

Top speakers at the Sustainability Conference from 17-18 February 2009

The first International Sustainability Conference in Nürnberg focuses on “Verified Sustainability”. The conference is the forum for industry, politics, non-governmental organizations and consumers. The top speakers who have already confirmed their attendance include: Klaus Töpfer, former German Environment Minister and Executive Director of the United Nations Environment Programme UNEP, Renate Künast, parliamentary party leader of the Greens and former German Minister of Agriculture and Consumer Protection, and Alexander Müller, Assistant Director-General of the UN Food and Agriculture Organization FAO. The following will participate from industry: Kraft Foods, Faber Castell, KPMG, Tchibo, Puma and Swiss COOP. The conference is organized by NürnbergMesse in cooperation with Bernward Geier, COLABORA, Udo Genskowsky from consultant Organic Services, and the partners UNEP Centre on Sustainable Consumption and Production, CSCP, and the International Social and Environmental Accreditation and Labelling Alliance, ISEAL.

The event offers noted experts from all over the world an ideal forum for exchanging views on sustainable management especially from the aspect of verifiability. Credibility and transparency are important guidelines for Corporate Social Responsibility (CSR). It is a matter of distinguishing between real sustainability and greenwashing. Consumers should have improved means of verifying how companies accept social responsibility through their CSR policy.

More information about the programme is available at: **www.sustainability-conference.de**