



Bundesministerium
für Umwelt, Naturschutz
und nukleare Sicherheit

Umwelt
Bundesamt

SUSTAINABILITY
TRANSFOR
MATION
CONFERENCE

2020

The International Conference on Sustainability Transformation: How can it promote the socio- ecological transition successfully?

Birgit Schwenk

Deputy Director-General for „Strategic Aspects of Environmental Policy and Environmental Law”

German Federal Ministry for the Environment,
Nature Conservation and Nuclear Safety



CURRICULUM VITAE

Birgit Schwenk, is Deputy Director General for Strategic Aspects of Environmental Policy and Environmental Law at the German Ministry for the Environment, Nature Conservation, Building and Nuclear Safety. Birgit holds degrees in law and in international relations from the University of Edinburgh, the Humboldt University of Berlin and the Johns Hopkins University's School of Advanced International Studies (SAIS) in Bologna. She joined the Ministry in 2001. Before assuming her present role she has held various positions in the areas of European and international environmental affairs, resource efficiency and circular economy, climate change, cooperation with developing countries and social policy questions.

HOW IS THE TOPIC OF THE PANEL RELATED TO YOUR EVERYDAY PROFESSIONAL LIFE AND/OR YOUR VITA?

WHAT ARE YOU MOST EXCITED ABOUT REGARDING THE PANEL AND/OR THE TRANSFORMATION CONFERENCE IN GENERAL?

The transformation towards a more sustainable economy is one of the most pressing issues of our time. A large part of my work is devoted to this aim. The Ministry's unit for "Environment and Economy" is part of my portfolio in the Directorate of "Strategic Aspects of Environmental Policy and Environmental Law". Given the globalisation of the economy, international value chains and global environmental challenges like climate change, this transformation cannot be achieved on a national level alone. International cooperation

has been at the centre of much of my professional life, including climate change negotiations or international initiatives on the circular economy. I am deeply convinced that international cooperation, including with emerging economies and developing countries, will be key to our success.

Prof. Dr. Dirk Messner

President German Environment Agency

Umweltbundesamt UBA (German Environment Agency)



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Prof. Dr. Dirk Messner is President of the German Environment Agency since January 2020. He previously served as Director of the Institute for Environment and Human Security of United Nations University (UNU-EHS) in Bonn, Germany, and Vice Rector of the United Nations University (UNU). Prior to becoming Director of UNU-EHS in October 2018, Prof. Messner had been Director of the German Development Institute from 2003-2018. Prof. Messner is an internationally recognised expert on globalisation / global governance, transformation pathways to sustainability, decarbonization of the global economy, sustainability and digital change, and international cooperation and societal change. Prof. Messner has also been a member of a number of high-ranking policy advisory councils, including co-chairing the German Advisory Council on Global Change (WBGU)

and the Sustainable Development Solutions Network Germany and is member of the China Council for International Cooperation on Environment and Development (CCICED).

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At the German Environment Agency we work with 1700 people on many aspects of the socio-ecological transformation. Everything I did before was about sustainability - and Germany is particularly important in the international context for this. Whether such a large exporting nation manages to bring about the change towards more climate and environmental protection and at the same time more social justice and economic opportunity will send a signal to the world. What

motivates me is that the decisions are now at the top of the political agenda: There is a new green consensus among economic experts on how to kick-start the recovery – with a focus on sustainability: the turnaround in energy and mobility, urban renewal, the future of agriculture, the recycling industry or chemical safety.

LINKS

 <https://www.umweltbundesamt.de/en>

Norbert Krause

krauses Projektdesign



CURRICULUM VITAE

- startet as artist in public space
- 2013: „200 days bicycle city“ in Krauses hometown
- since then working mainly in projects connected to mobility
- concepting campaigns, short films, games and participation processes
- supporting the UBA recent years with the European Mobility Week
- won german bike award in 2016

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Show, don't tell! – the writers lesson number one. Especially in Covid-days we have to go beyond talking and make change experienceable. We have to tell a story and transfer at least a glimpse of it in our real life. This is what I'm dealing with in my everyday professional life. A parking-space without a car is nothing more than a piece of dead asphalt. There is no reason why not putting a car on it. But if you fill these 12 square meters with lots of live, as we did with the RAUM-WUNDER-project, people can experience the potential of a mostly car-free public space.

We have to show people again and again that we are actually missing quite a lot of lifequality because of our massive use of cars, not the other way around.

LINKS

 www.krauses.info

Dr. Antje von Dewitz

CEO

VAUDE

German Company with environmentally-friendly and fairly produced outdoor products.

500 employees, > 100 Million € turnover



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1998, after the Study of Economic and Cultural Studies at the University of Passau, she joined the family business VAUDE to work as product manager later as head of communication.

From 2002 on she worked as an Assistant at the Chair of Entrepreneurship at the University of Hohenheim and wrote her thesis on „High-performance employment relationships in SMEs“.

2005 she returned to VAUDE as Head of Marketing, from 2009 on also as CEO, where she transformed VAUDE into a thoroughly sustainable company.

She acts also as Deputy Chairwoman of the German Federal Environmental Foundation (DBU) and Vice President of the European outdoor industry association (EOG).

She is mother of 4 children and has received several awards for her consequently sustainable and economically successful management of VAUDE such as „Brand Manager of the Year“ by German Brand Award (2018),

„Order of Merit“ of the State of Baden-Württemberg (2017) or the Austrian award „TRIGOS“ for responsible Management (2019).

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Transformation has been my main task in recent years. We transformed VAUDE into a thoroughly sustainable company in a competitive international brand environment, with global supply chains and the complex environmental and social challenges of the textile industry. One basis for this successful path was the simultaneous transformation of the corporate culture to a culture of trust with broad-based co-responsibility and the competence to solve conflicting targets by our coworkers.

Just as important for our success was the close and

cooperative partnership with stakeholders outside the company such as our suppliers, our trade partners, NGOs, industrial partners or even our competitors, in order to find solutions together and implement them step by step.

Looking at the international ecological challenges I am most happy about the promising and practice-oriented approach with a cooperative innovative format and the focus on the implementation process and conflict resolution!

LINKS

➤ [VAUDE Nachhaltigkeitsbericht](#), VAUDE (Hrsg.), 2020

➤ [Durch und durch nachhaltige Unternehmensstrategie bei VAUDE](#) L. Fiedler, in Nachhaltiges Management, Nachhaltigkeit als exzellenten Managementansatz entwickeln, Englert, M.; Ternès, A. (Hrsg.), 2019