

# Greening the Economy

## Sustainable Economy in Europe and the US

### Conference Programme

Wednesday, October 08, 2008	
14:30 Registration	
15:00	<b>Welcome</b> <b>Ralf Fücks</b> , President, Heinrich-Boell-Foundation <b>Thomas Korbun</b> , CEO, Institute for Ecological Economy Research (IÖW)
15:15	<b>Keynote Speech</b> <b>Chris Flavin*</b> , President, Worldwatch Institute (USA)
	<b>Keynote Speech</b> <b>Max Schön</b> , President, German Association of The Club of Rome
16:30 Coffee Break	
17:00	<b>Main Panel I</b>  <i>"The California Effect: A Race to the Top"</i>  <b>Facilitator: Ralf Fücks</b> , President, Heinrich-Boell-Foundation  Energy – Climate – Resources: These issues increasingly dominate the economic development. Environmental and social sustainability determine prices and force producers and consumers to consider them in their decisions to invest or buy products and services. CSR is more than red-, blue- or greenwashing. It is a question of strategic development of companies. In the context of climate change energy and resources lie at the centre point of sustainable economic development. Consequently, conflicts over the access to pivotal economic factors will arise. Markets must not only exploit inputs but must also generate innovative solutions for the sustainable use of energy and resources. Which rules will future economic developments have to obey to move to a sustainable path? Which support from politics is necessary? And where are potentials for transatlantic cooperation? <ul style="list-style-type: none"> <li>• <b>Brian Prusnek</b>, Vice President, Climate Change Capital (USA)</li> <li>• <b>Alexander Ochs*</b>, Director of Markets and Business Strategy, Center for Clean Air Policy (USA)</li> <li>• <b>Dr. Klaus Günter Deutsch</b>, Economist, Deutsche Bank Research – Head of Office Berlin</li> <li>• <b>Reinhard Bütkofer</b>, Federal Chairman, German Alliance 90/The Greens Party</li> </ul>

18:30	<p><b>Parallel Panels I</b></p> <p><b>I a) Intelligent Buildings</b></p> <p><b>Facilitator: Wolf Burkhard Wenkel</b>, Fachgemeinschaft Bau Berlin und Brandenburg e.V.</p> <p>In Europe as well as in the US large shares of energy are wasted for heating, cooling and lighting. Intelligent architecture can significantly increase energy efficiency in buildings and thereby contribute to climate change mitigation. Contracting is an economically viable business model to market launch innovative technologies and services. The Clinton Climate Initiative strongly supports this business model at a global scale. However, buildings and urban structures in Europe and the US differ significantly. Do these differences mean that different technological solutions are necessary? What technological and economic potentials for innovations and growth in the constructing industry result from sustainable development? Which incentives do US and European policies introduce? And which incentives are needed for landlords and tenants to invest in higher energy efficiency of buildings?</p> <ul style="list-style-type: none"> <li>• <b>State Senator James Marzilli</b>, Massachusetts State Senate (USA)</li> <li>• <b>Anja S. Caldwell</b>, Manager, Green Building Program Montgomery County Public Schools (USA)</li> <li>• <b>Michael Geißler</b>, CEO, Berliner Energieagentur GmbH</li> </ul> <p><b>I b) Innovations Beyond Fossil Mobility</b></p> <p><b>Facilitator: Arne Jungjohann</b>, Heinrich-Böll-Foundation, Washington D.C. Office</p> <p>Hydrogen-fuelled engines, hybrid engines, and biofuels enable the carmakers to green their industry. Not only the increase in oil and gas prices but also rising environmental awareness determine the decision of consumers when choosing a new car. However, these incentives appear not to be sufficient to drive US and European carmakers to redefine their corporate strategies consistently toward sustainable mobility. Which policies can raise the pressure to enhance R&amp;D efforts and develop innovative transport technologies and alternative concepts for mobility? Which potentials for economic growth and green-collar jobs might emerge from innovations in the transport sector? Which viable opportunities are there now for transatlantic cooperation after the split-up of the worldwide DaimlerChrysler Group?</p> <ul style="list-style-type: none"> <li>• <b>Wolfgang Lohbeck</b>, Transportation Expert, Greenpeace Germany</li> <li>• <b>Kai Gildhorn</b>, Project Manager, Northern Germany, ClimatePartner</li> <li>• <b>Sven Thesen</b>, Director, Strategic Operations, Project Better Place (USA)</li> <li>• <b>Sandrine Dixson-Declève</b>, Executive Director, International Sustainable Energy Exchange (ISEE), Hart Energy Consulting, Bruxelles</li> </ul>
<b>20:00 Dinner</b>	

Thursday, October 09, 2008	
<b>9:30 Registration</b>	
<b>9:50</b>	<b>Welcome</b> <b>Thomas Korbun</b> , CEO, Institute for Ecological Economy Research (IÖW)
<b>10:00</b>	<b>Keynote Speech</b> <b>Pavan Sukhdev</b> , Managing Director and Head of Global Markets of the Deutsche Bank AG , London
<b>11:00</b>	<p><b>Main Panel II</b></p> <p><b><i>“Green Investments in a Sustainable Economy: The New Megatrend?”</i></b></p> <p><b>Facilitator: Volker Weber</b>, Managing Director, Forum Nachhaltige Geldanlagen</p> <p>The global climate change creates worldwide investment opportunities, to protect the climate and to form a sustainable development path. Green investments have become a new megatrend in financial markets over the last few years. At the same time financial markets allow insurance companies to access capital for the insurance of climate change induced disasters. How can venture capitalists invest strategically in sustainable technologies? How can private investors really contribute to sustainable developments? Or will financial markets allow only the rich to protect themselves against the disastrous consequences of irresponsible economic practices?</p> <ul style="list-style-type: none"> <li>• <b>Bryan Martel</b>, Managing Director, Environmental Capital Group (ECG) and Special Advisor California Public Employees Retirement System (USA)</li> <li>• <b>Erol Bilecen</b>, Manager, Client Services, Bank Sarasin &amp; Cie AG, Switzerland</li> <li>• <b>Gerhard Schick</b> MoP, German Alliance 90/The Greens Party</li> <li>• <b>Thomas Duveau*</b>, WWF, Climate and Finance</li> </ul>
<b>12:30 Lunch Break</b>	
<b>14:00</b>	<p><b>Parallel Panels II</b></p> <p><b><i>II a) Environmental Pioneering in an International Context</i></b></p> <p>The German engineering industry is considered to be the world market leader and benefits from export opportunities through the increased global demand for climate mitigation and environmental technologies. Which outlooks emerge from this development for the German engineering industry? And which chances does transatlantic cooperation have in this sector?</p> <ul style="list-style-type: none"> <li>• <b>Thorsten Herdan</b>, Spokesman for Energy Policy, German Engineering Federation (VDMA)</li> <li>• <b>Ottmar Wandel</b>, Project Manager, Rationalization of Workflow, Center for Rationalization and Innovation of the German Economy (RKW)</li> <li>• <b>Michael Parr*</b>, Senior Manager, Government Affairs, DuPont (USA)</li> </ul>

	<p><b><i>II b) New Cash Crops in Agrobusiness?</i></b></p> <p><b>Facilitator: Christine Chemnitz</b>, Eco Fair Trade Dialogue Project, Heinrich Boell Foundation</p> <p>The demand for organic food exceeds the supply in Germany. Farmers in the US and in Europe shift their business to energy crops and enter new markets. The demand for agrofuels in the US contributes to food prices doubling and tripling. Which problems do new cash crops imply? Are agricultural subsidies still justified and necessary? How can it be ensured that consumers are aware of environmental costs of their purchased products? Which role will politics play in the shaping of future markets?</p> <ul style="list-style-type: none"> <li>• <b>Ulrich Schmack</b>, Spokesman of the Board, Schmack Biogas AG</li> <li>• <b>Friedrich-Wilhelm Graefe zu Baringdorf</b> MEP, Vice President Committee on Agriculture, The Greens/EFA</li> <li>• <b>Ralf Südhoff</b>, Spokesman, UN World Food Programme (WFP)</li> </ul>
<b>15:30 Coffee Break</b>	
<b>16:00</b>	<p><b><i>"Final Considerations and Future Prospects: Statements and Dialogue"</i></b></p> <p><b>Facilitator: Thomas Fricke</b>, Financial Times Germany</p> <ul style="list-style-type: none"> <li>• <b>Dr. Carsten Kreklau</b>, Member of the Executive Board of the BDI – Federation of German Industries</li> <li>• <b>Matthias Machnig</b>, Deputy Minister for the Environment</li> <li>• <b>Fritz Kuhn</b> MoP, Chairman of the German Alliance 90/The Greens Parliamentary Group</li> </ul>
<b>17:30</b>	<p><b>Closing Remarks</b></p> <p><b>Ralf Fücks</b>, President, Heinrich-Boell-Foundation</p>