

Seminar on the Progress on Developing Measures of Sustainability Parameters

Venue: Copenhagen Business School, Solbjergplads 3, 2000 Frederiksberg, Pricewaterhousecoopers Aud.

Time and date: 10.45 – 15.30, 1st of October 2010

Registration is required and there are a limited number of seats. Sign up by sending an email to event@360students.dk with your name, organisation and the workshop you wish to participate in.

Background:

There is a growing interest for sustainability among Danish consumers and organisations. Increasingly consumers want to know about the effect of sustainability initiatives and companies and organisations are very interested in how to measure the actual effects. COSA is the most advanced initiative in this regard and has been developing and testing methods to assess the effect of sustainability initiatives in different realities. In this seminar we will work with business cases and discuss sustainability impact related to gender, biodiversity and economic growth.

Program:

Part I: plenary 10.45 – 12.35

- Welcome by facilitator Charlie Mpengula, Learning Facilitator, Niels Brock Innovation House
- Changing Course towards Sustainability? Some business perspectives, activities, and opportunities, by David Gee, Senior advisor, European Environment Agency
- State of the Art Methods of Assessing Sustainability: COSA's real world results by Daniele Giovannucci, Co-Founder, Committee on Sustainability Assessment (COSA)
- Questions and rounding off by facilitator

Lunch Break

Part II: working groups 13.30 – 15.30

The workshop starts with a case presentation by the company and the certifying organisation followed by questions from the audience. The aim is to create an informal environment for the audience to participate in the case solving applying some of the lessons learned in part I.

Working Groups

Group 1: Case: Development of a long-term sustainable trade relationship, by André Mildam, Project Manager Nepenthes and Brian Sønderby Sundstrup, Special Consultant CSR FDB.
Facilitator: David Gee

Group 2: Case: Fairtrade Mark Denmark (more information will follow)
Facilitator: Charlie Mpengula

Group 3: Case: Economic development among coffee farmers in Nicaragua, by Morten Nielsen Project Manager, Merrild and Sarah Browne, Marketing & Communication, UTZ CERTIFIED.

Facilitator: Daniele Giovannucci

About the Presenters

Mr. David Gee

David graduated in politics and economics in 1968 and has worked for 36 years mainly at the science/policy interface of occupational & environmental risk reduction, with UK Trade Unions: with the Environmental Group, Friends of the Earth, where he was Director; and, since December 1995, with the European Environment Agency, an EU environmental information providing body, where he is Senior Adviser, Science, Policy, and Emerging Issues.

He has published many reports, peer reviewed articles, and lectures on issues such as Scientific Uncertainty; the Precautionary Principle; Environmental Health; Chemicals; Environmental Taxes, Ecological Tax Reform, (ETR) and Clean production/Eco-efficiency.

At FOE he initiated one of the first studies in Europe on the equity implications of green taxes, by the UK based Institute of Fiscal studies.

Mr. Daniele Giovannucci

Co-founder of the Committee on Sustainability Assessment (COSA), a global consortium of institutions and UN agencies advancing innovative ways to measure sustainability. Since his seminal book on the world's most important cash crop: "The State of Sustainable Coffee", he has received several international awards for his pioneering work in coffee and sustainability and is cited as the most widely published author in this emerging field. Mr. Giovannucci is a former food company executive and then Senior Consultant to the World Bank Group.

Thanks to:

