



Rat für
NACHHALTIGE
Entwicklung

Press release

"Citizens initiate sustainability" competition Deadline for entries is March 15, 2009

Berlin, 02 March 2009 Last chance to participate in the competition "Generational Dialogue in Practice – Citizens Initiate Sustainability": The deadline for entries is March 15, 2009. The German government and the German Council for Sustainable Development will award 50 prizes worth a total of €100,000. You can conveniently register via the Internet. Conditions for participation and application forms are available at www.bin-generationendialog.de. We have already received a large number of applications.

"Generational Dialogue in Practice – Citizens Initiate Sustainability" is aimed at people who launch new initiatives for sustainable development in their own cities, districts or regions. The main focus is on projects that enhance a sense of community among different generations. After all, dialogue and interactions among the generations is becoming increasingly important with regard to Germany's ability to cope with future challenges and against the background of current demographic developments. The German government and the German Council for Sustainable Development have designed the competition to honor and promote the voluntary involvement of ordinary citizens.

The German government is represented at "Generational Dialogue in Practice – Citizens Initiate Sustainability" by the Ministry of Family Affairs, Senior Citizens, Women and Youth, the Ministry of Food, Agriculture and Consumer Protection, the Ministry of Health, and the Ministry of Transport, Construction and Urban Development. The German Council for Sustainable Development is responsible for organizing the competition.

A voluntary, independent jury will analyze and assess the projects entered. This panel of experts consists of veteran members of community umbrella organizations, the German Institute of Urban Affairs, the scientific community, the German Council for Sustainable Development and experts on local sustainability.

The Council

The German Council for Sustainable Development makes proposals and submits recommendations for the sustainability strategy and policies of the German government. Dr. Volker Hauff is the Chairman and Prof. Dr. Klaus Töpfer is the Deputy Chairman of the Council. In May, 2007, German Chancellor Angela Merkel

newly appointed them and 11 other Council members from various areas of society.
Additional information: www.nachhaltigkeitsrat.de.

Sustainability

Sustainable development means giving equal weight to environmental goals alongside economic and social objectives. Sustainable business concepts mean that future generations are left with an intact economic, environmental and social setting.

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