



Rat für
NACHHALTIGE
Entwicklung

P r e s s r e l e a s e

Rap song encourages sustainable consumption An initiative by the German Council for Sustainable Development

Berlin, 16 February 2009 The Berlin rap band Rapucation has recorded the consumption-critical song "Guten Appetit" (bon appétit) for the German Council for Sustainable Development. The song is designed to raise young people's interest in sustainable consumption with a low impact on natural resources. The premiere at the Didacta educational trade show in Hanover received an outstanding response.

"Guten Appetit" aims to shake people into action and inspire them to think about their own consumption habits. Thanks to its youthful language, the song is ideal for use in classrooms, in youth groups and in other educational activities. Here is an excerpt:

"Bon appétit says the industry
Tomatoes taste like water, and the water tastes like chemistry
The buyers have the power, but they're not using it
It'd be so easy, but they just can't manage it
Bon appétit says the industry
Tomatoes taste like water, and the water tastes like chemistry
The buyers have the power, let's work together
It's so easy, we'll get it together!"

"Guten Appetit" by Rapucation is available as a streaming song and can be downloaded at www.nachhaltiger-warenkorb.de. The copyright belongs to the German Council for Sustainable Development.

The Rapucation duo (Robin Haefs, Vincent Stein, www.rapucation.de) made its first appearance singing for sustainability at the annual conference of the German Council for Sustainable Development on November 17, 2008 in Berlin. Rapucation was selected as a lighthouse project by Mission Sustainability, a youth-oriented communications project of the Council (www.mission-sustainability.org).

The contents of "bon appétit" stem from the initiatives of the Council to promote sustainable consumption habits: A brochure entitled "The Current Sustainable Shopping Basket" offers comprehensive information and suggestions for the general public. In order to further improve the shopping guide, the Council invites readers to take part in a short online survey (www.nachhaltiger-warenkorb.de) until February 27.

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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