German Council for
SUSTAINABLE
Development

Progress Report

German Council for
Sustainable Development

2001 - 2007

text No. 20, February 2007

www.nachhaltigkeitsrat.de

The German Council for Sustainable Development

The German Council for Sustainable Development has the task to provide recommendations on sustainability politics, to suggest model projects and to strengthen the topic in the public. The council was appointed by Chancellor Gerhard Schröder in April 2001. In June 07, Chancellor Angela Merkel appointed new members and reinforced the tasks of the council.

Office of the Council
for Sustainable Development
www.nachhaltigkeitsrat.de
info@nachhaltigkeitsrat.de

©Photos: EVONIK Industries AG (small); VEER (large)

Progress Report

German Council for Sustainable Development

2001 – 2007

Preliminary remarks

The German Council for Sustainable Development was established by the German government in 2001 following a unanimous decision by the German parliament in 1998. During its two terms, the Council has worked for a total of six years. The present document is a performance review consisting of a

I Review

and

II Facts and results

related to this period. This progress report is based on a self-assessment made by the Council. Such a self-evaluation cannot rule out shortcomings that might have been avoided had this report been compiled by an independent "outside" organization. However, the process chosen here has the advantage that the authors are highly familiar with the subject. The Council cannot, by definition, initiate an independent evaluation. The right to launch such an initiative is reserved for the German government.

I Review

Successes

The Council has paved the way for an informed, qualified and effective debate on sustainability. It has enhanced the political relevance of this debate among the general public, and helped to involve German industry and civil society in sustainable development. However, when it comes to political target groups, the Council has not achieved the same degree of success in ensuring that the actions required to achieve sustainable development are pursued and implemented with determination.

The Council makes recommendations to experts in a variety of fields and fosters an informed public debate. There are three areas where the Council sets the agenda and plays a leading role in forming public opinion:

a) Climate / energy and initiatives for "clean" uses of coal
b) Corporate social responsibility
c) Land use, demographic trends and their effects on urban and residential development policies

Positions taken by the Council on national and EU sustainability strategies have significantly contributed to making this issue politically relevant. They are seen as a yardstick for the effectiveness of sustainability policies and have been adopted to a large extent by the German government.

The Council has heightened its effectiveness by issuing independent reports and launching initiatives for dialogue. These activities were incorporated in the 2004 and 2005 Progress Reports of the German government.

By introducing a national campaign called "Citizens Initiate Sustainability", the Council has promoted local agenda policies and civil involvement in sustainability strategies.

Based on talks with state representatives and its "Dialogue on Land Use" on the future development of urban and rural landscapes, the Council has enhanced the effective links between the federal government's level of political action (the National Sustainability Strategy) and states and communities. This has enabled additional activities that integrate the various vertical levels of political action.

The Council has successfully implemented its own approach on **communicating** the concept of sustainability. Focusing the communications strategy of the Council on political communications and allowing other institutions to handle promotional campaigns on the mass market was the right decision:

- **Idea and practice**:

The Council has proven that, despite widespread scepticism, the idea and practice of sustainability can be effectively communicated to the general public, and is not limited to experts and researchers. This shows that politicians and the general public are receptive to sustainability concepts, and these ideas motivate others to do their part to get the word out about sustainability.

- **Highlighting the message**:

  The Council has created a broad public forum for raising awareness of sustainability policies. With its content-related work and communications projects, it has drawn attention to the issue of sustainability and contributed to a broader understanding of this topic. Sustainability cannot be equated with environmental protection, but at the same time, protecting the environment is an essential aspect of sustainable development.

- **Enhancing public reach**:

  The Council's highly acclaimed events, widely recognized and oft-cited newsletter, effective website, acknowledged expertise, and new, creative dialogue forums have created a "brand name" with a reach that continues to expand.

- **Participation and visibility**:

  Making the annual public conferences a political calling card and the meeting place for all parties concerned has proven to be a successful idea. The annual conference has established itself as a sounding board for sustainability policies.

As a **political advisory committee**, the Council adheres to a concept that reflects as closely as possible the "searching nature" of pursuing sustainability policies. The Council feels that its approach cannot be limited to the conventional political advisory role of issuing position papers, reports and evaluations. It sees taking responsibility for concrete political projects, dialogue, etc. as being just as important as developing political recommendations. Assuming responsibility for one's owns actions, for example, by actively conveying concepts or forging the process of achieving sustainable development, renders the Council's urgent recommendations more credible and makes it possible to find new ways to shape political opinion. Creative approaches are needed to make all this happen.

The Council also enjoys an excellent reputation abroad. It has been highly successful in contributing to international **networking** and formulating common positions among European sustainability councils. Projects like "BRICS+G Sustainability and Growth" (a joint initiative with the GTZ – Deutsche Gesellschaft für Technische Zusammenarbeit, GmbH) are new and creative approaches that receive a great deal of support and exemplify the political image of the Council.

Invitations to participate in expert discussions, juries, and the research and evaluation committees of other organizations underscore the fact that the Council is a highly regarded authority.

Limitations and areas for improvement

All in all, the initiatives launched by the Council have had too little **effect**. Although the German government has made the sustainable development model a key theme for the 21st century, it has failed to raise sufficient awareness among the general public. Recommendations made by the Council have not changed the fact that the Sustainability Strategy still lacks political clout. Even highly acclaimed pilot projects need more visibility. In this sense, the Council has lacked effectiveness. The Council is not as widely known in political circles as it is among companies and in certain sectors of civil society. In the future, the recommendations of the Council will have to be expressed and conveyed more clearly.

When it comes to **expertise on topics**, the Council has failed to achieve its potential:

- **Pursuing topics**:

  After successfully launching a topic into the political arena, the Council tends to neglect to follow through with the ongoing process (usually set in motion by its own recommendations) when it comes to the implementation phase. There are a number of successfully introduced topics, such as sustainable consumption, clean coal, energy contracting, sustainable forestry, the Millennium Development Goals and corporate management, where the Council has failed to follow through sufficiently in order to advance the implementation process and foster political debate.

- **Monitoring effectiveness**:

  Many of the problems that have been addressed by the Council have no easy answers, such as the passing of new laws and regulations. Legal measures can be important, but in general the goal is to propose approaches that initiate a process in which political bodies (on a national level as well as local level), and primarily the business community and civil society, manage to take concrete steps and change their behavior. With this in mind, monitoring the effectiveness of the Council's recommendations on industry, society and politics often cannot be reduced to a simple linking of causes and effects.

  For example, the most recent recommendations of the Council on "land use", "CSR", and the project "Citizens Initiate Sustainability" (BIN) have called for external effectiveness monitoring measures that take into consideration that implementing sustainability strategies is an ongoing process.

  However, the function and mission of the Council do not allow for effective monitoring of the Sustainability Strategy. The assumption has been that issuing statistical indicator reports is an adequate means of informing the public of the strategy's success. These reports are issued by the German government and are in fact an important tool. There are no plans for an independent and broader political evaluation of the current situation with regard to sustainability. If such a broader monitoring role were deemed necessary, then the working capacity of the Council would have to be increased and its mandate expanded.

- **Shortcomings**:

  Despite achieving a consensus between economic and environmental views, the Council failed to make a recommendation on reforming the eco-tax in the autumn of 2002.

  The Council has not yet succeeded in formulating or calling for a political approach to generational accounting. The following topic areas were often discussed in the Council, but no concrete recommendations were issued: biodiversity, health/nutrition, mobility, education/knowledge and generations, state and social services, governance and federalism.

Approach to discussions and decision-making

The Council has not adequately addressed its own approach to discussions and decision-making, although it has made two significant **amendments** to its internal functions during the first six years:

- The Council changed its meeting procedures after it failed to approve a recommendation on the eco-tax. Thereafter, the coworkers of Council members were no longer allowed to attend plenary sessions. This measure aims to enhance the effectiveness of the ad personam appointments of Council members. The process has proven a success.

- The Council decided that work group activities of members should be coordinated by the head office. This was prompted by experiences where at times diverse manners of presenting arguments made closer coordination necessary.

The Council often had difficulties meeting the daunting challenge of **learning** from each other **and debating complex issues**. Internally, the Council made repeated efforts to reach a consensus on controversial topics. Following extensive debate, a consensus was reached on the topics of land use, indicators concerning agriculture and ecological farming, CSR, but no agreement could be made on the eco-tax. When it came to other areas, due to qualified differences of opinion, no attempt was made to reach a consensus (nuclear energy, fusion technology, genetic technology, global population policies), partly based on the presumed hopelessness of coming to agreement, and partly because priority is given to topics that have a greater impact.

One of the positive special qualities of the Council is that people from very different backgrounds **strive to reach a common understanding**. Given the prominent role of the Council members in the public sphere, this broad consensus is extremely valuable. Nevertheless, the Council feels that it should still be possible to have a dissenting minority on decisions.

When discussing topics, the Council should pay more attention to **how social learning processes** function. The Council should boost its effectiveness in fostering an informed dialogue on sustainability through regional initiatives and economic groups. In order to

accomplish this, new avenues need to be explored to enhance the visibility of innovative ideas and contributions from the realms of research, science, and society.

Sustainability Strategy

The current review also indicates **areas for improvement** in the Sustainability Strategy. More efforts should be made to link the work of state, civil society and economic actors. In order to advance social learning processes, the focus should be on launching processes, in contrast to final, one-off measures.

The potential for **communicating** the idea of sustainability is not fully utilized. Council members and the head office simply do not have the time and funding to accomplish this. What's more, the hoped-for domino effect (multipliers) among third parties rarely materializes. The potential for marketing the idea of sustainability has remained virtually untapped. All too rarely do major players follow the example set by the Council and launch a dialogue on sustainability topics that could advance an informed in society.

Contents

1. Mission 8
2. Meetings and sessions 9
3. Debating and decision-making procedures 13
4. Key areas of focus 14
5. Recommendations and position papers 15
6. Media contacts and public relations 18
7. Annual conferences 19
8. Communications projects 20
9. Contributions to international debate 23
10. Agenda setting 26
11. Pilot projects 27
12. Reach of Internet and print communications 28
13. Council members 2001 to 2006 31
14. Presentations and reports made by Council members 32
15. Presentations and reports made by the head office 36
16. Work of evaluation committees and juries 41

1. Mission

In 2001, the German government voted to grant the council funding for a three-year term, and in 2004 this mandate was extended for another three years. The second term of the German Council for Sustainable Development ends on 30 March 2007. The basis for the creation of the Council stems from a decision made by the German parliament in 1998. At that time, after reviewing the results of a commission of inquiry entitled *Protecting People and the Environment*, legislators passed a motion for the creation of the institutions that Germany needed to develop and implement a national sustainability strategy[1].

The objectives of the Council, as stipulated by the German cabinet,

- Advising the German government on all sustainability issues
- Proposing goals, indicators and projects for sustainability
- Effectively communicating the idea of sustainable development to multipliers

have created a suitable framework for activity and have been fulfilled. These objectives have also provided the basis for projects and initiatives that have been independently launched by the Council. This includes starting campaigns dealing with energy policy and initiating and participating in projects by the German government (BRICS+G Sustainability and Growth, Project "Sustainet", the "Sustainable Shopping Basket" and the campaign "echt gerecht – clever kaufen"). The national campaign "Citizens Initiate Sustainability" (BIN) stems from a proposal made by the Council. This campaign was assigned by the German government to the German Institute of Urban Affairs (DIFU), and the Council is involved in implementing the project. Additional activities focus on organizing events and conferences. For instance, the Council has been commissioned by the German government to organize the event "European Sustainability Berlin 07" within the framework of Germany's EU Council Presidency.

The Council's mission is also reflected in the European Sustainability Strategy of June 2006. This assigns concrete tasks and functions to sustainability councils, and proposes that they take part in independent peer reviews on national sustainability strategies. During internal discussions, the German Council for Sustainable Development has agreed to closely follow developments such as the expanded mandate of the British Sustainable Development Commission (the UK government's independent watchdog on sustainable development) and other European councils. The results from these observations are evaluated to draw conclusions on the situation in Germany.

The Council has discussed the institutional further development of its mission and has decided to intensify sustainability dialogue in Germany, focusing on the global dimensions of the issue. During its debates, the Council has also developed the idea of establishing a *Berlin Center for Sustainable Development*.

The Council has always stressed the importance of dialogue processes and learning networks as a common thread in its recommendations on topics and sustainability strategies. In

[1] Published in the series "Zur Sache" 98/4

addition, the Council has called for existing dialogue forums to be expanded particularly in the areas of consumption patterns, energy efficiency, corporate social responsibility and reducing land use.

2. Meetings and sessions

From 2001 to 2006, the Council held 31 plenary sessions, one special session, and 6 public annual conferences. Over the years, the Council has maintained the same meeting schedule, namely 5 regular annual sessions plus one public annual conference, as well as diverse AG sessions for the members of the work groups, and occasional special events for individual Council members (presentations, consultations with members of the German government, meetings with representatives of German industry, and so on). The 14th plenary session was held upon invitation of the KfW Promotional Bank at their headquarter offices. The Council's executive steering committee (chairman and three deputy chairs) meets 2 to 3 times every year.

Upon invitation by the office of the German President, meetings have been held between the Council chairman and German Presidents Johannes Rau and Horst Köhler.

Leading political figures are regularly invited to attend the plenary sessions as special guests and debate current issues (listed alphabetically):

- Minister of State Hans-Martin Bury, Chairman of the German government's Committee for Sustainable Development
- MP Astrid Klug, Chairwoman of the Parliamentary Advisory Council on Sustainable Development
- MP Günter Krings, Chairman of the Parliamentary Advisory Council on Sustainable Development
- German Minister Renate Künast, Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL)
- German Minister Thomas de Maizière, Head of the Federal Chancellery and Chairman of the German government's Committee for Sustainable Development
- Jonathan Porritt, Chairman of the UK Sustainable Development Commission (SDC) and Derek Osborn, member UK SDC
- German Chancellor Gerhard Schröder (attended on two occasions)
- German Minister Horst Seehofer, Federal Ministry of Consumer Protection, Food and Agriculture (BMVEL)
- Erich Stather, State Secretary of the Ministry for Economic Cooperation and Development (BMZ)
- Frank-Walter Steinmeier, State Secretary in the Federal Chancellery and Chairman of the German government's Committee for Sustainable Development (attended on two occasions)
- Sir Nicholas Stern, UK Treasury
- German Minister Jürgen Trittin, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
- German Minister Heidemarie Wieczorek-Zeul, Federal Ministry for Economic Development and Cooperation (attended on two occasions).

Four plenary sessions were held as public events with presentations by guest speakers (in order of appearance):

- Angela Merkel, CDU/CSU parliamentary party leader
- Jürgen Thumann, President of the Federation of German Industries
- Jonathan Porritt, Chairman of the UK Sustainable Development Commission
- Parliamentary State Secretary MP Astrid Klug, representing German Environment Minister Sigmar Gabriel.

At other plenary sessions, the following guests were invited to participate in the debate (listed alphabetically):

- Fritz Brickwedde, Secretary General of the German Environment Foundation (DBU)
- Rudolf Bunzel-Cano, Church Development Service (EED)
- Frank Claus, Iku GmbH (part of the interim evaluation of the Council's work)
- Franziska Donner, Director Berlin office of the Gesellschaft für Technische Zusammenarbeit (GTZ)
- Bernd Eisenblätter, Managing Director GTZ
- Andreas Kraemer and Reiner Klingholz, as researchers on the generational accounting study project (attended a number of sessions)
- Dieter Lenzen, Berlin Free University (on the economics of education)
- Hans-Peter Meister, Arved Lüth, IFOK GmbH (on "Snapshot of Sustainability and Society")
- Inge Niestroy, Secretary General EEAC, Brussels
- Birgit Riess, Bertelsmann Foundation
- Jürgen Schlegel, Secretary General of the Federal/State Commission for Educational Planning and Research Promotion
- Utz Tillmann, BASF
- Andreas Troge, President of the Federal Environment Agency
- Frank-Peter Trümper, Deutsche Bank

The Council has held plenary sessions and work group meetings outside Berlin, and in many cases invited citizens and experts to attend. This has given the issues dealt with by the Council extensive media coverage in regional media following meetings in Ludwigshafen, Essen, Bonn, Pfaffenhofen, Wiesenfelden, Hanover and at Schloss Crottorf. Over the past three years, the Council has called on leading state politicians to develop and implement sustainability strategies on the state level as well. Bilateral talks have taken place with (selected names):

- Schleswig-Holstein State Premier Heide Simonis
- North Rhine-Westphalia Environment Minister Bärbel Höhn
- Lower Saxony Environment Minister Wolfgang Jüttner
- Mecklenburg-Vorpommern Environment Minister Methling
- Thüringen State Secretary for Environment Christian Juckenack
- Baden-Württemberg Environment Minister Tanja Gönner.

Discussions have taken place during Council sessions with

- Rhineland-Palatinate State Premier Kurt Beck
- North Rhine-Westphalia Environment Minister Eckhard Uhlenberg, Chairman of the Ministerial Conference on the Environment
- State Secretary Emilia Müller, representing Bavarian Environment Minister Werner Schnappauf.

Over the past 6 years, the Council has established 12 work groups with terms of between 1 and 2 years – CSR, Energy I (objectives for climate and supply security), Energy II (coal), Energy III (energy efficiency and research), land use, used goods and technology transfer, mobility, agriculture, the "Sustainable Shopping Basket", eco-tax, forestry, global agricultural trade. Each work group held roughly 10 meetings. Within the framework of researching their respective topics, these groups organized a wide range of dialogue forums and workshops (2 on the topic of coal with more than 100 participants, 4 events of different sizes on the subject of CSR, 4 forums on the topic of global agricultural trade, 6 events with 20 participants for the "Dialogue on Land Use" in 2004, and an additional 3 events with up to 30 participants in 2006).

In addition, there were other meetings and events in the form of workshops, expert hearings, discussions with journalists, members of parliament and representatives of the German government as listed below:

Date	Type of meeting/event	Participants
27 Aug. 01	Expert workshop on the goals of sustainable development	11
01 Oct. 01	Council session with German government's Committee for Sustainable Development	20
07 Nov. 01	Parliamentary evening	10
12 Dec. 01	Workshop on culture and sustainability	30
09 Jan. 02	Workshop financial service providers	08
18 Feb 02	Joint session with German government's Committee for Sustainable Development	23
12 Mar 02	Expert workshop on sustainability and globalization	32
14 May 02	Strategy session on Local Agenda 21	18
21 May 06	Expert discussion on the topic of coal	8
08 Jul. 02	Expert discussion on global agricultural trade	15
17-18 Aug. 02	Participation in open house day at the Federal Chancellery	div.
Sept. 02	UN WSSD in Johannesburg	div.
05 Nov 02	Presentation of the study by the traffic commission	9
15 Jan. 03	Waste management and sustainability, expert discussion	9
23 Jan. 03	"Sustainable Shopping Basket" at Green Week trade show	div.
30 Jan. 03	Workshop on education and sustainability	10
10 Feb 03	Expert workshop on the Sustainable Shopping Basket	22
12 Feb. 03	Culture and sustainability	07
17 Feb. 03	Expert discussion on "4-liter house"	09
26 Mar. 03	Exploratory discussion on forestry and sustainability	16
04 Apr. 03	Expert hearing on coal	180

10 Apr 03	Parliamentary evening	07
26 May 03	Presentation of study used goods	100
30 Jun 03	Strategy conference "Dialogue on Land Use" with the Federal Chamber of German Architects	73
08 Sep. 03	Conference "Culture and Sustainability" with Kulturpolitische Gesellschaft e.V.	60
19-21 Sep. 03	Event held in cooperation with the "Evangelische Akademie Loccum" on sustainable social services	83
05 Nov. 03	Parliamentary evening	30
06 Nov. 03	Follow-up on Johannesburg in cooperation with the German Foreign Office, Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and Ministry for Economic Development and Cooperation (BMZ)	125
22 Jan. 04	Sustainability and society, Expert Forum I	85
04 Feb 04	Leadership Forum Sustainability and Society I	25
04 Mar. 04	Sustainability and society, Expert Forum II	62
10 Mar. 04	Leadership Forum Sustainability and Society II	21
11 Mar 04	Parliamentary brown bag lunch	35
23 Jun 04	Presentation on the "Snapshot" study	100
22 Sep 04	Public Council session with Angela Merkel/CDU	100
13 Oct. 04	EEAC meeting	25
19 Jan. 05	Workshop on generational accounting	13
02 Mar 05	With the GTZ: kick-off event for BRICS+G	85
27 Apr 05	Public Council session with J. Thumann/ Federation of German Industries (BDI)	100
09 Jun 05	German kick-off event BRICS+G	55
11-12 Aug. 05	Workshop methods and contents of generational accounting	30
04 Sep 05	With the GTZ: International BRICS conference	51
01 Dec. 05	Media conference: TV and sustainability	130
30-31 Jan. 06	Workshop on generational accounting	35
15 Mar. 06	Talks with Chinese delegation	13
30 Mar 06	Public Council session with State Secretary Astrid Klug	100
17 May 06	Leadership Forum CSR, Katholische Akademie	35
18 May 06	Multi-stakeholders CSR, Katholische Akademie	78
03-04 Jun 06	Future Camp, Cologne	34
10-11 Jun. 06	Future Camp, Schweinfurt	27
07 Sep 06	Innovation day for communications project	32
12 Sep. 06	Talks with Chinese delegation	
27 Sep. 06	TV creative workshop	23
10 Oct. 06	"Citizens Initiate Sustainability" (BIN) workshop internal session	35
11 Oct. 06	"Citizens Initiate Sustainability" (BIN) workshop public session	60
17-18 Oct. 06	1st workshop on evaluating land use recommendations	23
30-31 Oct. 06	2nd workshop on evaluating land use recommendations	26
08 Nov 06	Parliamentary evening	32
21 Nov. 06	3rd workshop on evaluating land use recommendations	23

3. Debating and decision-making procedures

On a number of occasions, the Council has discussed at length the issue of how to conduct debates and make decisions. During its first session, the Council established rules of procedure. The Council's rules of procedure allow for non-unanimous decisions. Council decisions on recommendations to the German government require qualified majority voting, whereas other motions can be passed with a simple majority.

The options made available by the rules of procedure have been used on a regular basis to pass Council decisions. For example, decisions with regard to prioritizing the topics dealt with by the Council were often made by voting. Votes also preceded the initial recommendations of the Council on the objectives and indicators of the Sustainability Strategy. Upon completion of the project on generational accounting, a simple majority decision was also passed.

However, the Council has always strived to reach a consensus on recommendations to the German government and, with the exception of the eco-tax, this approach has proven successful.

In 2002, the Council established a working group on the topic of the eco-tax. This group was assigned the task of producing a draft recommendation in time for the coalition negotiations that would follow German parliamentary elections. The working group intensively examined the diverse demands from the viewpoint of industry and environmental protection and completed its mission with a draft proposal that was unanimously approved by group members. During the Council plenary session, however, no consensus could be achieved and the group's proposal was not approved as a recommendation. According to the statutes, a decision could have been passed with a significant majority, but due to political considerations, the Council ruled that this was out of the question. In view of the fact that the issue was closely tied to the ongoing coalition negotiations, before engaging in the final debate, the Council decided that only a unanimous decision was acceptable.

The Council has made two significant amendments to its internal processes during the first six years. The first amendment concerns the meeting procedures, which were changed following its failure to approve a recommendation on the eco-tax. Thereafter, Council members' coworkers were no longer allowed to attend plenary sessions in order to enhance the effectiveness of the ad personam appointments of Council members. This process has proven a success. The second amendment concerns the procedures used by work groups. This was prompted by controversial and diverse points of view on the topic of CSR, which made procedural changes necessary. Afterwards, it was decided that only the head office would prepare draft proposals on recommendations and shape the discussion process in the Council.

Although the Council strives to reach a consensus on all issues, this is not a precondition for its decisions. A consensus was reached on the topics of land use, indicators concerning agriculture and ecological farming, CSR, but no unanimous agreement could be made on the eco-tax and generational accounting. When it came to other areas, due to qualified differences of opinion, no attempt was made to reach a consensus (nuclear energy, fusion technology, genetic technology, global population policies), partly based on the presumed hopelessness of coming to agreement, and partly based on the fact that priority is given to topics that have a greater impact.

When it comes to complex and controversial issues, the Council sees the consensus of members as a political tool, and not an end in itself. The political consequences of a unanimous Council decision are linked primarily to how this message is viewed "from the outside", since the diverse members of the Council reflect the highly polarized nature of today's debate on sustainability solutions. Given this situation, when a substantial consensus can be reached, it has special significance. The Council has reached a consensus on all its recommendations made to the German government.

Whether the Council discussed its internal debate and decision-making structures or dealt with concrete topics, one issue repeatedly came to the forefront, namely **how** social learning processes function, and what means can be used to break deadlocks and advance dialogue. This issue played a key role primarily during discussions on topics like energy efficiency, local agendas, citizen involvement as a stopgap measure when public services provided by the state are discontinued, corporate social responsibility, education for sustainable development, nuclear energy, lifestyles and changes in consumer habits. Given the importance of dialogue to advancing sustainable development, the Council briefly examined basic conditions for learning processes in society.

4. Key areas of focus

Shortly after its inception, the Council made its first recommendations, stating its position on the salient features of the Sustainability Strategy. This initial position paper prepared for the German government

- recommended defining the Sustainability Strategy through quantified objectives and indicators,
- advocated focusing on the global dimension and, above all, warned of the dangers of viewing issues only from a domestic perspective,
- suggested that it was necessary to counteract the widely-held, yet erroneous expectation that sustainable development could for the most part be achieved through legislation and government regulations; instead, the Council pointed out the extremely important role played by civil society actors and the private sector.

The proposals made by the Council on models, objectives and indicators for energy, mobility and agricultural policy and urban development were discussed by the government as a preliminary step in the creation of the first drafts of the Sustainability Strategy. In November 2001, the Council issued a dialogue paper, thus opening up a forum for dialogue and receiving feedback.

As part of its preparations for the Johannesburg World Summit, the Council recommended to the German government that it combine the topics of "sustainability" and "globalization" in a single political initiative and campaign for the creation of a UN world commission on sustainability and globalization.

The Council regularly issued position papers on drafts of the Sustainability Strategy and on progress reports. It also proposed five pilot projects for the Sustainability Strategy and, by working with German ministries, helped to promote these ideas, resulting in the implementation of four concrete projects:

- Energy contracting on federal government property
- Building renovation to meet low-energy standards
- The Sustainable Shopping Basket: shaping the future through consumer behavior
- Combating world hunger with sustainable, locally-based land-use policies (Sustainet)
- Communications strategy for sustainable transport habits.

Over the past six years, the Council has commissioned a number of studies and obtained expert input for its work in a variety of areas: sustainability and endowments/foundations, the current debate in Europe on eco and energy taxes, globalization / cultural diversity / sustainability, technology transfer, the conceptual development of the Sustainable Shopping Basket, the concept of emissions trading in the area of transport, TV media and sustainability, BRICS+G Sustainability Solutions – reports from German researchers and academics, and an evaluation of the success of the recommendation on "land use". The studies were awarded to researchers based on a competitive bidding process.

The Council has commissioned five "Challenger Reports" that introduce new topics and controversial positions to the debate on sustainability (see Challenger Reports).

In countless presentations and speeches, Council members have addressed the Sustainability Strategy and the prospects for sustainable development for social and family policy, foreign policy, research and educational policy, local agendas, urban planning and development, and the globalization of the economy. Complete texts of these speeches are available (in German) on the Council's website.

5. Recommendations and position papers

The Council has made recommendations on the key issues for sustainable development. In some cases, the Council was asked by the German government to examine these topics, and in other cases, the organization has acted on its own initiative. The German government explicitly asked the Council to examine and report back on the Sustainability Strategy and recommendations on its objectives (2001), pilot projects (2001), land use (2004), Snapshot of Sustainability and Society (2004), corporate social responsibility (2006), and the draft proposal of the 2006 EU Sustainability Strategy. All recommendations and reports are available on the website.

2001

- Objectives of sustainable development in Germany – key issues
- Council project proposals submitted to the German government
- Evaluation of the German government's pilot projects on sustainable development

2002

- Position paper on the draft proposal for the Sustainability Strategy of the German government
- Report on the results of the Johannesburg UN World Summit on sustainable development

2003

- "World Agricultural Trade and Sustainability Development"

- Continuation of the pilot project "The Sustainable Shopping Basket – A Guide to Future-Oriented Consumption"
- Guidelines for a modern coal policy and for promoting innovation: "The Prospects for Coal in a Sustainable Energy Industry"
- "Export of Used Goods and Building Construction Practices"
- Strengthening Sustainable Development in the EU, EEAC recommendations made to the EU Commission

2004

- Recommendations on an advisory paper of the German Chancellery on the 2004 progress report "Perspektiven für Deutschland. Unsere Strategie für eine nachhaltige Entwicklung"
- "Waldwirtschaft als Modell für nachhaltige Entwicklung: ein neuer Schwerpunkt für die nationale Nachhaltigkeitsstrategie"
- "More Value for Land Use: The 'Goal-30-ha' for Sustainability in City and Country"
- Report "Snapshot on Sustainability and Society", including the position paper "Taking Aim at Sustainability" on the progress of the Sustainability Strategy
- "Am Roten Faden arbeiten". Evaluation of the government's draft proposal for the 2004 progress report "Perspektiven für Deutschland. Unsere Strategie für eine nachhaltige Entwicklung"
- "Efficiency and Energy Research as Components of a Consistent Energy Policy"
- Responses to the Questionnaire on the European Union Sustainable Development Strategy (EU SD). Report of the German Council for Sustainable Development

2005

- "In Unerring Pursuit of the Recurrent Theme". Evaluation of the 2004 progress report on the German government's Sustainability Strategy
- "World without Sustainability Policy". Position paper on the Review of the UN Millennium Development Goals at the UN General Assembly in September 2005
- Open letter to the parliamentary party leaders of the German parliament
- "The Windsor momentum: The next push-up." Paper prepared by the EEAC Working Group on Sustainable Development to evaluate the EU Sustainable Development Strategy
- 10-point working paper by the EEAC Working Group on Sustainable Development: "Monitoring the EU Sustainable Development Strategy"
- Letter to European prime ministers in preparation for the 2006 EU Council Summit

2006

- "Corporate Responsibility in a Globalized World – A German Profile of Corporate Social Responsibility"
- "Important, overdue, and revised". Comments on the review of the European Sustainable Development Strategy (regarding the European Commission's Communication of 13 December 2005)
- Recommendation to the Parliamentary Advisory Council on Sustainable Development (Letter from the Chairman)
- Publication by Volker Hauff & Günther Bachmann of the results of the Council's study on generational accounting

Note:
The study on generational accounting examined the long-term changes caused by demographic developments in Germany along with a range of climate and energy issues, including demographic migrations, infrastructure and cities, energy, mobility, work and income, cultural integration, science and education. Dialogue played a particularly important role in the study. In addition to high-profile political discussions with experts, there were also "local" dialogues. During meetings with community representatives and citizens from the towns of Bottrop, Arnsberg and Emsdetten, the theories of the study were exemplified using local situations to encourage a lively debate. These local dialogues confirmed the theory that comprehensive generational accounting should be done on a local level in order to make the Sustainability Strategy locally effective. Although the Council has accepted a report compiled by two research institutes, it has not added this document to the official list of Council publications. The Council Chairman and the Director have jointly published the findings of the study under the title "Unterm Strich. Erbschaften und Erblasten für das Deutschland von morgen. Eine Generationenbilanz" (in German).

Challenger Reports

The German Council for Sustainable Development has commissioned what it calls "Challenger Reports" to explore new territory in political discourse. Challenger Reports were first used as a way of monitoring sustainability policy. The Council has commissioned five Challenger Reports.

Challenger Reports deal with the deliberately subjective viewpoints of the challenger. Each challenger makes a pointed commentary on a certain policy issue, thereby contributing to the ongoing debate on sustainability. Challenger Reports provide momentary perspectives on issues with an intentionally biased slant. Thus, they do not claim to produce arguments that are backed by scientific findings. Instead, these reports are designed to function as sweeping political commentaries that encourage new debate. The author is fully expected to "go against the grain" and, from an independent point of view, critically examine political positions, concepts and terms that are normally rarely questioned. Challenger Reports enrich debate because the challenger has no obligations to any particular group of actors. The titles of Challenger reports published to date are as follows:

- Thilo Bode, Executive Director of Foodwatch: "Die internationale Dimension in der deutschen Nachhaltigkeitspolitik: Zu wenig und zu naiv - deutsche Nachhaltigkeitspolitik zwischen nationaler Nabelschau und Dämonisierung der globalen Abhängigkeiten" (2003)
- Volker Hassemer: "Vom Management der öffentlichen Dinge: Wirtschaft und Politik an ihren Grenzen!" (2003)
- Beate Weber, Mayor of Heidelberg: "Nachhaltigkeit und die Lokale Agenda: Statt einer Epoche bürgerschaftlichen Engagements nur eine Episode von einzelnen Gruppen?" (2003)
- Gerhard Pfister: "Einsatz von Indikatoren im Rahmen der Nachhaltigkeitsstrategie der Bundesrepublik aus Sicht eines Kritikers" (2006)
- Roland Zieschank: "Einsatz von Indikatoren im Rahmen der Nachhaltigkeitsstrategie der Bundesrepublik aus Sicht eines Befürworters" (2006)

Key issues that have not been sufficiently addressed by the Council for a recommendation include instruments for generational accounting and sustainability monitoring, biodiversity, food/health, mobility, science/education and generations, state and social services, governance and federalism. No recommendation was made on the eco-tax. (For additional information on issues, please see the section on the Council's approach to discussions and decision-making.)

6. Media contacts and public relations

Thanks to its media contacts and publications, the Council has raised public awareness of sustainability. The Council has focused its communications strategy on the political media activities of key institutions in the public sphere. Before opting for this public relations strategy, an intensive evaluation and financial study was conducted on the promotional possibilities of mass market communications. This media approach focusing on a "premium segment" was approved by mutual consent with the Chancellor's Office.

Experience has shown that the concept of sustainability can be effectively and successfully communicated to the general public, despite semantic confusion surrounding its use in German, where the meaning of the word "Nachhaltigkeit" (sustainability) is not immediately apparent to most speakers of the language. In addition to reaching the usual circle of experts, the communications projects launched by the Council have proven that they can convey the concept of sustainability to people who have no previous knowledge of the issue. This shows that "sustainability" is a basic value that should play a far greater role in the actions of major players in politics and industry.

The Council has steadily extended the reach of its communications initiatives (see below). It has significantly contributed to the creation of an informed arena for debate on sustainability policies. Special mention should be made of the events, symposiums, presentations, conferences, newsletters, and the website as well as the extensive expertise of the Council and its creative forums for dialogue. The Council has built up a professional public relations service that supplies press and television media with a wide range of information. It has entered into diverse media partnerships for special projects. On a number of occasions, the Council has focused specifically on the topic of media policy and built up a close working relationship with the Press and Information Office of the Federal Government and the Adolf Grimme Institute. Projects by the German Ministry of Education and Research are also supported by the Council through consulting, contacts and various events.

A dialogue on sustainability and art & culture has been initiated through workshops and invitations for artistic presentations at the annual conferences. The Council pursues the vision of a modern method of conveying the concept of sustainability that links science and art and explores new approaches:

- 2001: "Anything at all", music composition by Trio Inner Life (Anke Perschnick, Corinna Reich, Martin Fonfara);
- 2002: Sculptors from the Art Academy of Georgia presented the project "Das Goldene Vlies"

- 2002 "Argonauten", performance by the ZENTRIFUGE theater with texts by Euripides, Goethe, Kafka, Schwitters, Nazim Hikmet, Vilém Flusser, Christa Wolf, Ben Okri and many more, by director – dramaturgist Martha Freier
- 2003: "Blick auf Morgen", design competition and post card exhibition
- 2003: "Plotting Point N", a sailor's yarn on stilts with the Grotest Maru theater and dance company
- 2004: Art event by German artist Hermann Josef Hack: sculpture made of water-level scales, where each participant has inscribed a scale with two words (part of the "Oikos Olympos" project)
- 2004: "Nachhaltigkeit in 50 Sekunden", cinema advertising spots by the Nachhaltiger Filmblick group
- 2004: Film "Ins Herz der Zukunft" by Carl-A. Fechner and Andreas P. Bechtold, stemming from a competition with amateur films
- 2005 "Facing Sustainability" photo competition and exhibition
- 2005: "Facing Sustainability" dance performance with 40 lower secondary school students by Berlin choreographer Volker Eisenach, Faster Than Light Dance Company Berlin; DVD made by FotoBox S-GbR of the Kepler secondary school in Berlin
- 2006: Photo exhibition PassageN, artist portraits by Jan Zappner. Artists with their projects on sustainability ideas.

7. Annual conferences

The public annual conferences have become a political calling card and meeting place for interested actors in the area of sustainability. This event serves as a yardstick for the response to sustainability policies. A variety of projects and events enhance the image of the Council, including political speeches and the quality of the communications initiatives presented at the annual conferences, dialogue forums, the information conveyed through the newsletter, and media affiliations. A high-profile image generates increasing demands (both in terms of quantity and quality) for presentations, texts and participation in events.

The annual conferences have significantly influenced public perception of the Council. Following the first conference in September 2001 with 330 participants, a second annual conference was held in 2002 with 600 participants. By the 5th and 6th annual conferences, the number of participants had risen to nearly 1,000. The discussion forums at the annual conferences deal with key issues of Germany's sustainability policies. Prominent individuals invited by the Council gave speeches at these events.

Annual conferences present cutting-edge ideas in sustainability policy. Due to their very specific nature (the inclusion of artistic presentations, openness, youth orientation as well as "demanding" political speeches), these events clearly underscore the nature of sustainability as a project in society. The titles of the annual conferences reflect the main focus of the Council's work:

2001: *Nachhaltige Entwicklung: Vom Schlagwort zur politischen Strategie*
("Sustainable development: from a buzzword to a political strategy")
2002: *Nachhaltigkeit - Der nächste Schritt*
("Sustainability – the next step")

2003: *Kurs nehmen - Deutschland nachhaltig verändern*
("Setting the course – sustainably changing Germany")
2004: *Werte! Woran orientiert sich Deutschlands Zukunft?*
("Values! Where is Germany heading?")
2005: *Nachhaltigkeit – die Wachstumsformel vom Mehr zum Besseren*
("Sustainability – the formula for growth, from quantity to quantity")
2006: *Die Kunst, das Morgen zu denken*
("The art of envisioning tomorrow")

The Council has built up an extensive website with up-to-date news, a newsletter and media contacts (newspapers and magazines), all of which has served to establish a consistent "corporate identity". As part of its communications initiatives, the Council logo is passed on and used by other organizations, primarily government agencies and community agenda groups. For all non-governmental applications, the Council has the final say on the use of its logo.

In addition, the Council played an active role in preparing and presenting Germany's contribution to the Johannesburg World Summit (issuing publications, organizing events at the German stand in Johannesburg). In the run-up to the world summit, there was a five-part talk show series on 3Sat, a German-language television network for Central Europe. These broadcasts were initiated by the Council, which also contributed to their production. The Council was represented by a number of members at the WSSD and organized and implemented two parallel events at the German stand (1. Zahrnt / Osborn / Lord Holme of Cheltenham: "Discussion of Partnerships"; 2. Hauff / Johnson / Wieczorek-Zeul: "Globalization and Sustainability"). All recommendations, presentations and position papers presented in Johannesburg were translated into English and distributed on a CD, which also contained an English version of the National Sustainability Strategy.

The German Council for Sustainable Development issued a report on the results achieved in Johannesburg and made recommendations to the German government on follow-up actions to the world summit. Working together with three German ministries, the Council organized a public event on the summit results and the prospects for global sustainability policies.

8. Communications projects

Communications projects are the most prominent aspect of the Council's public relations work. They are an important part of the Council's mission, namely to convey the idea of sustainability to the general public.

The projects demonstrate that the concept of sustainability can be communicated. These initiatives are of an experimental nature, often consisting of a competitive event, without focusing on a predetermined result. Thanks to the involvement of young people who have little prior knowledge of the issues, all projects have been an enriching experience for participants, linking sustainability with searching, discovering innovations, establishing contacts, and the desire to find comprehensive solutions to complex issues. By working closely with contestants taking part in these competitions, the Council has time and again taken on the challenge of explaining sustainability in a way that allows people to fully come to terms with the issue.

With its first event in 2001, the Council made it clear that it intends to fulfill its public relations mission with innovative approaches. In order to achieve this, the Council invited Berlin musicians to compose a piece of music for the opening event. The piece "Anything at all" was played at the beginning of the event. It was then announced that the musicians, who were in no way connected with the panel of experts at the event, would play the music again during the breaks and at the end, but always in a modified version. Depending on the pace and atmosphere of the debate, as perceived by the musicians, the music would be played in a variety of manners, ranging from scatterbrained and high-flying esoteric to expressive, energetic, and optimistic. This event underscored what it was all about: communication is more than just another "buzzword"; measures are only as effective as the way in which actors convey the idea of sustainability and make it tangible.

Literature competition (2002)
In 2002, the Council held a writing competition that included 202 young people from all across Germany. The goal of the Council here was to locate potential "future experts" among the young people. During six writing workshops (in Hamburg, Grossräschen, Leipzig, Essen, Siegen and Münster), the participants were given the literary tools to lend shape and form to the topic of their choice. The results were presented at the annual conference, in public debates with German ministers, and during the open house day at the Federal Chancellery. Texts emerging from the competition have been published as a book, and a number of entries in the book have been published by the Cornelsen Verlag publishing house as a German reader.

Designing post cards (2003):
In the "blick auf morgen" ("looking at tomorrow") post card competition held in 2003, the Council searched for creative unconventional thinkers with innovative ideas on how to get the word out about sustainability. Participants were asked to take the key term 'sustainability' and create an advertising campaign that graphically demonstrates innovative ways of advocating issues that are linked to the environment, our future, and society. There were a total of 143 entries. On 1 October 2003, a selection of the best proposals was presented in an exhibition and the winners were honored. The three winning entries in the categories pupil, trainee and student were distributed throughout Germany as post cards via "Edgar Cards" (a media partner that makes post cards available to the public free of charge) in cultural institutions, restaurants and cafés.

Amateur filmmakers and sustainability projects (2004):
With a production called "Ins Herz der Zukunft - Unterwegs zur Nachhaltigkeit", the Council started a nationwide film competition in 2004. The objective was to raise awareness among young and old alike of how we use nature and energy, and of our own mobility and recreational behavior. "How do we act during our daily routines? What has changed? What values are important?" Young people and senior citizens questioned each other on their behavior and used this as the basis for making a short film together, produced by a total of five mixed groups of young and old people. The films presented the surroundings of the other age group and showed the expectations and potential that the topic of sustainability has to offer. Out of 121 amateur entries, five films were selected by film teams from Hanover, Fulda, Geretsried, Eberswalde and Berlin. These five films were then integrated by Carl-A. Fechner and Andreas Bechtold (producer and director) into the semi-fictional story of the film "Ins Herz der Zukunft - Unterwegs zur Nachhaltigkeit". The film had its world premiere at the annual conference and was distributed to participants on a DVD.

Photo competition with actors in sustainability (2005)
At the Facing Sustainability Awards in 2005, the Council exhibited "Photos – People – Stories on the Topic of Sustainability". Dedicated amateur and professional photographers of all ages were invited to take part in the Council's first international competition. A total of 197 people signed up for the event. Roughly 450 photos were submitted – and a surprisingly high number of these came from abroad. At the annual conference on 6 September 2005 in the Berlin Congress Center, the Council staged an exhibition showing the 27 best works, followed by an awards ceremony with three awards from the jury and an audience's favorite award. A post card booklet was also created using the twelve best submitted photos.

The Facing Sustainability Awards also included an educational dancing project, a special experiment to mark the awards ceremony. Choreograph Volker Eisenach worked with 40 students, most of them without any previous dancing training, for three weeks to produce an artistic production that reflected the four winning photos. The students came from Anna Siemsen grammar school and Kepler secondary school in the Neukölln district of Berlin. This resulted in a moving production that was honored with a standing ovation by the 1,000 conference guests.

Innovation day (2006)
In 2005, the Council launched its idea competition "24 Stunden für morgen. Macht es wahr!", focusing specifically on educationally disadvantaged young people. The German Council for Sustainable Development joined the Federal Agency for Civic Education in inviting young people between the ages of 16 and 28 to develop creative ideas for the future and, on a single day in Berlin, to make them a reality. Organizers received 47 ideas from roughly 140 young people. Contestants were given total freedom to decide on the format, medium, material, length and scope of their project ideas. In order to participate, entrants had to furnish a description of their project and present a group, which was limited to a maximum of eight persons. Ten of the entries submitted were selected for realization. At "future camps" in Schweinfurt and Cologne, these ideas were transformed into projects. Working together with professionals in the fields of film, theater and art, the young people spent the summer working out the fine details of their ideas. The nine teams presented impressive projects on 7 September 2006, the "innovation day" in Berlin. After the official start by the Council and jury members at Berlin city hall (Rotes Rathaus), the young people dashed to their project stands and showed how they would shape the future.

Advertising spots (2004)
In addition to the above-mentioned projects, the Council has also supported the "Nachhaltiger Filmblick" group. The book "Nachhaltigkeit in 50 Sekunden. Kommunikation für die Zukunft" showcases the working process that led to a series of widely acclaimed advertising spots by the group "Nachhaltiger Filmblick". This was all part of the Council's active support for the film project, which was a public relations initiative endorsed by the DBU and other foundations. The films were shown at the public annual conference and during a media event held by the Council.

PassageN (2006)
At the 2006 annual conference, the PasageN exhibition showed portraits by artists who deal with the model of sustainability, working in virtually every genre. Their installations, creations, sculptures, music, and theater productions and even architecture reflected the diverse aspects of the issue. The portraits were photographed by Jan Zappner and this mobile exhibition can be shown again at any time.

9. Contributions to international debate

The wide variety of contacts established on the sidelines of the Johannesburg World Summit underscored the need to link the activities of the Council in a suitable manner with the more than 90 other national councils around the world. In its position paper on the National Sustainability Strategy, the Council had called for Germany's sustainability policy to be more closely geared to the standards of global issues and political solutions. Clearly, this approach should also apply to the activities of the Council itself.

There have been numerous requests for presentations on the results and procedures of Germany's sustainability policy and the current status of the European Sustainable Development Network (presentations in Warsaw, Jakarta, Berne, Paris, Stockholm, London, Brussels, Kinsale (Ireland), Vienna, Luxembourg, Wellington and Bangkok). During a workshop in Stockholm (Sept. 2006)[2], which will be followed by a second workshop in Bangkok in March 2007, the OECD examined concepts of national sustainability strategies. According to the OECD, there are sustainability strategies in approximately 90 countries around the world.

Networking

The network of European Environmental Advisory Councils (EEAC) has expanded as more and more sustainability councils are created and incorporated into the organization. Thus the organization's name has been changed to European Environmental and Sustainable Development Advisory Councils. The EEAC Working Group on Sustainable Development (WG SD), which the German Council for Sustainable Development has co-chaired since 2002 and chaired alone since 2006, serves first and foremost to facilitate exchanges on the policy ideas of sustainability councils and to help implement sustainability strategies.

Following the Johannesburg World Summit, the WG SD approached EU Commission President Romano Prodi with a position paper on the pending evaluation of the EU Sustainability Strategy ("Strengthening Sustainable Development in the EU", December 2002). In 2003, in Vienna and Florence, initial contacts were made to the newly-forming network of sustainability coordinators in the ministries of the EU member states. At the same time, the German Council for Sustainable Development commissioned "ecologic" to conduct a survey, which would explore the possibilities of financing a study on sustainability councils and their political role in developing the sustainability strategies of the countries concerned.

The German Council for Sustainable Development and other councils in the network organized independent financing for the study. This type of financing was entirely new. All sustainability councils participated with a (relatively small) financial contribution. Taking this approach to financing underscored the close affiliations among the councils and the idea that innovative management solutions should use the inherent strengths of the network to achieve significant results with relatively modest financial means. This resulted in the publication of "Sustaining Sustainability. A benchmark study on national strategies towards sustainable development and the impact of councils in nine EU member states" (January 2005). This paper was intensively debated at a workshop jointly hosted with the WG SD and presented at a large number of public events in Europe. The study also served as a useful tool for

[2] September 2006; see http://www.sd-network.eu/?k=quarterly%20reports#qr322.

exchanging information on horizontal and vertical political integration mechanisms and creating a "corporate identity" for the participating sustainability councils.

At the conference "Challenges and Opportunities for Sustainable Development in EU 25" in Kinsale, Ireland in April 2004, the WG SD issued what is known as the "Kinsale Challenge" – a position paper that summarized the discussions within the EEAC Working Group on Sustainable Development. This paper focused on concrete political issues (for example, caps and environmental taxes) and on the implementation and monitoring of strategies. Coinciding with the release of this and similar papers, bilateral meetings took place with members of the European Commission, including representatives of the Secretary General, the Head of Cabinet, and the Director-General of the Environment DG. During a number of rounds of discussion, there was an intensive exchange of ideas between the President of the European Economic and Social Committee and the WG SD, initiating further activities by the EESC.

Both the WG SD and the German Council for Sustainable Development participated in public sessions with the Commission to evaluate the EU Sustainability Strategy in the autumn of 2004 and submitted an open letter to European Commission President José Manuel Barroso. The WG SD made other additional proposals, for example, "Monitoring the EU Sustainable Development Strategy – A 10-point conceptual frame" (June 2005). Following the example set by France, the "peer reviews" process was also adopted.

A wide number of issues connected with national political processes were addressed during WG SD discussions. For instance, on the topic of "redefining prosperity", participants exchanged experiences with regard to alternative prosperity indicators. The WG SD did not seek to make joint recommendations on specific topics because its priority was to focus on the political process of EU Sustainability Strategy. The EEAC Working Group on Sustainable Development issued a reaction to the Commission's proposal on the EU strategy. In publishing the dialogue paper "Getting it straight and keeping up the pressure", February 2006, which was strongly inspired by the previous national position paper issued by the German Council for Sustainable Development (see above), the WG SD addressed this time not just the Commission, but also the Council formations, the Parliament, and the European Economic and Social Committee. The most tangible results of these efforts are the paragraphs on monitoring the new strategy that make direct reference to civil society and the sustainability councils. The paper states that these councils play a key role in involving civil society actors, linking various political levels, and providing an impetus for public sustainability debates and the strategy process itself.

The EEAC has continued these efforts in 2007 with a follow-up study initiated by the German Council for Sustainable Development entitled "Sustaining Sustainability", which aims to contribute to the implementation of the European strategy. At the same time, the WG SD has indicated its desire to cooperate on the 2007 communications project launched by the German Council for Sustainable Development.

Peer reviews of national sustainability strategies

In 2006, the EU Commission approved a budget for financing peer reviews of the national sustainability strategies of member states in order to foster mutual learning. Peer reviews of national strategies should include representatives of three to four other states (including two EU member states) and a representative from a European level (for example, the EU Commission, the European Environment Agency). All results are to be published and

presented. Reviews also examine the connections between the individual national strategies and the EU Sustainability Strategy. Peer reviews can be conducted by any "legally established" institution in a member state, particularly organizations that are connected with the country's national sustainability strategy. The Netherlands, for example, has commissioned the Dutch Advisory Council for Research on Spatial Planning, Nature and the Environment (RMNO). According to the Commission, the handbook by the Institute for European Environmental Policy (IEEP) and the Sustainable Europe Research Institute (SERI) is a mandatory basis for reviews. This handbook[3] offers recommendations, some general, others of a practical nature. Its authors have made it clear that the handbook can and should be improved following input from new experiences with peer reviews. The French peer review proposal 2004/2005 has contributed to the contents of this handbook.[4]

The handbook refers to traditional OECD Environmental Performance Reviews (which usually have three participating peers) and the scientific evaluation of the Austrian Sustainability Strategy conducted by Adelphi Consult and the Environmental Policy Research Center of the Berlin Free University.[5] Another example cited in the handbook is Germany's "BRICS+G" process, which was initiated by the German Council for Sustainability and the GTZ[6].

The following results are expected from the peer review approach:

- Transparency of the process, independent assessment
- Contribution to networking (mutual learning)
- Acceptance of the results
- Public visibility and a link to international debate

In addition, the European Sustainability Strategy uses other approaches that aim to involve the general public, introduce sustainability evaluations, and enhance the responsibility of third parties.

BRICS + G

In 2005, Germany's Gesellschaft für technische Zusammenarbeit (GTZ) GmbH and the Council initiated and realized an informal exchange of experiences on sustainability strategies with Brazil, Russia, India, China, South Africa and Germany. The key topic here was how economic growth can be achieved in a way that is compatible for both the environment and society. As part of a two-stage process, all six countries first held national conferences that were attended by 30 to 50 experts from the areas of politics, industry, civil society and research. Preparatory conferences were structured with key questions from the initiators. This formed the framework for the first peer review of Germany's sustainability policy with German experts. During the second stage, representatives of the national preparatory conferences came to Berlin to attend a two-day international dialogue conference. The results

[3] "PRIME-SD – Peer Review Improvement through Mutual Exchange on Sustainable Development", February 2006
[4] This Pilot review is available on a CD jointly issued by the French Ministry for Ecology and Sustainable Development and the French Ministry of Foreign Affairs. Most of the contents are also accessible on the Internet http://www.ecologie.gouv.fr/IMG/pdf/2.final_report.pdf.
[5] See (in German): http://www.nachhaltigkeit.at/strategie/pdf/Evaluationsbericht_NStrat_Langfassung_06-05-11.pdf.
[6] www.bricsg.net

of the international conference were introduced one day later at the fifth annual conference of the Council (on the topic "Sustainability – the formula for growth, from quantity to quantity") in a panel discussion that included experts from the BRICS countries.

The debates in the countries and at the international event included leading authorities. Despite differences of opinion, sustainability is a top priority for political and business representatives from all participating countries. Germany has a large responsibility and acts as a role model. The dialogue process has brought significant momentum to the issue – also for the debate in Germany.

The project was evaluated by German embassies on location using interviews and email surveys. It was recommended that continued dialogue should focus on specific issues. For the next stage of the dialogue focusing on "sustainability solutions through research and innovation", the Council was able to secure the support of the German Ministry of Education and Research. The Council took the initiative to commission a study on German sustainability research and scientific expertise.

10. Agenda setting

Specific recommendations and activities by the Council have introduced new issues to Germany's Sustainability Strategy. Proposals made by the Council reach important public institutions in a variety of areas and stimulate informed public debate. Three recommendations made by the Council have established it as a leading authority that sets the agenda in the following areas:

- CO_2-free coal use as a contribution to discussions on the future energy mix and the climate and energy debate
- Corporate social responsibility
- "Goal 30 ha" on the reduction of land use, demographic changes and the effects of urban and residential development policies

With its recommendations, the Council has helped ensure that these issues are dealt with in greater detail through additional research programs and projects, events, reports and exchanges of practical experiences, thus reaching a wide range of experts, leading members of the business community and local politicians.

Additional ideas on a wide range of topics have been proposed by the Council, making a major contribution to the sustainability debate:

- Lifestyles and ethical responsibilities as a political approach that can be promoted through policies and business practices
- Demand-oriented policies as a necessary addition to primarily supply-oriented policies on energy efficiency, sustainable consumption and production patterns

The Council has underscored its effectiveness by issuing independent reports and launching initiatives for dialogue. These activities have been incorporated in the progress reports of the German government and integrated into the sustainability policy.

- The Council's nationwide initiative "Citizens Initiate Sustainability" gave impetus to local agenda policies and civil involvement in the Sustainability Strategy (2005 – 2007)
- "Recommendations on Corporate Social Responsibility" (interim report on the 2005 Progress Report)
- Recommendations on land use (2005 Progress Report)
- "Snapshot of Sustainability and Society" (2004 Progress Report)

Based on talks with state representatives and its "Dialogue on Land Use" on the future development of urban and rural landscapes, the Council has enhanced the effective links between the federal government's level of political action (the National Sustainability Strategy) and states and communities. This has paved the way for additional activities to integrate the various vertical levels of political action.

The successful "launching" of a topic into the political arena been followed up with further enquiries and an effectiveness check only in the case of the "Dialogue on Land Use", recommendations on CSR, the nationwide initiative "Citizens Initiate Sustainability" (BIN), and recommendations on sustainable forestry.

11. Pilot projects

As part of its 2002 National Sustainability Strategy, the German government implemented proposals by the German Council for Sustainable Development and approved funding for four pilot projects that address the following topics:

- Energy contracting on federal government property
- Building renovation to meet low-energy standards (4-liter renovation of older buildings)
- The Sustainable Shopping Basket (sustainable production and consumption patterns / demand-oriented consumer policies)
- Sustainable agriculture linked with development aid (SUSTAINET)

Both projects in the area of energy were incorporated in the building renovation program of the 2005 coalition agreement and have received continued funding. The "Sustainable Shopping Basket" and the campaign "echt gerecht" ("really fair") have paid off with increased consumer interest in production conditions, especially for food items, and a rising market share of organically grown products and fair trade goods. A fifth proposal by the Council focused on transport mobility consulting. The Sustainability Strategy has adopted certain elements of this proposal, but it has not been launched as a separate pilot project.

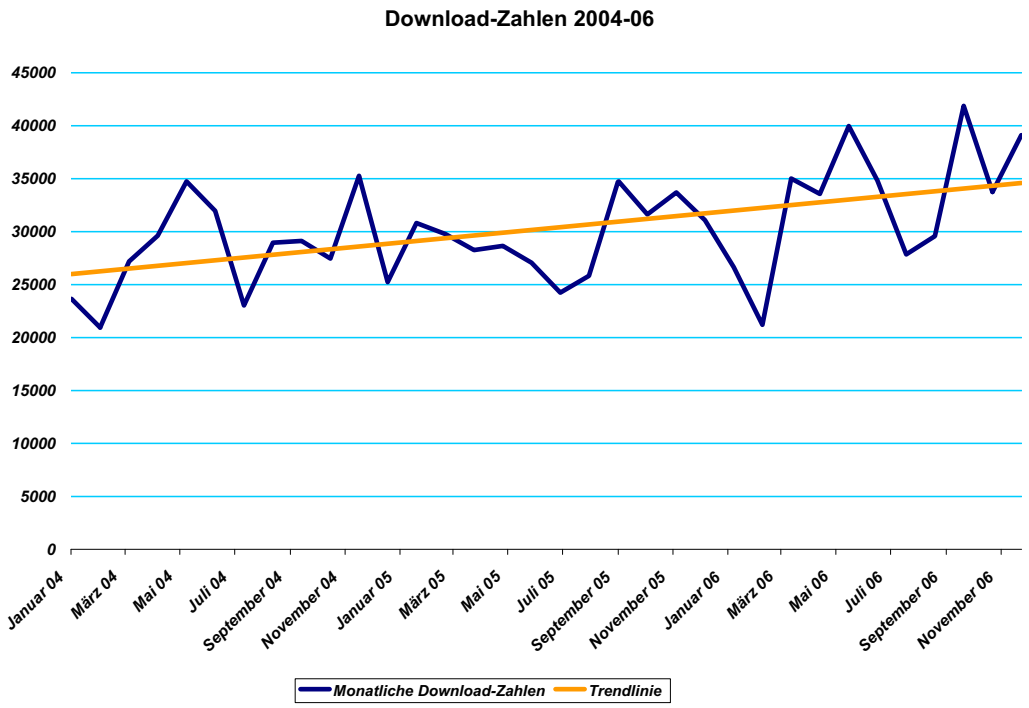
In 2006, the Council evaluated the progress made by its projects. Although the projects define important aspects of the Sustainability Strategy in daily life, there is room for improvement in the implementation of project ideas. A critical analysis conducted by the Council revealed that it had not identified adequate concrete measures for the implementation and realization phases, for example, criteria for success, objectives and progress reports. In addition, the responsibilities of the Council should be clarified at the time of implementation to avoid any unrealistic expectations. For example, there are no provisions for the Council to play an active role in running the projects. Another problem was that more needed to be done to emphasize

the significance of these projects for the Sustainability Strategy. Not everyone recognizes Sustainability Strategy as the "recurrent theme" in these projects. It is a mistake to omit the *National Sustainability Strategy* "brand name". Where no general link with this idea has been established, the approaches used in the project gradually lose their relevance. The Council came to the conclusion that in the future recommendations and pilot projects should be regularly subjected to independent evaluations.

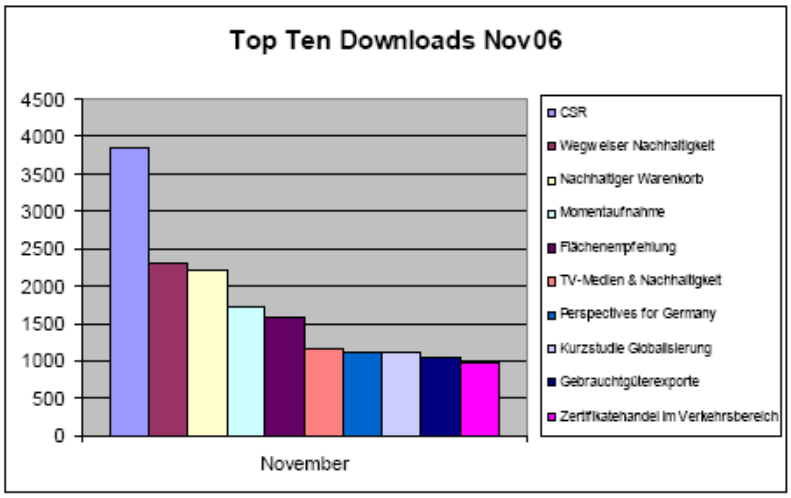
12. Reach of Internet and print communications

The month of December was evaluated to produce a representative sampling of visits to the website of the German Council for Sustainable Development. This revealed that there were roughly 100,000 visits, mostly accessing the site via common search engines.

The following graphic shows the number of monthly downloads of materials from the Council's homepage (speeches, reports, recommendations) from 2004 to 2006. No such evaluation is possible for the preceding period.



The following graphic shows the top ten downloaded materials in the month of November 2006.



The Council evaluated its public relations work in 2005. In order to assess its effectiveness, a survey was sent to newsletter subscribers (nearly 3,800 at the time). Just under 10 percent of the subscribers responded.

- Most respondents came from North Rhine-Westphalia. There were also a large number of responses from Berlin, Lower Saxony, Bavaria and Baden-Württemberg. The high number of responses from Berlin is most likely due to the fact that the majority of the Council's activities take place in Berlin. A moderate number of answers came from Saxony, Saxony-Anhalt, Brandenburg and Hesse. There was very little participation from residents of Bremen, Mecklenburg-Vorpommern and Rhineland-Palatinate. Nobody from Thüringen or Saarland participated in the survey. Most respondents came from representatives of local agenda groups. People who work in the field of "environmental protection" for associations and organizations also frequently responded. There were also a large number of responses from researchers.
- The German Council for Sustainable Development is primarily visible through its newsletter. The second most important factor in raising awareness of the organization's work is the Internet, followed in third place by conferences and specialist publications. Most respondents rated the value of the work done by the Council as "good". They read the reports issued by the Council with interest and use this knowledge indirectly in their work. The newsletter is the main source of communication for respondents, followed in second place by online offers, and in third place by participation in the annual conferences. Additional aspects mentioned included participating in dialogue forums and personal contacts to the Council.
- Most respondents said that they expect more public relations work from the Council, in other words, greater cooperation with the media, more attractive initiatives and topics, and concrete recommendations for the general public.

The Council's recommendations and information on its participation at public events have been made available to the public as part of its public relations campaign. This has resulted in a large number of press releases and reports. A number of these are listed below:

- Sustainable Shopping Basket – A pilot project by the Council: 16 articles in 2002, 54 articles and 4 news agency press releases in 2003, 57 articles and 4 new agency press releases in 2004

- "Jugend schreibt Zukunft", communications project in 2002: 27 articles on the book, primarily in specialized publications
- 2004 annual conference: 26 articles, including the conference announcement and reporting on the events at the conference
- 24 Stunden für morgen – communications project in 2006: 34 articles on the project groups in regional newspapers
- Ökoprofit Erfurt, 30 November 2006, awards ceremony with Chairman Volker Hauff: 12 articles in the regional press in Thüringen, TV and radio reports broadcast by the MDR network in Thüringen.

In addition to being available for downloading on the Council's homepage, recommendations and other publications are also distributed as print material. Publications are displayed at events and can be sent directly to readers upon request. Brochures are printed in runs of 50,000. An additional 125,000 copies of the CSR recommendations alone were printed as a supplement to the November, 2006 issue of "brand eins" magazine. The following table provides an overview:

Circulation of the Council's print materials (mostly available only in German)

Title	Print runs – and reprints	When	Comments
Sus. Shopping Basket, no. 0	2,000	Jan. '03	
Ditto	9,000	Mar. '03-Nov. '06	
World Agricultural Trade, no. 1	2,000	Apr. '03	
Ditto	1,200	May '03	
Technology Transfer, no. 2	500	Dec. '03	
Sustainability and Society reader, no. 3	1,000	Jul. '03	
Ditto	1,000	Nov. '03	
Prospects for Coal, no. 4	800	Oct. '03	
Ditto	3,200	Dec. '03	3,000 as a magazine supplement
Ditto	300	Nov. '06	
Used Goods, no. 5		Nov. '03	
"Fun and Sense", communications project no. 6	3,000	Jan. '04	
2003 annual conference, no. 7	1,000	Oct. '03	
"Snapshot" and supplement, no. 8 + 9	1,900	Jun. '04	
Forestry, no. 10	5,000	Jul. '04	4,500 as a magazine supplement
Land Use, no. 11	900	Jul. '04	
Ditto reprint			
Johannesburg, no. 12	800	Jul. '04	
TV Media + Sustain., no. 13	approx. 800	Jul. '04	
Energy Efficiency, no. 14	1,700	Nov. '04	
Ditto	600	Feb. '05	

Ditto	300	Nov. '06	
BRICS+G conf. report	1,500	Dec. '05	
Comment. on MDG, no. 15	300	Sept. '05	
Image brochure	1,800	Nov. '04	
Ditto	550	Jul. '05	
Ditto	200	May '06	
Ditto	300	Aug. '06	
Re-evaluation of International Cooperation, no. 16	2,000	May '06	
CSR, no. 17	3,000	Sept. '06	Extra 125,000 "brand eins" suppl.
Ditto	2,000	Nov. '06	
Total	48,650		Extra 125,000 supplements

Additional printed materials and productions include diverse invitational flyers to the annual conferences and events, approx. 2 million post cards from communications projects, the music CD "Anything at all" (2001), nearly 5,000 supplements to "Politische Ökologie" magazine on the work of the Council (2002), 1,000 issues of the book "Jugend schreibt Zukunft" ("Youth Write the Future") by "oekom" publishing (2002), and the book "Nachhaltigkeit in 50 Sekunden. Kommunikation für die Zukunft" published by Irmela Bittencourt, Joachim Borner and Albert Heiser in cooperation with the German Council for Sustainable Development by "oekom" publishers (2003) with a DVD of the advertising commercials. DVDs were produced of the film "Ins Herz der Zukunft" ("In the Heart of the Future") (2004), "Facing Sustainability" featuring the dancing performance from the 2005 annual conference, the image film of the Council (2006), and informational materials on the innovation day "24 Stunden für morgen" ("24 Hours for Tomorrow").

In addition, the materials from the generational accounting project were published by Bachmann, G., Hauff, V. (editors) (2006) under the title "Unterm Strich. Erbschaften und Erblasten für das Deutschland von morgen. Eine Generationenbilanz", "oekom" publishers, Munich

13. Council members 2001 to 2006

Philip Freiherr von dem Bussche, DLG		
Jochen Flasbarth, NABU		
Claus Hipp		
Matthias Platzeck, Mayor of Potsdam		
Wolfgang Franz, ZEW (CEER)		
Margot Kässmann, evangelical bishop		
Eggert Voscherau, BASF		
Holger Tschense		
Heinz Putzhammer, DGB		
Horst Frank, Mayor of Konstanz		
Rainer Grohe, Galileo		
Hermann Graf Hatzfeldt, WWF / FSC		

Volker Hauff, frm. MP, Member of the Executive Board of BearingPoint GmbH	
Roland Heinisch, Chairman of the Board German Railroad Network (DB Netz AG)	
Stefan Homburg, University of Hanover	
Eberhard Jochem, ISI	
Edda Müller, vzbv	
Jürgen Rimpau, DLG	
Josef Sayer, Misereor	
Tobi Schlegl	
Marlehn Thieme, Member of EKD Council	
Klaus Töpfer, frm. MP, frm. Exec. Dir. UNEP	
Fritz Vahrenholt, Repower Systems AG	
Hubert Weinzierl, DNR	
Angelika Zahrnt, BUND	
Hans Geisler, frm. State Premier	
Thomas Loster, Münchener Rück, Foundation	
Eberhard Krubasik, Siemens	

Council head office:
Günther Bachmann (Director), Beate Ressa-Palm (office management), scientific consultants, currently: Dorothee Braun, Manuel Rivera, Yvonne Scherer, Jürgen Solms; Kira Crome (since 2002, currently on parental leave), former consultants: Guido Obschernikat, Claudia Koll, Dr. Christiane Averbeck, Juliette de Grandpré, Jutta Jaksche, student assistants: currently Phillip Keelan, formerly Christine van Deuren

14. Presentations and reports made by Council members

2001

12/13 Nov. '01	Angelika Zahrnt	Sustainable Development in Germany – Political Perspectives and the Contribution of Education, Federal/State Commission for Educational Planning and Research Promotion 2001 congress, Osnabrück, Germany
13 Nov. '01	Volker Hauff	National preparatory conference for the 2002 Johannesburg World Summit, Berlin
20 Nov.'01	Philip Freiherr von dem Bussche	"Nachhaltige Landwirtschaft – Chancen oder Risiken für die Landwirte?" RHG talks on sustainable agricultural development
06 Dec. '01	Claus Hipp	Industry and sustainable development, Agenda 21 in Thüringen, Erfurt
07 Dec. '01	Volker Hauff	Speech at awards ceremony for B.A.U.M.-environmental award, Hamburg

2002

March 02	Volker Hauff	Article in "Politische Ökologie" magazine
15 Apr. '02	Edda Müller	Presentation, Deutsche Gesellschaft für Auswärtige

		Politik
15 Apr. '02	Volker Hauff	Book chapter in "From Eco-Efficiency to Overall Sustainability in Enterprises" (Wuppertal Institute)
15 Apr. '02	Volker Hauff	Article in the "Jahrbuch Ökologie" (Simonis)
24 Apr. '02	Mathias Platzeck	ARL Conference
29 Apr. '02	Volker Hauff	Interview Tagesspiegel newspaper
30 Apr. '02	Volker Hauff	Article for Kathy Beys Foundation
06 May '02	Angelika Zahrnt	Presentation German Ministry of Education and Research – socio-ecological research
13 May '02	Volker Hauff	Presentation, opening of Council event
21 May '02	Volker Hauff	Article Umweltmagazin, photo
23 May '02	Angelika Zahrnt	Presentation, 1st "Ostdeutscher Agenda Tag", Lauchhammer
23 May '02	Jochen Flasbarth	Panel discussion participation at World Bank / Federation of German Industries (BDI) event
27 May '02	Volker Hauff	Presentation, German Foreign Office, ambassadors' conference
31 May '02	Hubert Weinzierl	Presentation, Heinrich Böll Foundation
03 June '02	Hubert Weinzierl	Presentation at the event "Woche der Umwelt"
03 June '02	Volker Hauff	Presentation, sustainability event in Lower Saxony with Environment Minister Wolfgang Jüttner
23 Aug. '02	Margot Kässmann	Presentation, agenda convention in Lower Saxony "Die sozialen Verpflichtungen der Agenda 21: Gerechtigkeit, Solidarität und Mitbestimmung"
16 Sept. '02	Volker Hauff	Article for B.A.U.M. yearbook
20 Sept. '02	Volker Hauff	Presentation, VDZ: sustainability after the World Summit
24 Oct. '02	Volker Hauff	Presentation, FES, Sustainability Association: Evaluation of Johannesburg
15 Oct. '02	Volker Hauff	Article, Böckler Foundation: "Handbuch Nachhaltiges Wirtschaften"
15 Oct. '02	Angelika Zahrnt	Article, Böckler Foundation: "Handbuch Nachhaltiges Wirtschaften"
15 Oct. '02	Hubert Weinzierl	Article, Böckler Foundation: "Handbuch Nachhaltiges Wirtschaften"
15 Nov. '02	Volker Hauff	Presentation, RLS: "Nachhaltigkeit und soziale Gerechtigkeit im 21. Jhdt."
18 Nov. '02	Volker Hauff	Presentation, DBV, after-dinner speech
4 Dec. '02	Volker Hauff	Presentation, DLG, after-dinner speech

2003

14 Mar. '03	Volker Hauff	Presentation, Chamber of Auditors: sustainability and businesses
17 Mar. '03	Hubert Weinzierl	Presentation, "Nach Johannesburg – Was nun?" at the 5th "Münchner Tage der Bodenordnung"
03 Apr. '03	Volker Hauff	Presentation, ISOE Frankfurt, "Nachhaltigkeit neu denken"
28 Apr. '03	Volker Hauff	Presentation, "Mobil bleiben", opening speech at Evangelische Akademie Tutzing

10 May '03	Hubert Weinzierl	Presentation, Archbishop Ordinariate of Munich, "Nachhaltigkeit gestalten – national" (contents and prospects of the National Sustainability Strategy and experiences made by the Council)
20 May '03	Volker Hauff	Bonn, Petersberg, World Bank Forum (as a participant)
26 May '03	Volker Hauff	Presentation, HGF, Helmholtz-Gemeinschaft
05 June '03	Volker Hauff	Presentation, Alliance 90/the Greens parliamentary group
20 June '03	Josef Sayer	Presentation of Council recommendations on world agricultural trade
July 2003	Volker Hauff	Editorial in "punkt.um" newspaper
15 Sept. '03	Volker Hauff	Presentation, Heidelberger Agenda-Tage
01 Oct. '06	Margot Kässmann	Opening speech at Council annual conference
06 Nov. '03	Angelika Zahrnt	Panel discussion participation on follow-up for Johannesburg
06 Nov. '03	Volker Hauff	Opening speech, follow-up on Johannesburg
17 Nov. '03	Eberhard Jochem	Presentation on climate protection goals at the "Ideas Congress" of the Deutsche Energie Agentur (dena)
27 Nov. 03	Volker Hauff	Speech on sustainable reform policy, state agenda conference in North Rhine-Westphalia

2004

27 Jan. '04	Hubert Weinzierl	Speech, Conference of the Bavarian Academy for Nature Conservation and Landscape Management
29 Jan. '04	Volker Hauff	Presentation of the Sustainability Strategy for a future-oriented Schleswig-Holstein
10 Feb. '04	Fritz Vahrenholt	Presentation, 8th Expert Congress on Future Energies
13 Feb. '04	Jürgen Rimpau	Speech at the Youth Forum
11 Feb '04	Graf Hatzfeldt	"200 Jahre danach – Wald und Nachhaltigkeit"
10 Mar. '04	Angelika Zahrnt	Presentation, 13th "Hochschultage 2004" at Darmstadt Technical University
21 Apr. '04	Angelika Zahrnt	Presentation, Local Agenda 21 conference in North Rhine-Westphalia
21 Apr. '04	Volker Hauff	Presentation, Hanns Lilje Forum 2004
27 Apr. '04	Volker Hauff	Presentation, Social Science Research Center Berlin
10 May '04	Volker Hauff	Presentation, Congress "Innovative Technologien zur Stromerzeugung - auf dem Weg zu CO2-freien Kohle- und Gaskraftwerken"
14 June '04	Angelika Zahrnt	Presentation, event held by SPD parliamentary group
18 June '04	Jürgen Rimpau	Presentation, awards ceremony of the "PACK THE FUTURE" ideas contest for trainees
06 July '04	Volker Hauff	Speech, "Bochumer Nachhaltigkeitscheck"
13 Sept. '04	Volker Hauff	Presentation, festivities for Peter Weinfurter
15 Sept. '04	Volker Hauff	Speech at sustainability conference held by Deutsche Telekom
01 Oct. '04	Volker Hauff	Speech, awards ceremony of the B.A.U.M.-environmental award and celebration marking "20 years of B.A.U.M."
07 Oct. '04	Edda Müller	Speech, autumn conference of the "Environmental

		Economy Commission" of the Verband der Hochschullehrer für Betriebswirtschaft e.V. and the "Environmental Management Task Force" of the Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.
02 Nov. '04	Volker Hauff	Speech, "2 Jahre Initiative EnergieEffizienz" event by the Deutsche Energie Agentur
11 Nov. '04	Volker Hauff	Speech, annual conference of the German Council for Sustainable Development
30 Nov. '04	Volker Hauff	Presentation at the Environment Ministry, Luxembourg
16 Dec. '04 - 17 Dec. '04	Edda Müller	German Competence Center for Sustainable Development at the University of Witten-Herdecke "Nachhaltiges Wirtschaften 2010"

2005

13 Jan. '05	Edda Müller	"Zukunft macht Schule", national kick-off event for the UN Decade of Education for Sustainable Development by ZDF television network, UNESCO and the German Ministry for Education and Research
16 Feb. '05	Volker Hauff	"Transparenz als Beitrag zu einer nachhaltigen Entwicklung", presentation on the ranking of sustainability reports in 2005 by IÖW and future e.V.
24 Feb. '05	Volker Hauff	"Werte im Wandel – Ethik im Handel", presentation at BioFach – World Organic Trade Fair
02 Mar. '05	Volker Hauff	"Warum ein internationaler Dialog zu Nachhaltigkeit und Wachstum?", speech at the kick-off event for BRICS+G Sustainability and Growth in Brazil, Russia, India, China, South Africa and Germany
07 Apr. '05	Rainer Grohe	"Nachhaltigkeit als Wettbewerbsfaktor", presentation at the "116. Baden-Badener Unternehmergespräche"
12 Apr. '05	Edda Müller	"Nachhaltiger Konsum aus Sicht der Verbraucher" Opening speech at the Sustainability Forum "Sustainable Consumption, Utopia or Business Strategy?", by AmCham Germany
12 May '05	Hubert Weinzierl	"Werte – Innovationen – Nachhaltigkeit", speech at the WIN Congress during the 2005 National Horticultural Show (BUGA)
14 June '05	Volker Hauff	"Aufgabe: Stadt", keynote speech at the opening event of the Eschborn GTZ 2005 convention "Brennpunkt – Faszination – Chance: Die Stadt von morgen"
06 Sept. '05	Josef Sayer	"Leuchtturmprojekte und Hunger bekämpfen durch nachhaltige Landwirtschaft" speech at the 5th annual conference of the German Council for Sustainable Development, Forum 5: "Sustainet – Landwirtschaft als globaler Entwicklungsmotor"
06 Sept. '05	Klaus Töpfer	"Umweltzerstörung und Armut als Wachstumsbremsen", speech at the 5th annual conference of the German Council for Sustainable Development
06 Sept. '05	Marlehn Thieme	"Vom Mehr zum Besseren", speech at the opening of the 5th annual conference of the German Council for

		Sustainable Development
05 Oct. '05	Angelika Zahrnt	"Generationengerechtigkeit und demographischer Wandel", speech at the 7th community-based Agenda 21 conference
18 Oct. '05	Volker Hauff	"Nachhaltigkeit - Schönwetterthema oder Kompass für die Wirtschaft?", presentation, Environment Ministry of Baden- Württemberg
01 Dec. '05	Volker Hauff	"Nachhaltigkeit braucht die Medien. Brauchen Medien Nachhaltigkeit?", opening address at the "Medienkonferenz FernSehen: Zukunftsthema Nachhaltigkeit"
07 Dec. '05	Angelika Zahrnt	Presentation at the conference "Sustainable churches – Management für eine Kirche mit Zukunft"

2006

24 Feb. '06	Volker Hauff	"Sustainable Development and the Information Society", keynote speech, Perspectives on Electronics and Sustainable Development International Symposium, Berlin
25 Feb. '06	Hermann Graf Hatzfeldt	"Alt und Jung für eine umweltgerechte und zukunftsfähige Entwicklung", event at the Mecklenburg-Vorpommern Environment Ministry
26 Mar. '06	Volker Hauff	"Early Warning and long term sustainability", keynote speech, Mayor's Conference on Early Warning, Bonn
26 June '06	Eberhard Jochem	BRICS+G Sustainability Solutions, presentation at the informational event for the follow-up project BRICS+G Sustainability Solutions through Research and Development
14 Sept.'06	Eberhard Jochem	"Nachhaltige Lösungen in den BRICS – Ländern via Forschung, Entwicklung und Innovation", presentation to the "econsense" steering committee
26 Sept. '06	Volker Hauff	"Schritte zur Nachhaltigkeitspolitik", introduction to the speech by German Chancellor Angela Merkel, 6th annual conference of the German Council for Sustainable Development
26 Sept. '06	Angelika Zahrnt	„Die Kunst, das Morgen zu denken“, opening speech at the 6th annual conference of the German Council for Sustainable Development

15. Presentations and reports made by the head office

Günther Bachmann

Der Rat für Nachhaltige Entwicklung – Stiftungen als Partner für Nachhaltigkeitsstrategien, published in Th. Bühler / A. Valentin (editors): Stiftungen, Projektagenturen für Nachhaltigkeit, Bonn: Wissenschaftsladen, 2002, pp. 23-25

Der Rat für Nachhaltige Entwicklung und die Lokale Agenda 21, presentation at the conference "Zukunftsfähige Kommunen durch Lokale Agenda 21", 13 April 2002

Indikator „Siedlungsflächen" in der Nachhaltigkeitsstrategie, presentation to the expert panel for sustainable urban housing development, 08 March 2002

Johannesburg 2002 – 10 Jahre nachhaltige Entwicklung in Deutschland: Wie geht es weiter?, presentation at annual conference of the Agenda 21 communities in North Rhine-Westphalia "Globalisierung zukunftsfähig gestalten!", Iserlohn, 01 March 2002

Nachhaltige Entwicklung aus deutscher Sicht, presentation at the 2002 scientific plenary session of the Academy for Spatial and Land-Use Planning, Potsdam, Nicolaisaal, 25 April 2002

Nachhaltigkeit – Zukunft für Unternehmen, speech at the awards ceremony for the "Effizienzpreises NRW 2003", Recklinghausen, 19 Nov. 2003

Participation in the panel discussion *Kultur und Nachhaltigkeit* at the "Kultur – Kunst – Nachhaltigkeit" conference, Academy of the Arts, Berlin 10 Jan. 2002

Umsetzung einer nachhaltigen Siedlungs- und Stadtentwicklung – wirtschaftliche und soziale Prioritäten, presentation at an event held by the Federal Office for Building and Regional Planning, "Mosaiksteine nachhaltiger Entwicklung". Wasserwerk in the Federal Parliament Building, Bonn, 27 Oct. 2003

Die Entstehung des Deutschen Bundesbodenschutzgesetzes, Ziele und Konzepte, presentation at the annual conference of the Österreichische Bodenkundliche Gesellschaft, "Boden – eine zukünftige Bundesrahmenkompetenz?", Vienna, 11 Mar. 2002

Die Nachhaltigkeitsstrategie und das Ziel einer Begrenzung des Siedlungsflächenwachstums, presentation at FIGURA, University of Stuttgart, 10 July 2002

Headed the panel discussion at the 34th environmental conference of the University of Hohenheim "Globale Klimaerwärmung und Ernährungssicherung", Jan. 2002

EU enlargement and sustainability, contribution to the panel discussion "Les enjeux de l'élargissement et des mises à niveau de l'Europe" of the 2ième Forum Mondial pour le Développement Durable, Paris, 13 Nov. 2004

National Strategy for Sustainable Development, presentation for a Chinese delegation, Dec. 2004

Ist Deutschland nachhaltig?, presentation at the "Mittwochsgesellschaft" of the Heinrich Böll Foundation, Potsdam, 26 May 2004

Aktivitäten zur Nachhaltigkeit aus Politik und Wirtschaft, presentation at the 60th annual conference of the Association of German Foundations, task force on "Umwelt, Natur- und Landschaftsschutz" on 13 May 2004, Trier

Empfehlungen des Rates für Nachhaltige Entwicklung zum Ziel der Bundesregierung: Reduzierung der Flächeninanspruchnahme auf 30 ha/Tag, presentation on 09 June 2004, University of Stuttgart, Institute of Hydraulic Engineering (IWS), Research Facility for Subsurface Remediation – VEGAS

Mehr Wert für die Fläche: Das Ziel-30-ha für die Nachhaltigkeit bei der Entwicklung von Stadt und Land, presentation at the event "Flächenverbrauch – ein Problem für Schleswig-Hostein?" hosted by the Ministry for Nature Conservation and Agriculture of Schleswig-Holstein on 2 April 2004, Neumünster

Mehr Regung und mehr Aufregung Nachhaltigkeitsstrategie und Bürgerbeteiligung im Prozess der Lokalen Agenda 21 – Standpunkte und Erfahrungen aus dem Nachhaltigkeitsrat, insights presented at the public forum "Ergebnisse, Defizite und künftige Aktionen bei der Verwirklichung der Lokalen Agenda 21 für Strausberg" on 17 Jan. 2005, Strausberg

Die Nationale Nachhaltigkeitsstrategie und die Kommunen: Ein Spannungsfeld, conference on soil conservation in cities, districts and communities, Ministry of Environment, Nature Conservation, Agriculture and Consumer Protection of North Rhine-Westphalia (MUNLV

NRW) with the European Land and Soil Alliance (ELSA e. V.) and the city of Wuppertal on 11 Feb. 2005, Wuppertal

Möglichkeiten und Grenzen: Lokale Agenda aus Sicht der Bundesebene, presentation at LA 21 Congress "Die bewegte Stadt – Bürger machen mobil", Osnabrück, 11 March 2005

Ideologie oder Geschäft?, opening address at the 2005 workshop on ranking sustainability reports – "Bescheidenheit ist (k)eine Zier: Nachhaltigkeitsberichterstattung in Deutschland", by IÖW and future e.V., Hanover, 15 March 2005

Werte in der Abfallwirtschaft: Zwischen Ethik-Schnäppchen und Antrieb zur Ressourcenwirtschaft, German Association for Waste Management (DGAW) event "Ethik in der Abfallwirtschaft" in connection with the 30th German Evangelical Church Congress, Hanover, 26.05.2005

NSDS Formulation and Implementation in Europe: Experiences and Good Practices. Presentation on behalf of the Network of European Environment and Sustainable Development Advisory Councils (EEAC) to the Conference 1/3 of Our Planet: What Can Asia and Europe do for Sustainable Development?, Jakarta, 23-25 Nov. 2005

Council for SD – Presentation for a Chinese delegation, 15 March 2006

with Manuel Rivera (2006): *Warten auf Barroso. Hinter den Kulissen der EU-Nachhaltigkeitsstrategie*, published in Politische Ökologie, no. 102-103 "Grünbuch Europa"

with Volker Hauff (editor) (2006): *Unterm Strich. Erbschaften und Erblasten für das Deutschland von morgen. Eine Generationenbilanz*, oekom publishing, Munich

Thesen zur Podiumsdiskussion der Saar-SPD, Saarbrücken, 8 Nov. 2006

Warum blieb der Kollaps im neuzeitlichen Deutschland aus?, published in GAIA 15/4 (2006): 260-265; series: Kollaps von Gesellschaften; oekom publishing, Munich

Strategie einer nachhaltigen Flächennutzung in Deutschland, published in "Brachflächenrecycling: Herausforderungen, Lösungen, Nutzen!", review of the German-American closing conference "Brownfields Redevelopment" on 18-19 Apr. 2005, Berlin, DIFU: 2006: pp. 139-150

Wie gerecht ist unser Erbe? "Hinterlassenschaften unter der Lupe: Chancen und Bürden für die nächste Generation", published in punkt.um magazine, July/August 2006, p. 5

Anspruch und Realität der nachhaltigen Entwicklung in Deutschland – eine Perspektive des Rates für Nachhaltige Entwicklung, pesentation at the conference of the Evangelische Akademie Sachsen-Anhalt e.V. "Frieden – Gerechtigkeit - Bewahrung der Schöpfung: Was tut die Kirche?", on 12 May 2006, Wittenberg, "epd-Dokumentation", no. 27 – 28, from 4 July 2006, pp. 26 and 27

Die Nachhaltigkeitsstrategie auf Bundesebene – Wohin soll es gehen?, presentation at the 2nd congress of the Mecklenburg-Vorpommern Academy for Sustainable Development "Steuerungsimpulse für eine nachhaltige Regionalentwicklung", 22–23 Nov. 2006 in Bollewieck

Erfahrungen aus der Nachhaltigkeitspolitik und Ansprüche an die Forschung, presentation at a workshop organized by the German Ministry for Research and Technology BMFF, "Fünf Jahre Sozial-ökologische Forschung – Bilanz und Perspektiven", Berlin 06-07 June 2006

Fragen lernen, published in "Berufliche Bildung für nachhaltiges Wirtschaften. Konzepte – Curricula –Methoden – Beispiele", edited by Ernst Tiemeyer and Kai Wilbers (Federal Institute for Vocational Education and Training), Bielefeld 2006: Bertelsmann Publishing, pp. 246 - 252

Europäische Nachhaltigkeitspolitik: Nötig und wenn ja, für was?, presentation "Nachhaltig für Europa. Grünes Fachgespräch zur Revision der Europäischen Nachhaltigkeitsstrategie" parliamentary party members of Alliance 90/The Greens, 13 March 2006, Berlin

Nachhaltigkeitsstrategien in Bund und in den Ländern, presentation at a joint event organized by the Thüringen State Agency for Civic Education and the Thüringen regional office of Agenda 21 "Nachhaltigkeitsstrategien für Thüringen", 21 Feb. 2006, Erfurt

Nachhaltigkeitspolitik auf Bundesebene: Was gibt es Neues?, presentation at the Mecklenburg-Vorpommern Academy for Sustainable Development, "Steuerungs-Impulse für eine Nachhaltige Regional-Entwicklung (SINE) in Mecklenburg-Vorpommern", 23 Nov. 2006, Bollewick

Dorothee Braun

Council for SD – Presentation as part of FU Summer School, Berlin, 14 July 2005
World without Sustainability Policy – Presentation at the Amajuba Family and Child Welfare Conference, University of KwaZulu Natal, South Africa, 23 Nov. 2005
Global Verantwortung übernehmen, presentation at Humboldt University, Berlin, Dept. of Agricultural and Horticulture, 23 Jan. 2006
with Jürgen Solms: *Council for SD* – informational event on the work of the German Council for Sustainable Development for a Chinese delegation of climatologists, 12 Sept. 2006

Kira Crome

„Weil wir es uns wert sind" – Zur Kultivierung nachhaltigen Konsums, presentation at the 5th community Agenda 21 conference, Suhl, 19 Nov. 2003
Nachhaltige Entwicklung: vom Schlagwort zur politischen Strategie, report on the first event held by the German Council for Sustainable Development, 28 Sept. 2001, in "TA-Datenbank-Nachrichten", no 4/2001, published by the Institute Technology Assessment and Systems Analysis

Jutta Jaksche

Nachwachsende Rohstoffe im Rahmen einer nachhaltigen Landwirtschaft, presentation at the conference "Berufsbildung für eine nachhaltige Entwicklung", DEULA Witzenhausen, 07 May 2002

Claudia Koll

Agenda 21 – Auftrag zur Erstellung einer nationalen Nachhaltigkeitsstrategie, presentation at the conference of the Agenda 21 committee of Berlin state parliamentary party members from the SPD, 20 Feb. 20002
Der Rat für Nachhaltige Entwicklung und die Nachhaltigkeitsstrategie der Bundesregierung, presentation at the conference "Von Rio nach Johannesburg: Baden-Württemberg auf dem Weg zur nachhaltigen Bürgergesellschaft", Inzigkofen, 13 April 20002
Die deutsche Nachhaltigkeitsstrategie und der Rat für Nachhaltige Entwicklung, presentation at the conference "Nachhaltigkeit – Schlüsselwort für das menschliche Zusammenleben – individuelle und globale Konsequenzen", Evangelische Akademie, Meissen, 08 March 2002

Guido Obschernikat

Arbeit des Nachhaltigkeitsrates und Entwicklung einer Nachhaltigkeitsstrategie, Presentation at a sustainability seminar of the German Business Foundation, Eltville, 12 April 2002

Manuel Rivera

Implementations of Sustainable Development Strategies in Germany. Keynote speech at the national workshop "BRICS+G – Sustainability and Growth" in Moscow, Russia, 29 June 2005

Wohlfahrtsaspekte im Nachhaltigkeitsdiskurs. Speech at the panel discussion "Wohlfahrt und Nachhaltigkeit", Wuppertal Institute

Die Wende der Titanic. Review of the book by Alfred Strigl and Herbert Rauch, published in Politischen Ökologie no. 5/05

Informelle Bildung für Nachhaltigkeit: Die RNE-Kommunikationsprojekte. Presentation at the conference "Bildung für eine Nachhaltige Entwicklung" of the Federal Agency for Civic Education, Berlin, 24 Nov. 2005

Erfolgsfaktoren der Lokalen Agenda 21. Panel discussion on the public debate "Quo vadis Lokale Agenda?", Berlin state parliament, 20 April 2006

Wegweiser zum ökologischen Wirtschaften?, published in EU circular of the Deutscher Naturschutzring, special issue May 2006 "Europa nachhaltig entwickeln! Zum Stand der Europäischen Nachhaltigkeitsstrategie"

Kommunale Nachhaltigkeit vor dem Hintergrund des demografischen Wandels. Presentation at the "Agendakreis Unterfranken", Würzburg, 08 May 2006

Nationale Nachhaltigkeitsstrategie: Chancen der Politikintegration. Presentation to students in the Department of Spatial and Land-Use Planning of the Berlin Technical University, 16 May 2006

Ins Licht der Öffentlichkeit: Die Revision der EU-Nachhaltigkeitsstrategie, published in "Ökologisches Wirtschaften" no. 3/2006

Involving Stakeholders in the SD process: The German Council for Sustainable Development. Presentation at the FU Summer School, Berlin, 14 July 2006

Raum zum Handeln – Ansätze Nachhaltiger Entwicklung in Europa. Presentation for the project "Heimat Europa? – Audiovisuelle Deutungen", Kolleg für Management und Gestaltung nachhaltiger Entwicklung GmbH, Berlin, 15 July 2006

Yvonne Scherer

CSR als Chance für eine neue Unternehmenskultur, Deutschen Künstlerbund e.V., Berlin, 01 June 2005

Ökologische Gerechtigkeit schaffen – nachhaltig leben und wirtschaften, World Youth Day, Cologne, 17 August 2005

Wie kommt die Ethik auf den Teller? Ernährungsethik zwischen Kundensouveränität und Verbraucherschizophrenie, Working Group on Agriculture of the EKD (Berlin, 08 August 2005)

Nachhaltiger Konsum – Herausforderung für Gesellschaft, Wirtschaft und Politik, in "Ländlicher Raum", no. 04/2005, published by Agrarsozialen Gesellschaft e.V.

Empfehlungsentwurf des Rates zur Corporate Social Responsibility, presentation on 02 March 2006 at German Ministry of Labor and Social Affairs in Bonn

Themen des Rates für Nachhaltige Entwicklung 2006. Perspektiven, presentation for the sustainability network "3plusx" on 05 April 2006, Berlin

Nachhaltige Entwicklung als politisches Konzept, presentation for the visiting group of Jürgen Trittin, Member of Parliament, 20 June 2006, Berlin

Die Nachhaltigkeitsstrategie der Bundesregierung und Herausforderung Demografie, presentation for Local Agenda 21 and Metanoia e.V. on 26 June 2006 in Chemnitz

Die Empfehlungen des Rates zu CSR – Hintergrund und Ausblick, presentation to the Global Compact Network for Germany, 11 Oct. 2006, Berlin

Die Nachhaltigkeitsstrategie der Bundesregierung. Nachhaltige Entwicklung ein Thema für die KLJB?, presentation and discussion at the environmental forum of the "Katholischen Landjugendbewegung Deutschland" on 25 Nov. 2006, Schonungen

Nachhaltige Entwicklung und demografischer Wandel, presentation at the Manfred von Ardenne High School, Berlin-Lichtenberg, 08 Dec. 2006

Jürgen Solms

BUND and NABU, panel discussion on demographic changes, focusing on transport and land use, 15 May 2006

Federal Environment Agency, research project, assessment of socio-demographic changes, 20 Nov. 2006 with Dorothee Braun: *Council for SD* – informational event on the work of the German Council for Sustainable Development for a Chinese delegation of climatologists, 12 Sept. 2006

16. Work of evaluation committees and juries

The German Council for Sustainable Development was represented by a jury member (usually from the head office) in the following bodies:

- "Fläche im Kreis", advisory board of the Federal Office for Building and Regional Planning
- "Refina", (stands for "Research for the Reduction of Land Use and a Sustainable Land Management"), supervisory panel for the research program of the German Ministry for Education and Research
- BIN, "Citizens Initiate Sustainability", jury for the awarding of project funds
- Jury for the "econsense Award" for journalistic reporting on corporate social responsiblity and sustainability, 2004, 2005, 2006
- "Öko-Filmtour 2007", state of Brandenburg
- Advisory board for future solutions to household waste, German Environment Ministry / Federal Environment Agency, 2002 to 2004
- National committee of the UN Decade of Education for Sustainable Development
- Advisory committee of the National Service Agency for Local Agenda 21
- Advisory committee of the service agency "Kommunen in der Einen Welt"
- Jury "Boden des Jahres", 2005 – 2007
- Advisory board "Energy Efficiency for Small and Medium-Sized Industry", DBU project by the Ökotech company
- Ongoing collaboration with the Federal/State Commission for Sustainable Development
- "Netzwerk Ressourceneffizienz"