent financial management. Ida is committed to maintaining EWS-WWF's position a dynamic, top-level organization that attracts the best environmental talent. She is keen on educating and motivating staff to reach their potential and push the UAE's environmental agenda forward. For the last decade she has been on the board managing forestry in Denmark and is currently pushing the project towards FSC certification. Prior to joining EWS-WWF, Ida lead a company with 15 employees in the UK, streamlining its business practices and marketing. She holds a Bachelor in International Relations from Boston University and a Masters in Business Administration, Language and Culture from Copenhagen Business School.

### Vanessa Timmer

Vanessa Timmer is the co-founder and Executive Director of the Vancouver-based, One Earth Initiative Society, a nonprofit research and advocacy group engaged in accelerating the transition to sustainable consumption and production patterns in Vancouver, North America and internationally. She is frequently asked to speak and teaches university and practitioner courses on social change, systems thinking, leadership and sustainability. Vanessa co-hosts the award-winning Canadian television show, *The Sustainable Region*, and sits on the Board of two nonprofits which engage the arts for social change. She holds a Ph.D. in Environmental Studies from UBC, a M.Sc. from Oxford University and a Queen's University BAH in Sociology. From 2002 until 2003, Vanessa was a Fulbright Research Fellow at the Kennedy School of Government at Harvard University as part of the Initiative on Science and Technology for Sustainability. She believes that envisioning sustainable futures is a powerful draw for social change.



### Dasho Karma Ura

Dasho Karma is President of the Centre for Bhutan Studies (Thimphu, Bhutan), an non-affiliated, multi-disciplinary social science research centre focused on Gross National Happiness (GNH) and on the culture and history of Bhutan. He is a graduate of Magdalen College, Oxford and post-graduate of Edinburgh University. In 2006, he was awarded the ancient and well-known title of „Dasho“ by His Majesty, the 4th Druk Gyalpo. His essays and articles have appeared in international journals, magazines and books. He is also a painter who has designed temple murals and thangkhas on a large scale.



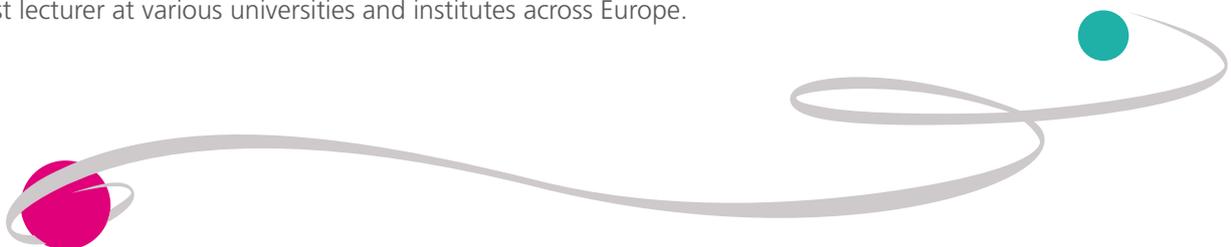
### Edina Vadovics

(MEd, MSc, PhD candidate): Mrs Vadovics is president of GreenDependent Sustainable Solutions Association where she is responsible for the strategic management of the organization as well as the professional management of projects. At the same time, she works on her Ph.D. at Central European University (CEU). Her research focuses on sustainable (low-carbon) communities and lifestyles and their evaluation from a sustainability point of view. Prior to her PhD studies, she worked in environmental and sustainability management, and taught related courses as an assistant professor for the University of San Francisco. She has been involved as a researcher in several FP6 and FP7 projects. She also worked as an external expert to the EEA and UNEP, and contributed to the GEO-4 and Belgrade Reports.



### Stephan van den Broucke

Stephan van den Broucke is Professor of Health Psychology and Prevention at the Department of Psychology, Faculty of Psychology and Educational Sciences of the Université Catholique de Louvain, Belgium. Formerly a senior expert at the Flemish Institute for Health Promotion in Brussels (1993-2005), a project officer at the Executive Agency for Health and Consumers of the European Commission in Luxembourg (2006-2009), and an Associate Professor at the Department of International Health, Faculty of Health, Medicine and Life Sciences of Maastricht University, The Netherlands (2009-2010), he has coordinated and supervised several national and international research projects in the areas of health promotion planning and evaluation, mental health promotion, health inequalities, capacity building and health literacy, and has authored or co-authored more than 50 peer-reviewed international publications and several books in Dutch and in English. Stephan is a member of the executive team of the Regional Committee for Europe of the International Union for Health Promotion and Education (IUHPE), and serves as an expert adviser to the European Commission's DG SANCO and DG Research and as a technical adviser for the World Health Organisation. In addition to his teaching assignment at the UCL, he also teaches in the Master program in Psychology at the KU Leuven, Belgium, and has been a guest lecturer at various universities and institutes across Europe.





### Giuseppe van der Helm

Giuseppe is a president of EUROSIF (European Sustainable Investment Forum) and a director of the VBDO, the Association of Investors in Sustainable Development in The Netherlands, since November 2006. He studied chemical engineering and business administration at Twente University. After his graduation in 1985 he started as a marketer with chemical company DSM, where he worked for 10 years in various positions. During that period he got his first taste of sustainability while working in Paris as Quality Assurance Manager for the automotive industry. After a brief episode as Business Unit Manager with Sigma Coatings he worked as President Europe with motor oil company Valvoline. In 2002 Giuseppe decided to leave the world of efficiency and profitability and to dedicate his energy to build a better world. After a sabbatical in which he travelled the world he started to study Theology at the University of Tilburg. Giuseppe speaks 5 languages fluently. He lives with his 4 children in Vianen in The Netherlands.



### Arjen van Klink

Dr. H.A. (Arjen) van Klink is senior strategy & innovation advisor at Rabobank Rotterdam. He is responsible for strategic analyses of corporate clients, financing innovative start-ups, corporate strategy and product development, and corporate social responsibility. In his position, Arjen van Klink plays a leading role in facilitating sustainable innovative business in the Rotterdam area, both in direct contact with entrepreneurs as well as in co-operation with private companies and government agencies. Before Rabobank Rotterdam, Van Klink worked as industry analyst for transport and logistics at Rabobank International. In 1995, Arjen van Klink received a phd-degree in economics from Erasmus University Rotterdam, on the basis of a spatial-economic study on port development (the transformation of city ports into port networks). He has published many articles in international journals and books. Van Klink was born in 1968. He is married and has two children.



### Marc Verhaeren

Marc started his career with Procter & Gamble based in their European Headquarters in Brussels. He soon joined McKinsey & Company in 1999 as Junior Associate and left for his Kellogg MBA 9 months later. While at Kellogg, Marc did his summer internship in Palo Alto, California, where he first got into contact with the entrepreneurial world, successfully convincing VC's on Sand Hill road to invest in the Biotechnology Startup he was helping. After his MBA he rejoined McKinsey & Company at the end of 2002 where he deepened his functional focus on Strategy and Sales & Marketing while keeping a sectorial focus on the Pharmaceutical industry, Fast Moving Consumer Goods and Retail. Marc decided to leave the consulting world in June 2005 to start his own venture in Paris, France. With a friend from Solvay, they launched a new mobile media. Since then, the company grew to a team of 20+ people with revenues in excess of 4M EUR. At the end of 2009, Marc stepped back from the day to day management to focus his energy on the launch of a new venture in the fund distribution sector: Funds For Good. Marc's hobbies include car racing, wine tasting and clay shooting. He is married to Bérengère-Gabrielle.



### Olivier Vilaca

Olivier works at the World Business Council for Sustainable Development (WBCSD) where he manages the Sustainable Consumption and Value Chains program, lead by Nokia, Henkel, PepsiCo, Unilever and Coca-Cola. Prior to that he was Co-Investment Manager at the Global Fund to Fight AIDS, Tuberculosis and Malaria, one of the major donors on these three pandemics, and a Project Manager at Lafarge, the world leader in building materials. Olivier holds a PhD from the Swiss Institute of Technology of Lausanne (EPFL). He wrote several research articles and book chapters on globalization.



### Jan-Kees Vis

Jan-Kees Vis was trained as a chemist and received a PhD in Heterogeneous Catalysis in 1984. He joined Unilever in 1985, at the Unilever Research Laboratory in Vlaardingen, the Netherlands. He held several positions there, then moved to the foods business. For more than 10 years he worked on Environmental Life Cycle Analysis, Environmental Management Systems, environmental auditing and standard setting, environmental training, environmental reporting and preparation of policy proposals on environmental issues. From 2001 to 2010, he was Global Supply Chain Director Sustainable Agriculture for Unilever. In 2010, his job title changed to Global Director Sustainable Sourcing Development, making him responsible for developing sustainability standards for all of Unilever's raw and packaging materials purchases. Jan Kees has been involved in, and holds or has held board positions in, Roundtable on Sustainable Palm Oil, Sustainable Agriculture Initiative Platform, Sustainable Food Laboratory and the Roundtable for Responsible Soy.



### Steven Vromman

Steven Vromman started a personal experiment on may 1th of 2008. His objective: to have a good life within the limits of one planet. Together with his children he adopted a new lifestyle with an ecological Footprint of 1.8 hectares. Four times less than the average Belgian. His personal project was picked up by the media an soon the Low Impact Man became a hype. With a price winning series on television, 2 books, a successful blog, a theater tour and more than 250 lectures he is now the living example of the possibilities of a sustainable lifestyle. Moreover, during the last three years he discovered that living within the limits of one planet is cheaper, healthier and more social. Steven Vromman (1960) worked for more than 20 years for NGO's in youth work, development education and environment. He was director of the NGO Ecolife until April 2008. Now his job is living the Low Impact lifestyle and setting up different projects around decreasing our ecological footprint.



# THE FUTURE OF SUSTAINABLE LIFESTYLES AND ENTREPRENEURSHIP

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