

Research for a Sustainable Economy

# Annual Report 2010/2011



**25** YEARS | refreshing research

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## TOPICS

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## IMPRINT

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# Introduction

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## Dear Reader,

Under the banner of “Research for a Sustainable Economy”, the IÖW develops scientifically sound studies and concepts that are intended for practical application, and supports their implementation at the corporate and political level as well as in NGOs. Since the founding of our organization in 1985, we at IÖW have contributed continuously – frequently acting as pioneers – to implementing the concept of sustainable development through applied research and consulting.

## 25 Years of Refreshing Research

Few research institutes in Germany can draw upon the kind of long experience and proficiency that IÖW has when it comes to sustainability research. “It is remarkable to see the kind of high status and influence this institute has been able to attain in such a short time”, said Klaus Töpfer, former Under-Secretary General and Executive Director of the United Nations Environment Programme, as he congratulated IÖW on its 25th anniversary. Georg Schütte, State Secretary at the German Federal Ministry of Education and Research (BMBF), praised the founding of the institute as a “farsighted initiative” and emphasized that the IÖW has “contributed significantly to the development of interdisciplinary and transdisciplinary sustainability research in Germany”.

The IÖW researches a wide array of issues ranging from “Sustainable Corporate Management” and “Water and Land Management” to “Climate and Energy” and “Products and Consumption”. The Annual Report for 2010/2011 in English presents the Institute’s current projects and publications dealing with seven issues. We work on many of these together with international partners and on behalf of international sponsors. If you would like to learn more about our work, we invite you to visit the IÖW website.

## Highly Sought Capabilities

IÖW has drawing power. In the past few years we have continued to grow and have attracted many new and young employees. They share the passion and dedication that the experienced IÖW researchers have for studying sustainability with the aim of shaping future business practices. This has been made possible by the increased demand for the institute’s capabilities for even more projects than in previous years.

## And in Conclusion ...

We sincerely thank all of those who have supported and assisted our work in the past two years and beyond: our friends, sponsors and cooperation partners from the field of research and from organizations that are concerned about strategies for sustainability. We want to continue to look to the future with you in order to find answers to the pressing questions of today.

**Thomas Korbun**  
Scientific Director



## Contact

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# The IÖW

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The IÖW is a leading scientific institute in the field of practice-oriented sustainability research. It devises strategies and approaches for viable, long-term economic activity – for an economy which enables a good life and preserves natural resources. For over 25 years, scientists at the IÖW have been tackling the challenges of sustainable development and seeking new, often unconventional answers to today's questions about tomorrow.

## **IÖW – RESEARCH FOR A SUSTAINABLE ECONOMY**

We need an economy which secures prosperity and conserves resources;  
energy systems which are reliable and relieve the burden on the climate;  
products which are useful and safe; food which is tasty, affordable and healthy.  
To achieve this we need a science which takes this “and” into consideration.  
The IÖW is an expert in this field.

## **IÖW STAFF – PRAGMATISTS AND VISIONARIES, SPECIALISTS AND IDEALISTS**

At the IÖW, scientists from different disciplines work together in teams – economists and engineers, sociologists and psychologists. Their common task is to recognise and identify the causes of social challenges and develop possible solutions. With curiosity and expertise, conviction and independence. It is not only our technical competence and methodological knowledge which is constantly growing but also the IÖW team itself. Many of our staff members have been with the IÖW for a long time – they have shaped the institute and its work over a period of many years and made the IÖW what it is today. Read more about IÖW's staff: [www.ioew.de/en](http://www.ioew.de/en).

## **INDEPENDENT, NON-PROFIT**

The IÖW has been around for 25 years – that is a long time for an independent research institute. It proves that competence and innovative thinking, assured direction and flexibility are also required on the “research market” and that we can safeguard our independence with these strengths – also financially. As an independent institute the IÖW receives no permanent basic subsidies.

## **IÖW'S CLIENTS**

The IÖW's clients and sponsors come from many different sectors of society. In recent years we have been able to obtain a large proportion of our projects from the public sector such as the German Federal Government or federal states, but also from corporations, associations and private foundations. Cooperation with international partners and clients such as the European Union or the United Nations Environment Programme (UNEP) have become both enriching and a regular feature. More information on our international cooperation partners: page 32.

## **25 YEARS REFRESHING RESEARCH ...**

... mean 25 years of fresh ideas for sustainable economic activity: more than 400 projects, far more than 1000 scientific publications, numerous conferences, workshops and symposia. The Institute studies the issues of tomorrow that will change the economy, politics and society. In 1985 we started identifying possible paths out of the industrial growth dilemma. At 25, we realise that the causes that triggered IÖW's foundation are even more relevant today. Therefore, in our anniversary year we launched a discussion on “Transformations – Ways out of the Growth and Climate Crisis”. At the same-titled conference in September 2010 in Berlin around 170 participants from science, politics and industry discussed concepts and implementation strategies for a sustainable change in society. Read more about the milestones of 25 years of ecological economy research: [www.ioew.de/en/the\\_ioew/25\\_years\\_ioew](http://www.ioew.de/en/the_ioew/25_years_ioew).



# IÖW Topics at a Glance

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## CLIMATE AND ENERGY

Climate change is one of the greatest challenges of our time. Climate protection and adaptation are necessary in equal measure in order to mitigate the effects of climate change, to overcome them and to become future-proof. Against this background, the IÖW develops, analyses and evaluates technologies, concepts, political strategies and instruments. Of special importance for the climate team is the practical relevance of their work and the inter-disciplinary approach, which considers not only greenhouse gas effects but also other aspects of sustainability such as conflicting interests. The emphasis is on renewables, energy efficiency, climate protection policy and adaptation measures.



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## SUSTAINABLE CORPORATE MANAGEMENT

We expect a lot from companies: not only should they offer good and inexpensive products and services, but they also should assume responsibility for the impact their products have on the public and environment. Companies must therefore consider ecological and social requirements as they relate to their core business, their local environment and along their supply chain. In short: companies should aim for a corporate strategy that follows the principle of sustainability. With research and advice, the IÖW supports companies on their way to adopting sustainable strategies. Our proficiency comprises the development, testing and evaluation of methods and instruments for sustainable corporate management as well as for communication with stakeholders.



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### WATER AND LAND MANAGEMENT

The usage of water and land is currently under pressure to adapt: climate change and global economic developments influence land use patterns and water availability. At the same time, decisions about land use and interference with the water balance have a serious impact on the local and global climate, the quality of groundwater, inland and coastal waters, the maintenance of biodiversity as well as a number of other ecosystem services. The IÖW conducts research and advises in the field of integrated water resource and land management. We undertake socio-economic analyses in the context of interdisciplinary projects on river basin and flood risk management, integrated coastal zone management and the effects of agriculture on the environment and the climate.



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### INNOVATION AND TECHNOLOGY

Social and technical innovations can make an important contribution to sustainable development. Social innovations frequently prove to be the prerequisite for implementing technical innovations but also often go much further. The IÖW assesses new technologies in terms of sustainability. In the process, we take account of the technical, social, economic as well as ecological opportunities and risks of these technologies and highlight structuring possibilities. A particular concern of ours is to embed sustainable technologies in political and market contexts.



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### ENVIRONMENTAL POLICY AND GOVERNANCE

More than ever before, environmental policy today has to be considered as a comprehensive interdisciplinary approach. Complex environmental problems such as climate change or water shortages require the involvement of several control levels and various protagonists in strategies to find a solution. End-of-pipe approaches, which characterized environmental policy just a few years ago, do not go far enough. Effective environmental and sustainability policy links legal and economic instruments with new cooperative approaches. The IÖW analyses the problem contexts, develops and assesses environmental policy concepts and elaborates innovative solutions – always in close contact with the relevant protagonists from politics, industry and society.



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> see page 24

## PRODUCTS AND CONSUMPTION

The production and consumption patterns of Western industrial societies are not sustainable. And the economic development of newly industrializing countries such as India and China clearly show that environmental degradation must be reduced and the negative, social consequences of the economy limited. Sustainability policy has taken up this challenge – yet a lot still remains to be done and researched. The IÖW develops practice-oriented concepts for Sustainable Consumption and Production (SCP), e.g. for the food, construction, housing and mobility sectors. We analyze national and international policy concepts and instruments such as environmental labels and draw up sustainability strategies which are tailored to the respective protagonists. Marketing and market research into patterns of consumption are also part of our services.



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## EVALUATION AND ASSESSMENT

Sustainability requires good strategies – strategies where the consequences for the environment, industry and society are largely assessable. An early, systematic evaluation of policies, instruments and programmes helps to achieve the set objectives, increases legitimacy and acceptance and promotes “learning” policy approaches. The IÖW develops new methodological evaluation approaches and devises impact assessment and evaluation for politics, society and industry. We also draw up ecological-economic assessments – especially for handling natural resources – as well as energy and climate accounts for products and technologies.



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> see [www.ioew.de/en/topics](http://www.ioew.de/en/topics)

## PARTICIPATION AND COMMUNICATION

Sustainability is not a fixed state but a process – a process in which all social groups can participate. Transparency, open communication and the engagement of stakeholders in value creation processes are thus the basis for sustainable development – whether in politics, business or civil society. The IÖW conceptualizes and moderates dialogue processes and assesses corporate sustainability communication. In our research projects we work closely with partners from the practical sphere and communicate the results of our research through diverse channels – from traditional print products and different event formats to the new media.



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# Climate and Energy

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TOPIC

## Renewable Energies – Understanding Self-Sufficiency and Value-Added Effects

### **RE-Regions: Socio-Ecology of Self-Sufficiency**

#### **The Conditions for and Diffusion of Concepts for the Complete Energy Supply of Municipalities and Regions on the Base of Renewables –**

#### **Main Focus on Bioenergy**

Period: 05/09 – 04/13

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation Partners: Centre for Renewable Energy (ZEE), University of Freiburg; University Hohenheim, Institute for Landscape and Plant-Ecology

### **Value-Added Effects of Renewable Energies at Local and Regional Level – Several Studies for Germany and the Federal States**

Period: 12/09 – ongoing

Supported by i. a.: Greenpeace, Hamburg; SPD state parliamentary group Mecklenburg-Western Pomerania, Schwerin; Renewable Energies Agency, Berlin

Following the Fukushima reactor catastrophe, the Federal German government recently adopted an accelerated phase-out of nuclear energy by the year 2022. In the near future, renewable energy sources are to form the main pillar of energy supply in Germany. In formulating their energy policy, many countries follow examples from Germany such as the Renewable Energy Sources Act (EEG).

Local authorities and regions play a decisive role in the expansion of renewables. Without regional engagement it would be impossible to achieve politically agreed climate protection targets or energy policy objectives at a higher level. In Germany one can also observe the efforts of local and regional authorities to achieve full supply from renewables, so-called 100% renewable energy regions.

### **Renewable Energy Regions – Pioneers for Decentralised 100 % Supply**

Together with research and industry partners, the IÖW examines the conditions for success of such self-sufficiency in renewable energy at local level. The integrated use of biomass is one point of emphasis. The focus is on the ecological and social opportunities as well as the economic and technical challenges. The interdisciplinary project team accompanies and supports four sample regions spread throughout Germany in their planning, participation, decision-making and implementation processes, developing from this recommendations for action and decision-making aids. In the final analysis, these regions are supposed to show other local authorities – in Germany and, taking account of national framework conditions, also in other countries – their potential with regard to renewable energy self-sufficiency and to offer assistance throughout the entire process until the goal has been achieved.

A partial project devised by the IÖW looks at the role of the citizen both as consumer and as political actor in the process leading to renewable energy self-sufficiency. A representative telephone survey of over 2,000 citizens was conducted in 2010 in order to compile the perceptions, views, fears, wishes and



demands linked with the expansion of renewable energies. Initial evaluation suggests a high level of support for renewable energies, also within people's own local area. However, there are major differences between different types of plant and possible deficits with regard to political and financial participation.

In September 2011, the project will bring scientists from a broad spectrum of disciplines together at the international conference "Changing the Energy System to Renewable Energy Self-Sufficiency (RESS)" in Freiburg. Participants will discuss the role of actors, grids and institutions in the process of the energy turnaround, the role of citizens and the economic impact of renewable energies, such as value-added, which can be generated locally.

### Local Value-Added from Renewable Energies

A local authority which increasingly employs decentralised renewable energies not only saves the cost of expensive fossil fuel imports. It can also benefit in economic terms, for example if residents or newly-settled companies plan, install and operate the renewable energy plants, recruit employees and pay local taxes. There has been little scientific research into these effects, which have rarely been

quantified. In order to calculate the economic impact of structural changes in the energy, agricultural and forestry sectors, the IÖW has developed a model to depict these fundamental effects and indicators of local value-added.

The model shows the direct value-added and employment effects generated locally by renewable energies. A modular approach was chosen for the calculation in order to determine the business profits, the net income of employees and taxes paid along the entire value-added chain of 16 decentralised renewable energy technologies.

The IÖW has developed the model for local authorities in Germany and has since also applied it on a regional scale for the federal states Brandenburg, Baden-Württemberg and Mecklenburg-Western Pomerania and for advising politicians.

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# Ways Out of the Energy-Saving Refurbishment Bottleneck

## Energy-Efficient Modernisation in the Building Stock of Single and Semi-Detached Houses

Period: 04/08 – 12/10

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation partners: Lausitz University of Applied Sciences, Senftenberg; Institute for Social-Ecological Research (ISOE), Frankfurt

International cooperation partners: Austrian Institute for Ecology, Vienna; Ökoinstitut Südtirol / Alto Adige, Bozen; Statens Byggeforskningsinstitut (Danish Building Research Institute), Hørsholm; and several practical partners

The energy-saving refurbishment of single and semi-detached houses holds considerable potential for combating climate change in many EU Member States. Despite numerous offers of advice and financial support, only about 1 % of buildings in Germany undergo energy modernisation each year, whereas 3 % would appear economically feasible. The main aim of the project was thus to increase the rate of refurbishment by developing an integrated policy and advisory approach. In a joint research project, the IÖW took the lead in conducting an analysis of potential and instruments.

The potential analysis revealed an achievable savings potential in the single and semi-detached housing stock in Germany of around 70% of primary energy demand. Buildings and refurbishment measures were identified which are particularly relevant in terms of their potential for combating climate change. An analysis of the political instruments in Germany showed that there was room for improvement for the main instruments in building refurbishment with regard to tackling the barriers for home owners and focussing on the key savings potential. Based on this analysis and taking account of examples of best practice from Denmark, Austria and Italy, approaches were developed for addressing the savings potential and the refurbishment target groups. These results were discussed with experts from politics, science and the refurbishment sector at a conference in Berlin in November 2010.

[www.enef-haus.de](http://www.enef-haus.de)

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## Selected Publications and Presentations

Bost, Mark (2010)

Presentation **“Economic Aspects of Photovoltaic Self-Consumption”**

5th International Renewable Energy Storage Conference IRES 2010, Eurosolar

24 November 2010, Berlin

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Dunkelberg, Elisa; Weiß, Julika (2010)

Presentation **How Do Political Instruments Have to Be improved  
to Tap Home Owners Refurbishment Potential?**

ISEE Conference 2010 Advancing Sustainability in a time of Crises, Carl von  
Ossietzky University of Oldenburg, University of Bremen, 25 August 2010,  
Oldenburg

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Hirschl, Bernd; Aretz, Astrid; Prah, Andreas; Böther, Timo; et al. (2010)

**Local Value Added by Renewable Energy Technologies**

IÖW-Text-Series 196/10, Berlin

Download (German language): [www.ioew.de](http://www.ioew.de)

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Kreß, Michael (2010)

Presentation **“Acceptance, Demand and Participation – Factors for  
Success of Renewable Energy Self-Sufficiency from a Social Perspective”**

ISEE Conference 2010 Advancing Sustainability in a time of Crises,  
Carl von Ossietzky University of Oldenburg, University of Bremen,  
24 August 2010, Oldenburg

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Novikova, Aleksandra; Hermann, Amecke; Neuhoff, Karsten;

Stelmakh, Kateryna; Kiss, Bernadette; Rohde, Clemens;

Dunkelberg, Elisa; Weiß, Julika; Matschoss, Kaisa; Darby, Sarah (2011)

**Information Tools for Energy Demand Reduction  
in Existing Residential Buildings**

CPI Report, Download: [www.ioew.de](http://www.ioew.de)

## Events

24-25 March 2010

**One Goal – Many Pathways. Knowledge**

**Forum for Renewable Energy Self-Sufficiency**

Symposium of the research group RE-Regions

Wolpertshausen, 40 participants

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08 November 2010

**Ways Out of the Energy-Saving Refurbishment**

**Bottleneck – What Are Possible Tailored**

**Activation Concepts for Homeowners?**

Symposium

Berlin, 100 participants

## Team

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# Sustainable Corporate Management

TOPIC

## Climate Adaptation in the Public Utilities Sector

### Chameleon

#### Adapting Utilities to Climate Change – Analysing and Developing Private and Public Action

Period: 10/09 – 09/13

Supported by: Federal Ministry of Education  
and Research (BMBF), Berlin

Cooperation partner: Carl von Ossietzky  
University of Oldenburg, Oldenburg

The consequences of climate change transform and endanger not only natural areas throughout the world but also the public utilities infrastructure. Extreme weather events like storms or flooding can damage electricity grids and railway lines. Heat waves can create a shortage of cooling water for power plants and cause material damage to rail tracks and electronic infrastructure. Due to the central role which infrastructure plays, damage can easily impact on other branches of industry and people's daily lives.

A long-term strategy and the aim of security of supply mean that adapting to climate change must be taken into account now in the political and business planning of long-lasting infrastructure. The European Commission's White Paper on Adaptation to Climate Change has triggered a process at European level of formulating a European adaptation strategy. In parallel, various countries are also developing adaptation strategies which are aimed at actors from politics, industry and society and also take the utilities sector into consideration.

This is the starting point for "Chameleon", a group of researchers which examines and develops government and business strategies for adapting the energy and transport sector in conjunction with partners from the business and political sector. It also looks at how to create the best links between private and public sector activities. The aim is to provide public utilities, but also politics and administration, with practical recommendations, so that they can successfully develop and implement adaptation measures. To this end, consideration is given not only to national political and business developments. Relevant processes at EU level and in other countries are also observed and analysed with regard to their transferability.

For its research, the interdisciplinary team uses approaches from business management and economics, organisational sociology as well as scientific climate impact research. Qualitative methods such as interviews and case studies are employed to analyse corporate and political adaptation processes. In addition, modelling is used to examine how investment decisions are taken in uncertain environment. An intensive exchange with private and public actors in the energy and transport sector is sought through industry-wide workshops in order to heighten awareness and knowledge of climate change impact and the need to adapt, to identify cooperation and support requirements as well as to evaluate and further develop political and business instruments and measures for adapting to climate change. The Chameleon team is developing processes for corporate adaptation to climate change together with several companies which are partners in the project.

Chameleon would like to contribute towards triggering societal changes for successful adaptation to climate change impact. Generalised results for business and political options for climate change adaptation are to be presented in a compendium. A workshop-based approach is also to be developed in order to support companies in assessing the extent to which climate change will affect them, deriving the required action as well as developing and implementing strategies and measures for business adaptation. Further information: [www.climate-chameleon.de](http://www.climate-chameleon.de)

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# IÖW/future-Ranking – The German Ranking of Sustainability Reports

Period: 12/10 – 02/12

Supported by: Federal Ministry of Labour and Social Affairs, Berlin;  
German Council for Sustainable Development (RNE), Berlin  
Cooperation Partner: future e. V. – verantwortung unternehmen,  
Münster

Corporate Social Responsibility (CSR) places strong emphasis on corporate communication: Increased positive and decreased negative effects on the societal well-being – the externalised benefit of sustainable corporate activities – shall be internalised by “talking about it”. CSR communication is therefore about generating a positive reputation and competitive differentiation that might influence the purchasing decisions of consumers.

There are several ways of “talking about it” – a prominent one is to publish a sustainability or CSR report. These reports are subjected to critical scrutiny by the Institute for Ecological Economy Research (IÖW) and the business initiative “future”. The biannual IÖW/future-Ranking has been evaluating the non- and extra-financial reporting of major German companies for 15 years. Based on a comprehensive set of social, environmental, management- and communication-related criteria it compiles a ranking of the best reporters. In 2009, the IÖW/future Ranking was carried out for the seventh time – and for the first time accompanied by an independent evaluation of the reports of German small and medium-sized enterprises (SMEs). This twin-track competition for major companies as well as SMEs is also pursued in the 2011 Ranking. Embedded in the debate on corporate responsibility and sustainable corporate management, the Ranking shall continue to further substantiate the understanding of organisational responsibility and to specify sustainability requirements. For the evaluation of corporate reporting, this means conforming to the information needs of ecologically as well as socially and economically oriented stakeholders and the information channels they use. The project therefore provides a platform where stakeholder expectations

concerning corporate responsibility and transparency are synthesised into a comprehensive catalogue of reporting requirements. These criteria have to be met by the companies to reliably show sustainability commitment. The evaluation of the reports not only makes the sustainability reporting practice of companies comparable and transparent to the public. The sets of criteria themselves – one each for major companies as well as SMEs – also serve as reporting frameworks for companies. They are embedded in the international discourse and also subject to periodic evaluation and adaptation by means of dialogue and feedback processes with representatives from industry, politics and NGOs.

The Ranking not only assesses those reports that are available to the public. The project report also delivers in-depth analyses of thematic developments, describes how pressing sector-specific issues are dealt with and is explicit about which companies fit into the category of Non-Reporters. The long-term project thus serves as a great source of information on the development and the current status of sustainability reporting in Germany. While mirroring the state of the art of disclosure requirements and transparency expectations, the ranking criteria provide a very substantial input to debates at European and international level – be it discussions on key performance indicators for environmental, social and governance issues, on specifications of the ISO 26000 guidance on social responsibility or benchmarking and research projects to further advance sustainability reporting.

For detailed information and all available publications see [www.ranking-nachhaltigkeitsberichte.de/en](http://www.ranking-nachhaltigkeitsberichte.de/en).

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## Further Projects

### **Social Sustainability and Corporate Social Responsibility in German Transnational Corporations**

Period: 06/08 – 05/10

Supported by: Hans-Böckler-Foundation, Düsseldorf

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### **Stakeholder Dialogues: Adaptation to Climate Change**

Period: 02/09 – 01/11

Supported by: Federal Environment Agency (Umweltbundesamt), Berlin

## Selected Publications and Presentations

Dietsche, Christian & Braun, B. (2010)

### **Changing the Chains: Bangladeshi Shrimps, Consumer Preferences and Environmental Issues in International Trade Relations**

in: The Journal of Geo-Environment 8, pp. 1-13.

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Dietsche, Christian (2009)

### **Networking Against Stakeholder Risks.**

#### **A Case Study on SMEs in International Shrimp Trade**

in: Belgeo (Belgian Journal of Geography) 1/2009

“Recent Developments in Economic Geography”, pp. 27-42.

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Eisenack, Klaus; Stecker, Rebecca; Reckien, Diana; Hoffmann, Esther (2011)

### **Adaptation to Climate Change in the Transport Sector: A Review**

Potsdam Institute for Climate Impact Research (Eds.), PIK Report No. 122

Download: [www.ioew.de](http://www.ioew.de)

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Gebauer, Jana et al. (2010)

### **IÖW/future Ranking of Sustainability Reports: Results and Trends**

Berlin, Münster

Download: [www.ranking-nachhaltigkeitsberichte.de/en](http://www.ranking-nachhaltigkeitsberichte.de/en)

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Gebauer, Jana; Westermann, Udo et al. (2010)

### **IÖW/future Ranking of Sustainability Reports of German SMEs 2009: Results and Trends**

Berlin, Münster

Download: [www.ranking-nachhaltigkeitsberichte.de/en](http://www.ranking-nachhaltigkeitsberichte.de/en)

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Gebauer, Jana (2010)

Moderation of the panel **“Research on Social Entrepreneurship and CSR: Different Subjects, Transferable Findings?”**

4th International Conference on Corporate Social Responsibility, Humboldt-Universität zu Berlin, 23 September 2010, Berlin

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Further Publications: [www.ioew.de/en](http://www.ioew.de/en)

Gebauer, Jana; Hoffmann, Esther (2009)

**Evaluating Extra-Financial Reporting:**

**The Case of the German Ranking of Sustainability Reports**

in: Journal of Applied Accounting Research, Vol. 10 No. 3, 2009, pp. 224-234.

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Gebauer, Jana; Hoffmann, Esther; Westermann, Udo (2009)

**Requirements of Sustainability Reporting:**

**Criteria and Evaluation Method of the IÖW/future Ranking**

Berlin, Münster

Download: [www.ranking-nachhaltigkeitsberichte.de/en](http://www.ranking-nachhaltigkeitsberichte.de/en)

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Stecker, Rebecca; Pechan, Anna; Steinhäuser,

J. Michael; Rotter, Maja; Scholl, Gerd; Eisenack, Klaus (2011)

**Why Are Utilities Reluctant to Adapt to Climate Change?**

Report, Oldenburg/Berlin

Download: [www.climate-chameleon.de](http://www.climate-chameleon.de)



# Water and Land Management

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TOPIC

## Sustainable Water Resources Management in China

### **Overall-Effective Measures for Sustainable Water Resources Management in the Coastal Area of Shandong Province, PR China – Sino-German Joint Project**

Period: 06/08 – 12/11

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation Partners: several German and Chinese project partners



Conflicts over water resources between agriculture, industry, energy supply and domestic households are globally widespread and some of them have been virulent for centuries. However, the rapid increase in population density and intensity of land and water use has led to a degree of water shortage and impairment of water quality in numerous countries and regions over the past few decades which poses a danger to human health as well as to eco-systems and economic development. This applies in particular to the Chinese province of Shandong.

The joint Sino-German project analysed the economic, political, social and ecological conditions which have led to the current water shortage or which continue to exacerbate it. The IÖW's sub-project "Socio-economic decision-making criteria for a decision support system", in collaboration with the other partial projects, first took stock of the current situation with regard to water consumption and waste water generation or water pollution by the user groups agriculture, industry, energy supply and private households. In addition to water consumption, a regional analysis examined the value added of different industrial sectors from the use of water and discussed the social aspects of water use.

The current regulatory framework for water use in the region examined was set out in the context of an institutional analysis. Together with the Chinese sub-projects and practical actors from the region, the IÖW devised proposals for suitable institutional regulations for dealing with the various claims to water use. In addition to the technical solutions proposed by the scientific sub-projects, legal regulations and economic instruments were also analysed. Possibilities for setting frameworks and for advising on agricultural and industrial production, the formation of water usage rights and usage prices for the various user groups as well as questions about monitoring and implementing them were discussed.

In the course of an extended cost-benefit analysis going beyond purely monetary aspects, potential social consequences were assessed in qualitative terms. The project results were discussed in workshops with experts and stakeholders in the region. The accompanying workshops and discussions aim at stimulating an exchange with and between the interest groups of water users so that the proposals drawn up by the project can make an applicable contribution to the development of a consensual and sustainable management of the scarce water resources in the province of Shandong.

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# Baltic Sea: Adapting to Climate Change

## **Regional Adaptation Strategies for the German Baltic Sea Coast (RADOST)**

Period: 07/09 – 06/14

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation partners: a total of 17 research partners and more than 50 network partners from the region are involved in the project

Climate change poses major challenges for the European Baltic Sea coastal region. Together with practitioners, the research project (RADOST) examines the expected impact on the German Baltic Sea region and how the region can adapt. The IÖW is in charge of the the module “socio-economic analysis” of this joint project.

The initial starting point for this subproject was a regional economic analysis which elaborated the relative importance and development of the various sectors in the individual sub-regions. In cooperation with project partners, the groups of actors affected by climate change were identified and surveyed in structured interviews. The IÖW also compiled sectoral and macro-economic baseline scenarios for possible future developments of the various key economic areas in the German Baltic Sea region up to the year 2050. As a next step, these will be fed into a regionalised input-output model in order to simulate the effects of climate change and adaptation strategies on regional employment and value added. In the overall project, natural science and socio-economic models will be interlinked in order to depict the interaction between the development of the regional eco-system and its effects on the regional economy. The aim of the socio-economic analysis is, with the aid of a model-based extended cost-benefit analysis, to portray the effects of climate change on the region and, together with local actors, to examine identified potential adaptation strategies with regard to their possible impact.

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# Managing European Coastal Zones

## Science and Policy Integration for Coastal System Assessment (SPICOSA)

Period: 02/07 – 01/11

Supported by: European Commission, DG Research, Brussels

Cooperation Partners: 53 leading European coastal research institutions from 21 European countries

In the project SPICOSA, a European consortium devised methods and strategies for sustainable coastal zone management. The basis for the interdisciplinary analyses and stakeholder processes was the holistic “Systems Approach Framework” which was used to examine ecological, social and economic aspects of alternative management options. With the help of 18 case examples along the European coasts, the jointly devised methodology was employed to analyse regional problems and identify together with local stakeholders possible solutions which, in turn, were examined with regard to their potential impact using the developed model systems.

As part of the overall project’s group of economic experts, the IÖW assisted the individual case study groups with economic expertise. Within the framework of the German case study located on the Oder estuary, the IÖW was responsible for the socio-economic analysis including an economic modelling to depict the potential regional economic value-added and employment effects of various policy options for coastal zone management. To ascertain the benefit which can be achieved by improving water quality in the Oder estuary, the IÖW conducted a willingness-to-pay study on the basis of a choice experiment. The values obtained were incorporated into a regional cost-benefit analysis. The final project review by the European Commission has rated SPICOSA at the best level (good to excellent) and stated that the project has fully achieved its objectives and technical goals and has even exceeded expectations.

Further information and publications at:  
[www.spicosa.eu](http://www.spicosa.eu)

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## Selected Publications and Presentations

Edler, Jeannette; Hirschfeld, Jesko (2010)

### **Judicial and Economic Options and Instruments for the Reduction of Detrimental Effects on the Environment**

In: Kannen, A.; Schernewski, G.; Krämer, I.; Lange, M.; Janßen, H.; Stybel, N. (Eds.): Forschung für ein Integriertes Küstenzonenmanagement. Coastline Reports 15 (2010); pp. 197-214, Rostock

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Hirschfeld, Jesko (2010)

### **Presentation “The Role of Coastal Water Quality for Tourism Demand and the Regional Economy – Coupling Ecological and Economic Models”**

10th Littoral Conference 2010, “Adapting to Global Change at the Coast: Leadership, Innovation, and Investment”, 21-23 September 2010, London, UK

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Petschow, Ulrich (2010)

### **Discussant of Papers on cost-benefit analysis of adaptation „Methods for Prioritization“**

3rd Workshop on Adaptation Research in Social Science. Decision-making in the Context of Adaptation to Climate Change – Methodological and Epistemological Challenges  
27 September 2010, Bonn

## Further Projects

### **ICZM Oder – Research for an Integrated Coastal Zone Management in the Oder Estuary Region**

Period: 03/08 – 04/10

Supported by: Federal Ministry of Education and Research (BMBF), Bonn

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### **Combating Climate Change and Moorland Management Strategies**

Period: 07/06 – 06/10

Supported by: Federal Ministry of Education and Research (BMBF), Berlin/Bonn

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# Innovation and Technology

TOPIC

## Converging Technologies – Socio-Ecological Options for Shaping Innovations

### CONTEC

Period: 01/09 – 12/11

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

The growing connection between nanotechnologies, genetic engineering, information and communications technology and cognitive sciences is one of today's most influential technological developments with far-reaching consequences for society. The concept of "converging technologies" offers an analytical framework on the one hand by asking about current development tendencies and a normative framework on the other hand which considers the resulting consequences.

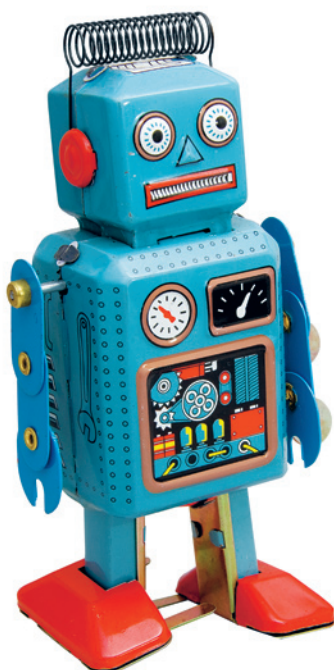
Discussions about technological development and concepts but also about forms of governance are increasingly taking place at international level, not least of all because of the growing interconnection of our economies. However, the debate about "converging technologies" still has a blind spot with regard to the related impact on the environment and sustainability.

Against this background, the project CONTEC aims to apply the competence of the IÖW in the field of socio-ecologically based environmental and sustainability research as well as innovation and technology impact research to the international debate about converging technologies. The methods applied shall contribute to learning on estimating social or ethical consequences for socio-ecological research. The focus is to be placed on the risks and consequences of self-organisation and emergence in the context of information technology and bionics.

At the heart of this project lies a series of international workshops which deal or dealt with individual contexts for action with regard to "converging technologies". The workshops discuss topics such as new technologies and deliberative processes, the impact of "converging technologies" on sustainable consumption and production (SCP) or the roles and responsibilities of companies in dealing with new and converging technologies. There is also fundamental reflection on the significance of the convergences for individual scientific sectors and the question is posed about dealing with complexity which is closely linked with converging technologies.

Substantial results of the project: the far-reaching processes of change linked with the technological paths of the converging technologies are fed at an early stage into the various scientific and societal contexts and above all sustainability issues are discussed at the various levels. A number of publications (i.a. special issues) on the results of the workshops are planned at the scientific level.

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# Naturally Sustainable? Changing Industry with Bionics

## **Adaptive Support Device/Textile with Pressure Controlled Stiffness and Integrated Sensor Technologies Inspired by the Human Skin**

Period: 06/09 – 05/12

Supported by: Federal Ministry of Education and Research (BMBF), Bonn

Cooperation Partners: Ilmenau University of Technology, Engineering Faculty; egalen GmbH, Lauenburg/Elbe

## **BIONOS – Bionic for Optimizing Supply Chains**

Period: 04/09 – 03/11

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation Partners: Hamburg University of Technology (TUHH); Tchibo GmbH, Hamburg; Bremen University of Applied Sciences; Technische Universität Berlin

## **Literature Review: Biomimetics in Economics and Business**

Period: 08/10 – 01/11

Supported by: Federal Agency for Nature Conservation (BfN), Bonn

Cooperation Partner: Prof. Dr. Arnim von Gleich

The approach of “learning from nature” has become a viable innovation strategy in the field of research and development. Biomimetics refers to the general idea that, based on a long process of evolution, biological organisms, populations and ecosystems have the potential to inspire solutions for technical and organisational problems. As interactions between the systems of technology, economy and society are faced with increasing degrees of complexity and uncertainty, the focus of attention is on the need for concepts which are able to cope with these challenges. In this respect, “learning from nature” can be a promising pathway.

With a view to future technological developments, the innovation debate emphasises that “technology is becoming biology” and “biology is becoming technology”. The book „Potentials and Trends in Biomimetics“ (2010, Springer), written by the Bremen University and the IÖW, shows the trends and potentials of bionics based on the latest scientific and technical findings and discusses the current state of bionics research in Germany. In addition to bionics in the narrowest sense, more general aspects of “learning from nature” are also treated, such as robotics, prosthetics and the principle of self-organisation.

The IÖW is conducting a series of studies into bionics. The aim is to identify and implement new, more sustainable approaches.

## **BIOMIMETICS IN ECONOMICS AND BUSINESS**

The project aims to investigate the current state of the art of biomimetic applications in economic sciences. To this end, relevant literature has been reviewed and summed up. As one outcome, general tendencies and future directions in the field were specified. Suggestions for prospective biomimetic activities have also been developed with respect to their potentials for nature protection issues.

## **BIONOS – BIONICS FOR OPTIMISING SUPPLY CHAINS**

The project aims to identify and evaluate possibilities of biologically-inspired improvements concerning the coordination and organisation of economic supply chains. After the key factors of logistical networks for value creation in the business context are analysed, biological supply chains (like those of leaf-cutting ants) are also taken into account.

## **ADAPTIVE SUPPORT DEVICE INSPIRED BY THE HUMAN SKIN**

This project refers to a technological application of the biomimetic approach. It aims to develop an adaptive decubitus mattress for persons with reduced mobility. The role model for this technological development is the skin. The challenges facing the IÖW are to guide the technological development.

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## Selected Publications and Presentations

Petschow, Ulrich (2010)

Panel Discussion „**2nd International Conference on Sustainable Pharmacy – Incentives and Perspectives**“

Deutsche Bundesstiftung Umwelt,  
University Medical Center Freiburg,  
Institute for Social-Ecological Research (ISOE)  
22 February 2010, Osnabrück

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Scholl, Gerd; Petschow, Ulrich (2009)

**The Social Shaping of Nanotechnologies.**

**Giving a Voice to the Public**

Ökologisches Wirtschaften 3/2009, pp. 47-50

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Steinfeldt, Michael; von Gleich, Arnim; Petschow, Ulrich; Pade, Christian; Sprenger, Rolf-Ulrich (2010)

**Environmental Relief Effects through Nanotechnological Processes and Products**

UBA Text Series, 33/2010

Download: [www.uba.de](http://www.uba.de)

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Stø, Eivind; Scholl, Gerd; Jégou, François; Strandbakken, Pål (2010)

**The Future of Deliberative Processes on Nanotechnology**

In: European Commission (Ed., 2010): Understanding Public Debate on Nanotechnologies. Options for Framing Public Policy, Publications Office of the European Union, Brussels, pp. 53-80

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v. Gleich, Arnim; Pade, Christian;

Petschow, Ulrich; Pissarskoi, Eugen (2010)

**Potentials and Trends in Biomimetics**

Springer, Berlin, Heidelberg

## Further Project

**Potentials of Advanced Technological, Decentralized and Personalized Production Against the Background of a Low Carbon Economy**

Period: 07/10 – 12/12

Supported by: Federal Ministry of Education and Research (BMBF), Bonn

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# Environmental Policy

# and Governance

TOPIC

## Fair Fuels?

## Biofuels Between Dead-End and Energy Transition

Period: 05/08 – 06/13

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation partners: Institute for Latin American Studies (LAI) of the Freie Universität Berlin; German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE), Bonn

How “fair” can the production of biofuels be vis-à-vis the environment and people? Just a few years ago, the use of biofuels appeared a promising means of reducing greenhouse gas emissions, decreasing dependence on oil and exploiting regional value-added potential. But in the past few years, a heated debate has flared up about its environmental and social compatibility. Both the press and science have highlighted problem areas such as the competition between biofuels and foodstuffs, the danger to primary forests and other areas with high biodiversity as well as the further expansion of intensive farming and mono-cultures with all the associated socio-ecological consequences.

The joint project “Fair Fuels” examines the conflicts, potentials and risks of biofuels, their transnational interconnections as well as their socio-ecological interactions in an interdisciplinary and inter-regional way. Findings from case studies conducted in the industrial nation Germany, the newly industrialising country Brazil and two countries in sub-Saharan Africa are intertwined with specific questions about transnational conflicts, ecological assessment as well as the political regulation of socio-ecological conflicts e.g. through certification systems.

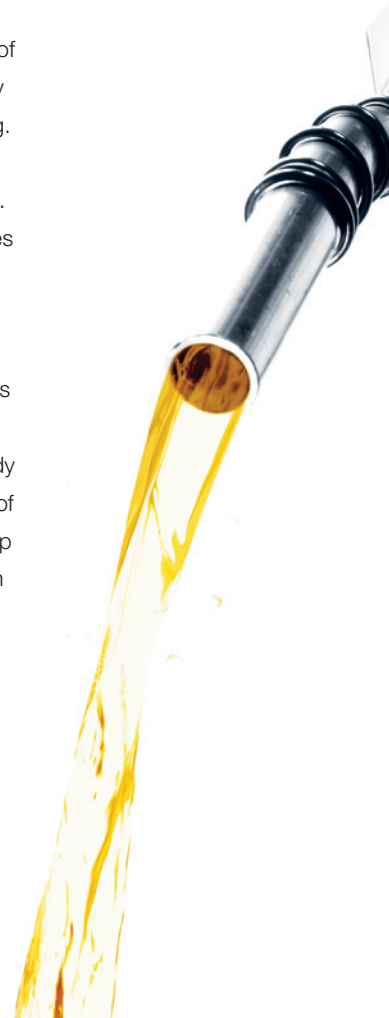
The IÖW analyses existing – and often disputed – life cycle assessments of biofuels as well as indirect changes in land use caused by the expansion of raw material cultivation and possibilities or methods for quantifying them. Investigations in the case study countries will supplement and substantiate the results of these analyses.

The IÖW also tackles the question of how people are currently dealing with the social aspects of biofuel production, which are highly relevant in many parts of the world, such as working conditions, food security and land rights in voluntary certification systems (e.g. Roundtable on Sustainable Biofuels, International Sustainability & Carbon Certification, Bonsucro etc.). The range and legitimacy of these voluntary initiatives were also evaluated.

In parallel with the work of the IÖW, the project partners from the Institute for Latin American Studies and the German Development Institute conducted initial exploratory and research trips to the case study countries Brazil and Malawi. With the development of dissertation exposés, a further objective of this group project was taken forward: the scientific qualification of the young researchers.

Further information: [www.fair-fuels.de](http://www.fair-fuels.de)

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# Evidence-Based Policy-Making for Sustainable Consumption – Designing the Science-Policy Interface

## **CORPUS – Enhancing the Connectivity Between Research and Policy-making in Sustainable Consumption**

Period: 01/10 – 01/13

## **Linking Research and Policy Making for Managing the Contradictions of Sustainable Consumption and Economic Growth (RESPONDER)**

Period: 01/11 – 06/14

Supported by: European Commission, Brussels,  
7th Framework Programme (FP7)

Cooperation Partners: numerous partners from several European countries



Sustainable consumption has become an increasingly significant topic on the European political agenda. At the same time, European research exploring sustainable consumer behaviour has also rapidly developed. The existing scientific evidence provides a sound basis for policy-making on sustainable consumption. Yet the huge body of research has been under-utilised until now. The initiation of the EU-funded projects CORPUS and RESPONDER is thus intended to contribute towards further developing the science-policy interface in this area.

## **CORPUS – Knowledge Brokering for Sustainable Food, Mobility and Housing**

The aim of the project is to develop novel approaches to knowledge brokering between policy-making and research, by means of testing a combination of online and offline tools. The knowledge brokerage system developed by CORPUS consists of a web platform and three series of interaction exercises.

Only a few months since its inception in September 2010, the CORPUS Web Platform has become a central reference point for high-quality information and networking among European professionals working with sustainable consumption. In mid-2011, the knowledge hub provided more than 300 policy documents and scientific articles, and the community of users comprised over 400 professionals from over 50 countries. The repository is continually growing as users upload new knowledge items. A search engine facilitates a targeted search of experts, documents and other information available on the website. A “questions & answers” forum enables thematic dialogues among community members.

The Interaction Exercises – “Policy Meets Research” workshops – in the three priority areas of sustainable consumption food, mobility and housing explore novel modalities of knowledge brokerage through different forms of face-to-face dialogues. They provide specifically tailored arenas for personal exchange, informa-

tion provision and offline community-building. Three workshops are conducted in each policy area. The first focuses on the main characteristics and sustainability challenges facing each area, the second deals with policy strategies and policy instruments and the third workshop explores the role of participatory scenario-building within policy planning.

## **RESPONDER – Linking SCP and Growth Debates**

RESPONDER takes a slightly different perspective. The project aims at revealing and discussing the contradictions between sustainable consumption and economic growth – e.g., by touching upon the current de-growth and beyond growth debates. The project seeks to inform policy-making by exploring novel ways of knowledge brokerage. The method of participatory system mapping will be employed in a series of EU dialogues and multinational knowledge brokerage events to reveal the system dynamics and to facilitate a structured organisation of relevant knowledge. An online platform will support the stakeholder dialogue between these events and contribute to community building among scientists and policy-makers.

Further information: [www.scp-knowledge.eu](http://www.scp-knowledge.eu),  
[www.scp-responder.eu](http://www.scp-responder.eu)

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# Selected Publications and Presentations

Dunkelberg, Elisa; Finkbeiner, Matthias; Hirschl, Bernd (2011)  
**Influence of Indirect Land Use Change on the GHG Balance of Biofuels – A Review of Methods and Impacts**  
in: Proceedings WREC World Renewable Energy Congress, 8-13 May 2011, University of Linköping, Linköping, Sweden

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Pissarskoi, Eugen (2010)  
Presentation **“A Non-Welfarist Assessment of Climate Impacts and the Pure Time Preference”**  
Conference “Cost-Benefit Analysis: Uncertainty, Discounting, and the Sustainable Future”  
Centre for Ethics and Technology  
13 April 2010, Eindhoven, The Netherlands

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Pissarskoi, Eugen (2010)  
Presentation **„A Non-Welfarist Argument for an Ambitious Mitigation Target”**  
Conference “Integrating Development and Climate Change Ethics”, Rock Ethics Institute, Pennsylvania State University  
15 April 2010, State College, PA, USA

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Vogelpohl, Thomas (2010)  
Presentation **“Actors, Discourses and Institutions in German Biofuels Policy”**  
Graduate Conference of the Environmental Policy Research Centre (FFU), Freie Universität Berlin  
13 February 2010, Berlin

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Vogelpohl, Thomas (2010)  
Presentation **“Biofuels Policy in Germany. Between Noble Goals and Vested Interests”**  
Sussex Energy Group Conference 2010  
25 February 2010, Brighton, Great Britain

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Vogelpohl, Thomas (2010)  
Presentation **“Voluntary Bioenergy Certification: A Legitimate Approach to Account for Social Aspects in Environmental Governance?”**  
Berlin Conference 2010, Environmental Policy Research Centre (FFU) at the Freie Universität Berlin and German Development Institute (DIE)  
09 October 2010, Berlin

## Further Project

**Cohesion Policy and Sustainable Development**  
Period: 12/09 – 01/11  
Supported by: The European Commission's Regional Policy department (DG REGIO), Brussels

## Events

The European CORPUS project, coordinated by the IÖW, organises each three “Policy meets Research”-Workshops for the topics food, mobility and housing. Target audience are policy makers, researchers and civil society representatives.

**Three Workshops “Sustainable Food Consumption”**, Vienna, Austria  
21-22 October 2010, 50 participants  
27-28 January 2011, 50 participants  
12-13 May 2011, 50 participants

Workshop **“Sustainable Mobility”**, Szentendre, Hungary  
6-7 May 2011, 50 participants

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# Products and Consumption



TOPIC

## What to Buy? Assessing Potentials and Impacts of Product Labels

### **Limits and Possibilities of Consumer Information Through Product Labelling**

Period: 06/08 – 04/09

Supported by: Federal Institute for Risk Assessment (BfR), Berlin  
Cooperation Partner: Stuttgart University (Dirk Scheer)

### **Study on the Possible Design and Market Implementation of a Sustainability Label for Consumer Information**

Period: 04/09 – 12/09

Supported by: Federal Institute for Agriculture and Food (BLE), Bonn  
Cooperation Partner: Institute for Applied Ecology (Öko-Institut), Freiburg

### **New Target Groups for the Blue Angel Eco-Labeling Scheme**

Period: 10/10 – 04/11

Supported by: Federal Environment Agency (Umweltbundesamt), Dessau  
Cooperation Partners: WoeltjeKleene, Munich; Ökopol, Hamburg

Product labels could provide great insight – for instance into the environmental, social and/or health impact of certain product characteristics during production, use or disposal. They are the vehicle for communicating these (hidden) product characteristics to consumers.

Product labelling is regarded as a core instrument of sustainable consumption and production patterns (SCP). Nowadays, a huge variety of labels provide information on ecological and/or social aspects of products. Simplifying, focusing and aiming them at various target groups poses a key challenge both at a European level, such as in the review of the SCP Action Plan, and at a German level. The IÖW has conducted a series of studies into this topic.

### **Opportunities and Challenges of a Sustainability Label**

A study on the potential of a sustainability label was based on the current situation where only some aspects of the product's sustainability are represented by label approaches. Most of them are mere "Eco-labels", discounting social aspects, aspects of quality or of life-cycle costing. A "sustainability label", addressing all aspects of sustainability, does not yet exist.

The study carried out a review of the most important background information on labelling, resulting from the analysis of scientific conceptual approaches to sustainable labelling and a broad survey of existing national and international product labelling schemes. Furthermore, the need for an overarching sustainability label was exemplified on the basis of three case studies on food, toys and financial investments.

The study proposes developing the existing labels in several stages. Initially, informal quality criteria for product labels highlighting sustainability requirements should be drawn up together with those concerned from industry, society and politics. This could result in sustainability standards which then are implemented by the existing labels within the framework of their respective responsibility.

### **Blue Angel**

Rich in tradition, the German Blue Angel faces a further changing environment: competition with other labels is increasing and the label's visibility on retailers' shelves is declining. Against this background, the expertise aimed to develop proposals for the future communication strategy of the Blue Angel. The focus was on two target groups: on the one hand, adolescents and young adults and on the other hand, low income households. A workshop with the Blue Angel jury dealing with these target groups was at the core of the expertise. Finally, proposals for possible marketing measures addressing these two groups such as a Blue Angel contest for students living in shared apartments or Blue Angel sales promotion measures for DIY stores have been developed.

## Limits and Opportunities of Consumer Information Through Product Labelling

Product labels can look back on a long tradition, but their consumer-related effectiveness has not been fully researched up to now. Against this backdrop, the goal of this study was to generate findings about the current label landscape in different product areas, to get an idea of the effectiveness of labels for consumers and to derive recommendations for the further development of product labelling.

The use of product labels was examined in Germany, Sweden and the USA in the six meta-areas Cross-Product Group Labels, Food, Alcohol & Tobacco, Building & Habitation, Household & Care, Clothing & Textiles, and Work & Leisure. In total, 181 product labels were identified across all three countries and meta-areas although by far the most labels were found in the Food, Alcohol & Tobacco area. The objectives of the product labels are mainly oriented towards consumer protection and environmental protection. Social objectives are addressed less frequently.

For the purposes of analysing label effectiveness, 78 empirical evaluation studies on the consumer impact of product labels were identified and assessed. These studies examined a quarter of the 181 labels described. They used 13 variables to examine the effectiveness of product labels. The most frequently analysed variables were awareness of product labels and their impact on purchasing behaviour. 22 labels were deemed to be successful with regard to achieving their objectives (e.g. health, environment) including eco-labels, test labels, instructions on use and warnings.

Finally, recommendations were formulated for public authority and political decision-makers and the need for further research discussed. Public bodies involved in product labels should provide a marketing budget that can be used both for conducting advertising campaigns and for the market research studies to evaluate their effectiveness. The need for further research encompasses, amongst other things, conducting in situ studies in order to observe consumers in the purchasing situation, during the usage phase or when actually handling the products.

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# Policies to Encourage Sustainable Consumption

Period: 10/10 – 09/11

Supported by: European Commission,  
DG Environment, Brussels

Cooperation Partners: BIO Intelligence Services, Paris;  
Institute for European Environmental Policy (IEEP), London;  
Policy Studies Institute (PSI), London

To inform the review of the European Action Plan on Sustainable Consumption and Production (SCP), which is due in 2012, the Commission has launched a project on policy instruments aiming to promote more sustainable consumption patterns.

The principal objective is to provide policy guidance on how to change consumption patterns to make them more sustainable by using various approaches, including those based on behavioural research from different fields. To accomplish this, the European consortium carries out a detailed review of the existing tools used, an analysis of real-world case studies, as well as an assessment of future trends in sustainable consumption. At the beginning of the project, a workshop was held with experts and stakeholders from diverse fields to develop future visions of sustainable consumption in the EU.

The proposed approach enables a reliable and accurate information base of the main drivers and tools to influence consumer behaviour in order to shape more effective and efficient sustainable consumption-oriented policy.

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## Further Projects

### **Climate Change and Daily Routine Acts: Potentials, Strategies and Instruments for a CO<sub>2</sub>-Poor Life Style in a Zero-Emission-City**

Project part „Climate change and daily routine acts: impact potentials of climate change-adressing instruments“

Period: 11/10 – 10/13

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

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### **Green Public Procurement: Follow Up of the SCP/SIP Action Plan and GPP Communication of the European Commission**

Period: 11/09 – 10/12

Supported by: Federal Environment Agency (Umweltbundesamt), Dessau

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### **Analysis of Existing Measures and Development of Innovative Strategies to an Improved Application of Synergies Among Environmental and Social Policy**

Period: 11/10 – 08/11

Supported by: Federal Environment Agency (Umweltbundesamt), Dessau

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### **Material Efficiency and Resource Conservation (MaRes)**

Period: 07/07 – 10/10

Supported by: Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), Berlin;  
Federal Environment Agency (Umweltbundesamt), Berlin

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## Selected Publications and Presentations

Beckenbach, Frank; Briegel, Ramón; Konrad, Wilfried;  
Scholl, Gerd; Zundel, Stefan (2009)

### **Routines and their Breaking – an Agent-Based Analysis of Leisure Time Mobility**

In: Holz-Rau, Christian; Scheiner, Joachim (Eds., 2009):  
Subject-Oriented Approaches to Transport, Dortmund, pp. 70-84

Dr. Esther Hoffmann

Michael Kreß

Ria Müller

Dr. Julika Weiß

Jepsen, Dirk; Reintjes, Norbert; Rubik, Frieder;  
Stecker, Rebecca; Engel, Florian; Eisenhauer, Patrik;  
Schomerus, Thomas; Spengler, Laura (2011)

### **Product-Related Top Runner Approach at EU Level**

Report, Download: [www.uba.de](http://www.uba.de)

Konrad, Wilfried; Scheer, Dirk (2010)

### **Limits and Opportunities of Consumer Information through Product Labelling**

Federal Institute for Risk Assessment (BfR), Berlin  
Download: [www.ioew.de](http://www.ioew.de) (German language)

Rubik, Frieder; Scholl, Gerd; Biedenkopf, Katja;  
Kalimo, Harri; Mohaupt, Franziska; Söebech, Ólöf;  
Stø, Eivind; Strandbakken, Pål; Turnheim, Bruno (2009)

### **Promoting Sustainable Consumption. New Policy Approaches**

ASCEE Policy Paper, Download: [www.ioew.de](http://www.ioew.de)

Reisch, Lucia A.; Scholl, Gerd; Bietz, Sabine (2011)

### **‘Better Safe than Sorry’: Consumer Perceptions of and Deliberations on Nanotechnologies**

in: International Journal of Consumer Studies,  
no. doi: 10.1111/j.1470-6431.2010.00979.x



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Biedenkopf, Katja; Söebech, Ólöf (2010)

### **Policies to Promote Sustainable Consumption: Innovative Approaches in Europe**

In: Natural Resources Forum, Volume 34 Issue  
1/2010, pp. 39-50

Frieder Rubik (2011)

### **Presentation “Options for Sustainability Labelling in Germany: Conceptual**

**Considerations and Practical Implications”**  
ERSCP-EMSU Conference, 25-29 October 2010,  
Delft, The Netherlands

# Evaluation and Assessment

TOPIC

## Getting Things Done Sustainably – the Project GETIDOS

Period 05/09 – 04/13

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation partner: Ernst Moritz Arndt University of Greifswald

In 2000, the United Nations formulated global targets for combating extreme poverty in the shape of eight Millennium Development Goals (MDGs). These included the commitment to halve the proportion of the population without access to safe drinking water and basic sanitation by 2015. It is foreseeable that this goal will not be achieved with the traditional institutions and instruments of development and economic policy. New actors are thus required. Under the umbrella term of Social Entrepreneurship, they are also the subject of scientific interest. Social Entrepreneurship focuses on individuals and organisations which tackle local and regional problems and link innovative solutions for these problems – albeit not primarily – with the generation of income. They thus differ from traditional companies on the one hand and from civil society organisations on the other, although the boundaries are fluid. In the water sector, there are such different initiatives as Ecotact in Kenya, L'uda a Voda in Slovakia, Fonag in Ecuador and Viva con Agua, an initiative from Hamburg.

Ecotact employs differentiated business models to improve the supply of public toilets in Kenyan towns, in their slums and in schools. A long-term side effect is also intended to be a change in people's understanding of democracy and individual responsibility. L'uda a Voda lobbies above all politically for a "new water paradigm" which highlights the central role of water in dealing with climate change. The initiative makes a stand against technology-oriented major projects by proposing an alternative water management system and activating regional actors. Fonag, again, is a trust fund into which water users pay in order to support projects for the protection of water catchment areas – such as the

purchase of land or the conversion of agricultural methods. Viva con Agua began with innovative social marketing in the field of event culture to collect donations for drinking water projects in critical regions. In the meantime, the initiative is also generating income via the sale of bottled water and most of this money is flowing directly into the projects.

Do the approaches of such Social Entrepreneurship initiatives offer a promising addition to existing strategies and instruments? What role do social entrepreneurs play in the water sector, what range do their locally launched ideas develop in the face of global social and ecological problems? What potential do they hold for sustainable development and to what extent can their contribution be compared with that of companies which for their part conduct projects to solve a variety of water-related problems in the context of a strategy for corporate social responsibility (CSR)? The research group GETIDOS examines these questions in several case studies with the aid of qualitative and quantitative on-site surveys. For this purpose, GETIDOS employs its own socio-ecological evaluation approach. It integrates findings and methods from the fields of business management, ecohydrology, philosophy, political science and environmental engineering, but also the knowledge of the practical project partners and thus offers a transdisciplinary perspective on Social Entrepreneurship.

Further information: [www.getidos.net](http://www.getidos.net)

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# Evaluating Policies for Sustainable Development

Period: 04/06 – 12/11

Supported by: Federal Ministry of Education and Research (BMBF), Berlin

Cooperation partners: Ecologic Institute, Berlin as well as numerous international partners

The importance of evaluation for political decision-making and planning processes is growing. This results on the one hand from the increasing pressure to justify political measures and programmes whose legitimacy and acceptance are to be enhanced by evaluation. On the other hand, learning policy approaches must recognise the effects at an early stage and continually improve them. In particular, the evaluation of sustainability effects is becoming more relevant. With traditional sustainability assessments, economic aspects frequently dominate the other dimensions of

sustainability. Consequently, this project focuses on the evaluation of socio-ecological factors. A broad network with relevant European research and advisory institutes was established in the project and the international conference “Sustainable Development in Policy Assessment” was conducted in June 2009. Around 130 experts from over 20 countries discussed the status quo and the future of various procedures. With their help, social and ecological aspects can be taken into account as a basis for policy decisions at the level of the EU and its Member States. The current second project phase concentrates on the opening up of new financial support possibilities at European level, in particular in the EU's 7th research framework programme.

Contact: frieder.rubik@ioew.de

## Selected Publications and Presentations

Gebauer, Jana (2010)

Presentation „**Different Actors – Different Actions: Water Stewardship and CSR**”

Social Entrepreneurship Seminar „Water: Element, Right, and Commodity?“ of University of Greifswald and IÖW, 30 June 2010, Greifswald

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Rubik, Frieder (2010)

Presentation „**The Evaluation of the European Eco-Label and the Outcome of the Revision of the European Eco-Label Schemes**”

Conference “Sustainable Development Evaluations in Europe: From a Decade of Practices, Politics and Science to Emerging Demands”, 17-19 November 2010, Brussels

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Otto, Siegmar (2010)

**Public Perception of Sustainable Development**

**What Means Sustainability and Sustainable Development?**

In: Ökologisches Wirtschaften 4/2010, pp. 35-38, oekom, Munich

## Further Project

**Social Innovation and its Diffusion:**

**Social Marketing and Social Entrepreneurship**

Period: 04/10 – 03/12

Supported by: Stiftung Mercator GmbH, Essen

## Team

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Franziska Mohaupt

Ria Müller

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Dr. Julika Weiß

# IÖW – Facts and Figures

## ORGANISATION

(AS OF AUGUST 2011)

### Directors

Scientific Director: Thomas Korbun  
Financial Director: Marion Wiegand

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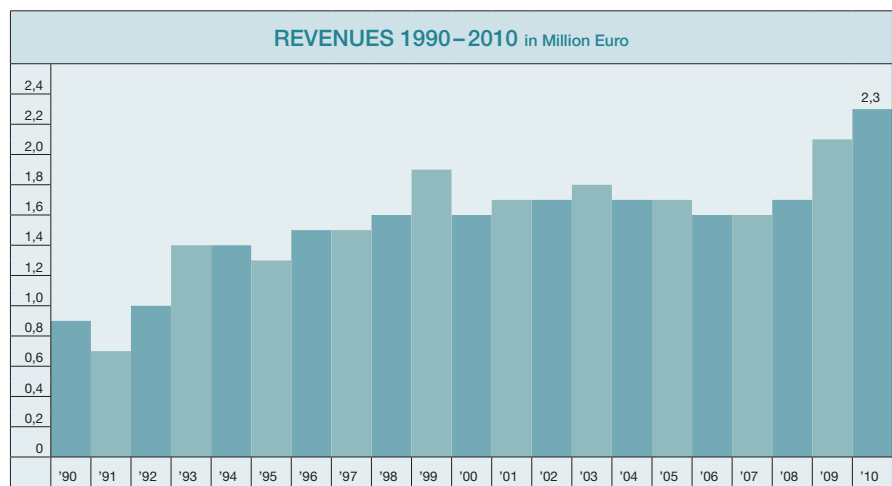
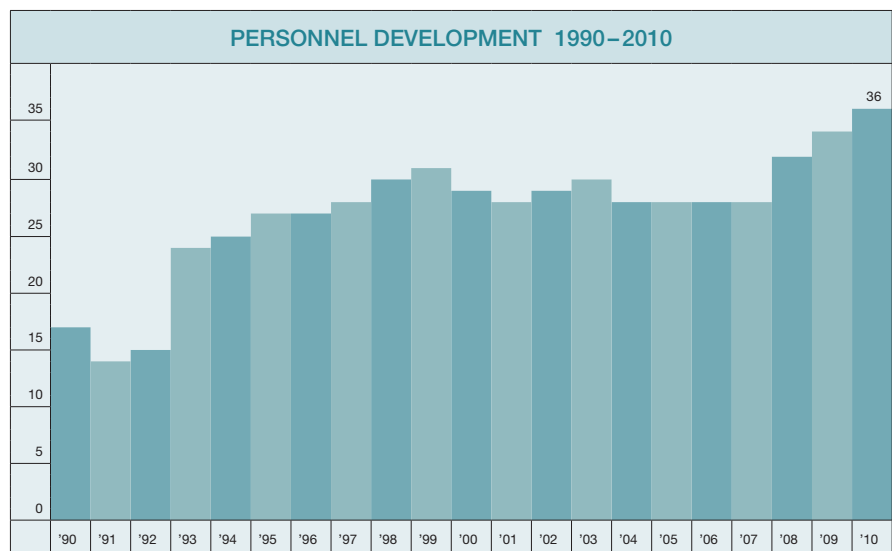
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and Environmental Policy:  
Ulrich Petschow

Sustainable Energy  
and Climate Protection:  
Dr. Bernd Hirschl

Ecological Consumption:  
Dr. Gerd Scholl

Ecological Product Policy:  
Dr. Frieder Rubik





# The IÖW-Fellowship-Programme

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## IN GOOD COMPANY

The support by and cooperation with different people as well as other institutions has always been an enrichment and usually also an honour for the IÖW in the last 25 years. In order to expand such cooperation even further, the IÖW started its Fellowship-Programme in 2005.

Retired (yet active!) scientists, or researchers in the establishment phase who work in other institutions, can become Fellows of the IÖW. However, staff members of NGOs within the research sphere are also possible candidates. Fellows cooperate with scientists from an IÖW research field for a period of one to two years. During this period, they pursue common projects with the IÖW scientists.

## OPPORTUNITIES FOR COOPERATION

The cooperation in question may be related to the writing of a publication or the concept of a business event. Also conceivable is a constructive yet critical accompaniment of individual main areas of the Institute and/or the joint development and definition of new main research areas at the IÖW. Fellowship projects are developed and defined individually. The IÖW offers its Fellows a flexible link to an innovative and well-funded institute for applied sustainability research. On request, temporary work place can be provided in Berlin or in Heidelberg, as well as further organisational support, for example the costing and processing of projects funded by external public bodies.

## BECOMING A FELLOW

Everyone who has an idea for a joint project can apply to the IÖW with his/her proposal. Third parties may also be proposed.

## SCIENTISTS AND FELLOWS

- Kathrin Ankele, SUSTAINUM – Institut für zukunftsfähiges Wirtschaften, Berlin
- Prof. Dr. Thomas Beschorner, Institute for Business Ethics (IWE), University of St. Gallen, Switzerland
- Dr. Frank Ebinger, GIZ Addis Ababa, Ethiopia
- Prof. Dr. Heike Flämig, Hamburg University of Technology
- Prof. Dr. Eckart Hildebrandt, Berlin
- Dr. Jürgen Meyerhoff, Environmental and Land Economics, Technische Universität Berlin
- Dr. Birgit Soete, German Advisory Council on Global Change (WBGU), Berlin
- Prof. Dr. Angelika Zahrnt, German Council for Sustainable Development (RNE), Berlin, honorary president of the BUND (Friends of the Earth Germany)



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# International Cooperation

## Partners and References

### SELECTION OF INTERNATIONAL COOPERATION PARTNERS

AEA Technology, Harwell, Great Britain  
Austrian Institute of Ecology, Vienna, Austria  
BIO Intelligence Service S.A.S. (BIO), Paris, France  
CEE Bankwatch Network, Prague, Czech Republic  
Centre for European Policy Studies (CEPS), Brussels, Belgium  
Copenhagen Business School (CBS), Copenhagen, Denmark  
Copenhagen Resource Institute (CRI), Copenhagen, Denmark  
Danish Building Research Institute, Horsholm, Denmark  
ESCP Europe, Paris, France  
Federal Ministry of Agriculture, Forestry, Environment  
and Water Management, Vienna, Austria  
Federal Office for Spatial Development (ARE), Bern, Switzerland  
Finnish Ministry of the Environment, Helsinki, Finland  
Fondazione Eni Enrico Mattei (FEEM), Trieste, Italy  
French Institute for Exploitation of the Sea (IFREMER), Brest, France  
Fundacao Da Faculdade De Ciencias e Tecnologia/  
Universidade Nova De Lisboa, Caparica, Portugal  
GHK, London, Great Britain  
Impact Assessment Research Centre (IARC), Manchester, Great Britain  
Institute for Development Policy and Management (IDPM),  
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Institute for Environmental Studies (IVM), Vrije Universiteit Amsterdam,  
The Netherlands  
Institute for European Environmental Policy (IEEP), London, Great Britain  
Institute for European Studies (IES), Vrije Universiteit Brussels, Belgium  
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Sustainable Economic Development (ENEA), Bologna, Italy  
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Matrix Insight, London, Great Britain  
National Institute for Consumer Research (SIFO), Oslo, Norway  
Netherlands Environmental Assessment Agency (PBL), The Hague  
and Bilthoven, The Netherlands  
Netherlands Organisation for Applied Scientific Research (TNO),  
Delft, The Netherlands



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Planète Publique (PP), Paris, France  
Policy Studies Institute (PSI), London, Great Britain  
Regional Environmental Centre for Central and Eastern Europe (REC),  
Szentendre, Hungary  
Research Institute for Managing Sustainability (RIMAS), Vienna, Austria  
Stockholm Environment Institute (SEI), Stockholm, Sweden  
Strategic Design Scenarios (SDS), Brussels, Belgium  
Sustainable Europe Research Institute (SERI), Vienna, Austria  
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University College London (UCL), London, Great Britain  
Universitat Autònoma de Barcelona, Spain  
University of Surrey, Guildford, Great Britain

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European Commission, Directorate-General for Health and Consumer  
Protection (SANCO), Brussels, Belgium  
European Commission, Directorate-General for Regional Policy (REGIO),  
Brussels, Belgium  
European Commission, Directorate-General for Research (RTD),  
Brussels, Belgium  
Federal Office for the Environment FOEN Switzerland, Bern, Switzerland  
United Nations Environment Programme (UNEP), Paris, France

# “Ökologisches Wirtschaften”

SCIENTIFIC JOURNAL



In 1986 the IÖW started to publish its own magazine, in cooperation with the Association for Ecological Economic Research (VÖW). Since 1996, it appears quarterly under the title “Ökologisches Wirtschaften” (“Ecological Economy”), published by the oekom Publishing Company, Munich. Its goal is to strengthen scientific debate and to disseminate research results within the specialist public.

“Ökologisches Wirtschaften” presents the scientific foundations for a linkup between ecology and economy, describes the political and social framework conditions for sustainable management and discusses the resulting practical challenges for companies. The concept of the journal is unique up to now: it confronts recent findings in the scientific discussion with concrete experiences made in politics and industry – an exciting and, at the same time, important and productive encounter for all stakeholders. On [www.oekologisches-wirtschaften.de](http://www.oekologisches-wirtschaften.de) the Open-Access Portal of the journal offers a download of over 1.000 scientific articles – from 1986 until now. The journal is published in German language, yet regularly includes English articles as well.

## LATEST MAIN TOPICS

No. 2/2011: International Climate Politics after Cancún – Between Euphoria and Disappointment

No. 1/2011: Environmental Justice – About the Responsibility of Politics and Companies

No. 4/2010: Utilities and Climate Change – Adaptation between Opportunities and Risks

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