

## ***Press Release***

### **Megatrend Sustainability**

Symposium on Life Cycle Assessment and Carbon Footprinting with leading representatives from the sciences, industry and politics.

**Leinfeld-Echterdingen, 22.10.2009. Life Cycle Assessment (LCA) and Carbon Footprints are currently instrumental components of strategic business management and place emphasis on the enormous challenges of climate change that have now, stronger than ever before, come into the fore. In anticipation of the United Nations Framework Convention on Climate Change (UNFCCC or Earth Summit) in Copenhagen in December, PE INTERNATIONAL, together with the Fraunhofer-Institute for Building Physics and the University of Stuttgart, is organizing a symposium on October 28<sup>th</sup>, 2009. The symposium, “Best Practice in Applied LCA and Carbon Footprinting,” brings together experts from the sciences, industry and politics and their professional experiences. Future developments and standards in the area of sustainability will also be detailed.**

Sustainability has become a key factor in many areas: businesses increasingly demand sustainable practices from suppliers, more and more consumers continue to concern themselves with the ecological consequences of their consumption and a multitude of legislative initiatives will sharpen the legal conditions regarding environmental practices. “Accordingly, sustainability does advance today as a Megatrend. Against the background of increasing climate protection standards, it is considered one of the few huge challenges of the future,” announced Michael Betz, Managing Director of PE INTERNATIONAL.

At the 2009 Earth Summit in Copenhagen, the world community will adopt globally achievable reduction goals of greenhouse emissions. For their successful implementation, businesses and public institutions need the right instruments. “LCA and Carbon Footprinting are the integral building blocks for meeting these goals,” explains Betz. The Symposium provides a great opportunity to gain an extensive insight in current scientific research and their practical applications.

A whole host of top-notch speakers present how LCA and Carbon Footprinting can be successfully integrated into sustainable corporate performance. They will further share their many years of experience and detail future developments and standards to symposium participants.



Among the considerable speakers are Prof. Klaus Sedlbauer, Director of the Fraunhofer-Institute of Building Physics, Dr. Stephan Krinke, Head of Environmental Analysis Product at Volkswagen AG, Andy Baynes, Head of Environmental Technologies at Apple Inc. and Cem Özdemir, Head of the German Green Party (Die Grünen)

#### **Further Information and Registration**

<http://www.gabi-software.com/gabi/events/gabi-lca-congress/>

Members of the press can participate in the symposium free of charge.

The conference will be held in English.

#### **Expertise**

At our disposal, we will gladly provide you with expertise from our professionals in various branches and areas surrounding the theme of sustainability.

#### **For further queries:**

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