



Annual Report 2005/06

2005/06

➔ Research for a Sustainable Economy

Institute for
Ecological Economy
Research



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Imprint

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for Ecological Economy Research IÖW) gGmbH

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Print:

Trigger, Berlin

Printed on recycling paper (100 % used paper)

Dear Readers,

International topics, projects, partners and sponsors are constantly gaining in importance in our work. We are therefore pleased to present to you the first annual report of the Institut für ökologische Wirtschaftsforschung (Institute for Ecological Economy Research, IOeW) in English. In this report we want to present not only the profile of the Institute but also particular research activities from the years 2005 and 2006.

Research for a sustainable economy – under this title the IOeW works out scientifically sound, practically oriented studies and concepts, and accompanies their implementation at corporate and political level as well as in NGOs. From the time the IOeW was founded in 1985 until today, we have contributed continuously and in many cases as pioneers towards the implementation of the idea of sustainable development through applied research and consulting.

Topics and projects in 2005 and 2006

In 2005 and 2006, the IOeW completed numerous innovative projects and published the results. A well-known example is the widely respected, independent ranking of the sustainability and Corporate Social Responsibility (CSR) reports of the 150 largest German companies, which the IOeW carried out together with the environment-oriented entrepreneurs' association Future. The ranking was developed in 1994 and was the first ranking of environmental reports to be carried out worldwide. Since then, the criteria of the ranking have been regularly discussed and further developed with companies and social groups, and also include current CSR topics. The next ranking is due to take place at the end of 2007.

Projects dealing with the innovation potential and sustainability effects of new high technologies represent a further main focus. Besides projects on nanotechnology, including projects for the European Parliament, the application perspectives of bionics were a central element of our research in the years under review.

Our projects on the internationalisation and export of environment-oriented services examine economically exciting perspectives for linking value added and job trends in Germany and comparable countries with the diffusion of environmental technologies and renewable energies in developing and newly industrialized countries.

I should also like to underline the projects on sustainable consumption and production patterns, on the extended ecological-economic evaluation of ecosystems and land use as well as on the decoupling of economic growth and transport.

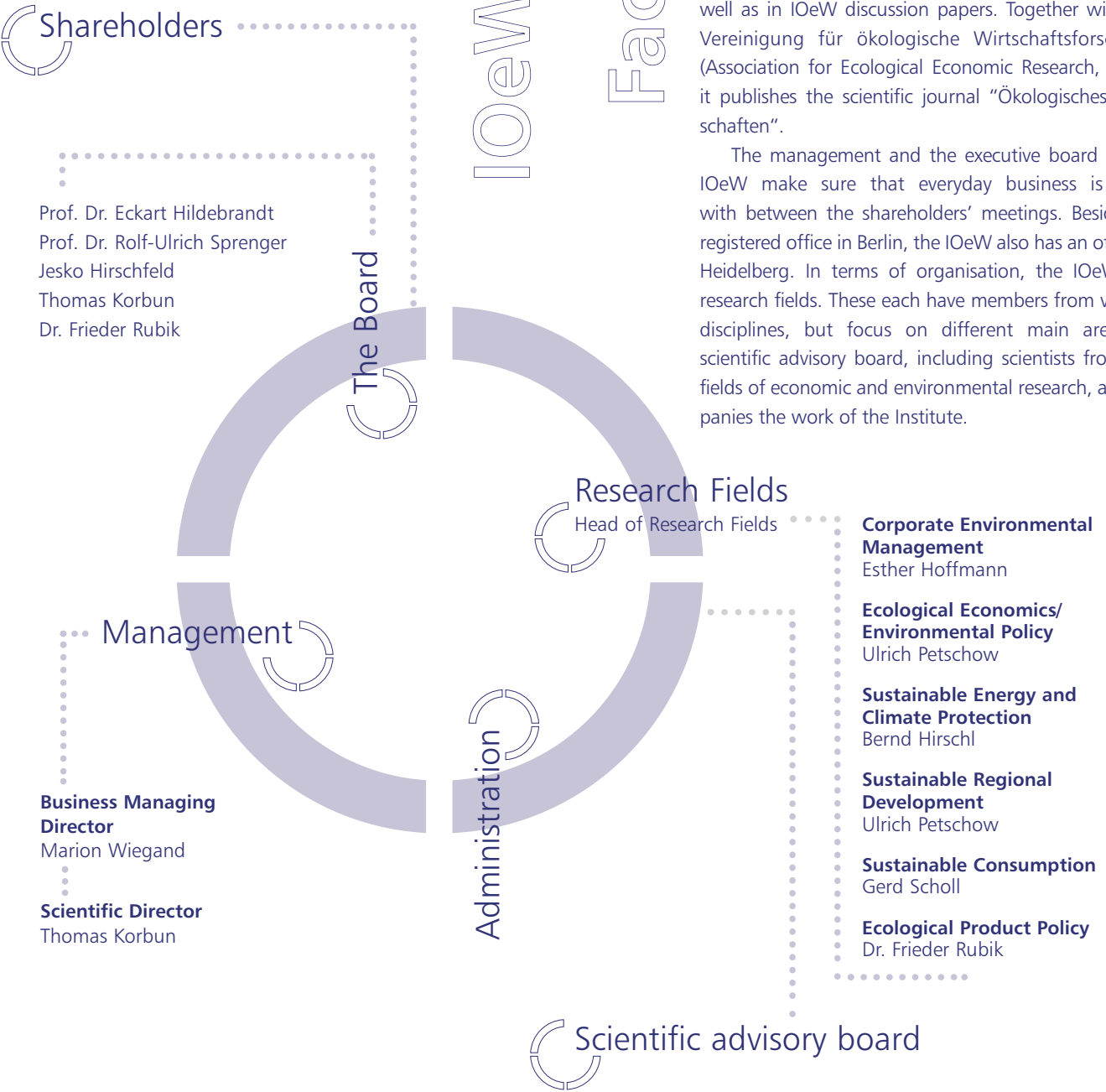
Still in good company

The work of the IOeW would be inconceivable without numerous cooperation agreements. We should therefore like to thank all of our partners in the scientific and business sectors, in environmental and economic associations and in politics as well as the many sponsors and clients. Cooperation has always been an enrichment and usually also an honour for the IOeW in the last 20 years. We look forward to carrying out committed research with you on the implementation of a sustainable means of running an economy, now and in the future.

Thomas Korbun
Scientific Director

Facts and Figures

IOeW

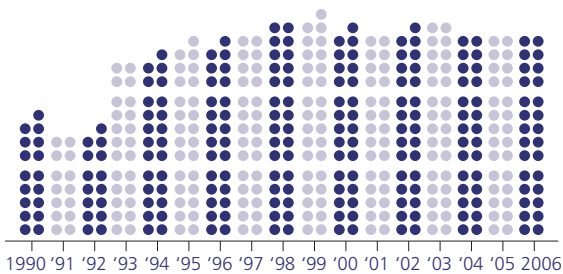


IOeW was founded in 1985 as a non-profit-making limited company, and since then has pursued the central theme of a scientifically based link between ecology and economics. It is politically independent. IOeW conducts research projects, draws up scientific reports and organises conferences and workshops. The results of its work are published in its own series volume as well as in IOeW discussion papers. Together with the Vereinigung für ökologische Wirtschaftsforschung (Association for Ecological Economic Research, VÖW) it publishes the scientific journal "Ökologisches Wirtschaften".

The management and the executive board of the IOeW make sure that everyday business is dealt with between the shareholders' meetings. Besides its registered office in Berlin, the IOeW also has an office in Heidelberg. In terms of organisation, the IOeW has research fields. These each have members from various disciplines, but focus on different main areas. A scientific advisory board, including scientists from the fields of economic and environmental research, accompanies the work of the Institute.

Personnel development 1990 to 2006

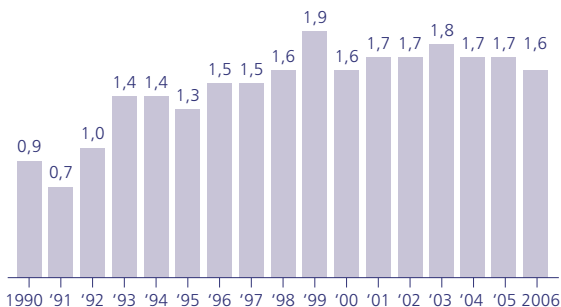
● = 1 employee



The staff of the Institute form an interdisciplinary team from the fields of economics, engineering, natural and social sciences. This means that subject-specific as well as integrated solutions for sustainable development can be worked out in the projects. Ever since it was established, the IOeW has continuously expanded its workforce and established technical competence as well as knowledge of methods over many years. The large majority of the staff are permanently employed, and many of them are shareholders in the Institute.

Revenues 1990 to 2006

in Million €



The clients and sponsors of the IOeW come from many areas of society. In 2005/06 we were able to raise funds for most of the projects from public institutions: the European Union, various ministries as well as federal and regional authorities. In addition, companies, associations and private foundations promote the work of the IOeW. The IOeW does not receive any permanent groundfloor financing from public authorities.

Selection of international co-operation partners

- Ambiente Italia, Milan, Italy*
- AVANZI, Milan, Italy*
- Center for Clean Air Policy, Washington D.C., USA*
- Center for European Policy Studies (CEPS), Brussels, Belgium*
- Centre for Alternative Social Analysis (CASA), Copenhagen, Denmark*
- Centre for Appropriate Technology (GrAT), Vienna, Austria*
- Centre for Sustainable Consumption, Sheffield Hallam University, Great Britain*
- CRIS – Centre for Research into Sustainability, Royal Holloway University, London, Great Britain*
- Department of Finance, University of Groningen, Netherlands*
- E2 Management Consulting AG, Zurich, Switzerland*
- ECO-Label Office, Galway, Ireland*
- Ente per le Nuove Tecnologie, l'Energia e l'Ambiente (ENEA), Bologna, Italy*
- Erasmus University Rotterdam, Department of Environmental Science, Rotterdam, Netherlands*
- Fondazione Eni Enrico Mattei (FEEM), Milan, Italy*
- Gothenburg Research Institute, Gothenburg, Sweden*
- ICLEI in Europe – Local Governments for Sustainability, Freiburg, Germany*
- IEFE – Istituto di Economia e Politica dell'Energia e dell'Ambiente, Università Bocconi, Italy*
- IFZ – Inter-University Research Centre for Technology, Work and Culture, Graz, Austria*
- Institut für Produktdauerforschung, Giebenach, Switzerland*
- Institute for Development Policy and Management (IDPM), Manchester, Great Britain*
- Institute for Environmental Studies (IVM), Amsterdam, Netherlands*
- Institute for European Environmental Policy (IEEP), London, Great Britain*
- Institute for Globalization and Sustainable Development, Tilburg University, Netherlands*
- Institute for Product Development (IPU), Copenhagen University, Denmark*
- Institute for Prospective Technological Studies (IPTS), Sevilla, Spain*
- Institute for Sustainable Development, Warsaw, Poland*
- Institute of Environmental Sciences, Leiden University, Netherlands*
- Institute of International Sociology, Gorizia, Italy*
- Institute of Management, University of St. Gallen, Switzerland*
- International Alert, London, Great Britain*
- International Institute for Industrial Environmental Economics (IIIEE), Lund University, Sweden*
- International Research Centre on Environment and Development (CIRED), Paris, France*
- Istituto di Economia e Politica dell'Energia e dell'Ambiente (IEFE), Milan, Italy*
- Istituto di Ricerche Ambiente Italia, Milan, Italy*
- National Technical University of Athens, Erasmus Centre for Environmental Studies, Athens, Greece*
- National University of Ireland, Galway, Ireland*
- Ökoinstitut Südtirol/Alto Adige, Bozen, Italy*
- Ökoscience, Zurich, Switzerland*
- ÖBf – Österreichische Bundesforste, Purkersdorf, Austria*
- Österreichisches Ökologie Institut, Vienna, Austria*
- Queens University, Belfast, Ireland*
- Randa Group, Barcelona, Spain*
- Rijksinstituut voor Volksgezondheid en Milieu (RIVM), Bilthoven, Netherlands*
- Science and Technology Policy Research (SPRU), University of Sussex, Brighton, Great Britain*
- Statens institutt for forbruksforskning (SIFO), Oslo, Norway*
- Stockholm Environmental Institute (SEI), Stockholm, Sweden*
- Tilburg University, Department of Leisure Studies, Tilburg, Netherlands*
- TNO-STB Centre for Technology and Policy Studies, Delft, Netherlands*
- UK Centre for Environmental and Economic Development, Cambridge, Great Britain*
- Università di Siena, Italy*
- Valor & Tinge A/S, Copenhagen, Denmark*
- Vrije Universiteit Amsterdam, Netherlands*

Selection of international clients and sponsors

- Bundesamt für Umwelt, Wald und Landschaft (BUWAL), Bern, Switzerland*
- European Commission, DG Environment, Brussels, Belgium*
- European Commission, DG Industry, Brussels, Belgium*
- European Commission, DG Research, Brussels, Belgium*
- European Commission, DG XII, Brussels*
- Federal Office for the Environment (FOEN), Bern, Switzerland*
- United Nations Conference on Trade and Development (UNCTAD), Geneva, Switzerland*
- United Nations Environment Programme (UNEP), Paris, France*

Research Fields

Six research fields form the organisational framework for the work of the IOeW. The composition of the research teams is interdisciplinary, and they deal with the main thematic and methodical areas of socially and ecologically oriented economic research. Many different research methods are used in the projects of the IOeW, for example ecological-economic valuation methods, industry and region-specific market analyses, quantitative and qualitative methods of empirical social research, evaluation of policies and instruments, scenario development or technology assessment and life cycle analysis. For purposes of practice transfer, the IOeW staff advise social groups, companies, politicians and public authorities. They design, present and accompany dialogues between actors and stakeholder groups in business and politics.



Head *Esther Hoffmann*
E-Mail *esther.hoffmann@ioew.de*

- Research focal points
- *Corporate Social Responsibility (CSR)/ sustainable corporate governance*
 - *sustainable corporate development*
 - *instruments for environmental and sustainability management*
 - *environmental controlling/environmental performance evaluation*
 - *sustainable development of markets and products*
 - *environmental and sustainability communication*
 - *associated research, evaluation, monitoring*

Corporate Environmental Management

Nowadays companies are expected not only to provide good and safe products and services, but also to assume social responsibility. The concept of Corporate Social Responsibility (CSR) includes ecological and social aspects in the core business of a company and in social involvement, in the local environment and also internationally, along the value-added chain. The research field has been working together for many years with (pioneering) companies (large companies as well as small and medium-sized companies) which have faced up to these challenges. The team develops, tests and evaluates innovative methods and instruments for sustainable management (e.g. stakeholder dialogues, customer integration in product development, sustainability reports). On behalf of the EU Commission, the research field evaluated the effects of the European Eco Management & Audit Scheme (EMAS) and developed proposals for its revision.

see also ▷ "Project Overview" p. 14



Head *Ulrich Petschow*
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- Research focal points
- *innovations for a sustainable development, new technologies*
 - *economic instruments and new forms of governance*
 - *ecological-economic valuation*
 - *globalisation, governance-structures*



Head *Bernd Hirschl*
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- Research focal points
- *sustainable energy policy*
 - *climate policy and climate change*
 - *sustainable energy innovations*
 - *renewable energies*



Head *Ulrich Petschow*
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- Research focal points
- *sustainable regional development*
 - *sustainable regional economy, regional development concepts*
 - *network and actor analysis*
 - *agriculture and nutrition*
 - *mobility and traffic*

Ecological Economics/Environmental Policy

Economic and social change has speeded up in the past few years. For example, the globalisation process calls for new approaches in environmental and economic policy. In this area of conflict, the research field works out possible solutions. The research team evaluates the opportunities and risks of new technologies and develops new strategies for sustainable technological development and the dissemination of environment-friendly technologies. The projects on the subject of bionics must be particularly highlighted here. A further main area is that of ecological-economic valuation. In several projects, the IOeW is working conceptually and practically on the implementation of the European Water Framework Directive.

see also ▷ "Project Overview" p. 15

Sustainable Energy and Climate Protection

What innovations, what policies and what social preconditions are required to develop a sustainable energy system and to protect the climate? Such questions form the background and at the same time stand for the interdisciplinary research spectrum of this area. The work of the research team comprises economic and political analyses, examinations of environmental relevance as well as questions of acceptance. The development and evaluation of energy policy instruments such as the German Renewable Energy Sources Act play an important part here. Another main point of focus is the analysis of markets and innovations in various renewable energy source technologies. The team carries out basic scientific studies, draws up reports with the aim of advising the political sector, and makes practical recommendations.

see also ▷ "Project Overview" p. 19

Sustainable Regional Development

Globalisation tendencies, changes in political approaches to EU structural and agricultural policy as well as bottlenecks in public budgets today determine urban and regional planning trends as well as economic developments. The liberalisation of markets is aggravating spatial and social disparities. Against this background, the research field analyses regional change processes and develops innovative strategies for sustainable regional development. An important project in 2005 was a study of the options available for disengaging economic growth from traffic.

see also ▷ "Project Overview" p. 17



Head Gerd Scholl
E-Mail gerd.scholl@ioew.de

- Research focal points*
- consumer behaviour research
 - sustainable services
 - sustainable nutrition
 - sustainability marketing
 - consumption-related sustainability policy



Head Dr. Frieder Rubik
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- Research focal points*
- Integrated Product Policies (IPP) and Sustainable Consumption and Production (SCP)
 - ecological product information and valuation
 - sustainable services
 - innovation and sustainability

Sustainable Consumption

How can sustainable consumption be defined in theory and implemented in practice? What role will public authorities play, and what roles will civil society and business actors play? The research team works out highly practical answers to these questions. For example, the staff members developed and implemented a sustainable customer account card and formulated recommendations for sustainable nutrition in schools. At the moment it is examining the marketing of products from organic farming in the independent retail food trade.

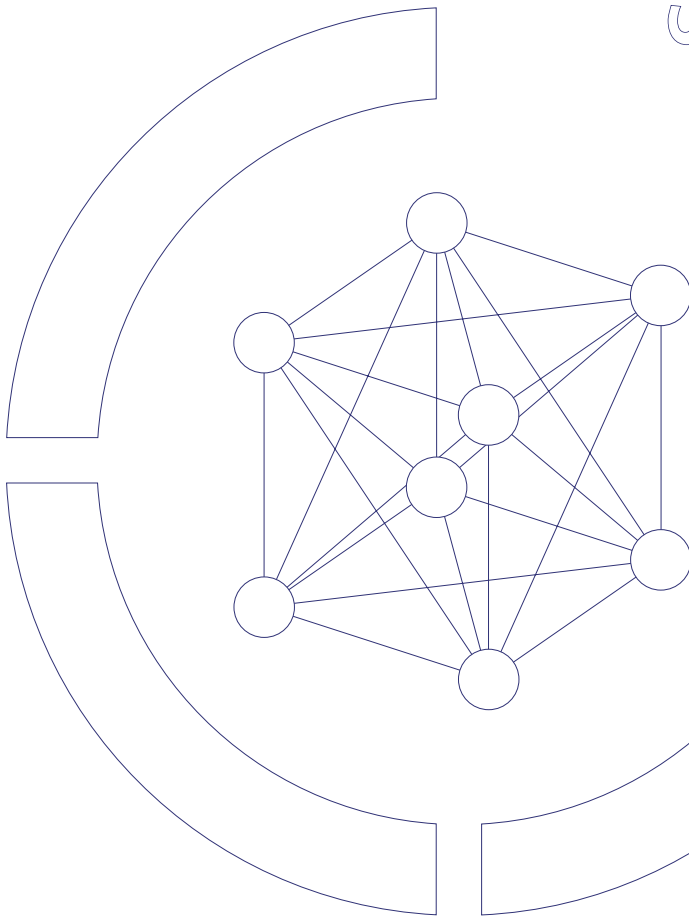
see also ▷ "Project Overview" p. 17

Ecological Product Policy

The research field works out innovative concepts, strategies and measures in the field of product-specific environmental protection. The objective of the staff members is to improve the ecological profile of products and services "from the cradle to the grave" and to transform markets in terms of sustainability. In 2005, the research field successfully completed several projects in the fields of Integrated Product Policy (IPP) and environmental labelling. At the same time, new projects were initiated in the field of forest management as well as the export of environmental services.

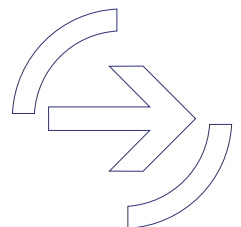
see also ▷ "Project Overview" p. 18

Specific Projects



Ever since it was founded, the IOeW has dealt with well over 300 research projects. These projects have always been evidence of a great scientific variety – not only as far as the topics are concerned but also the methods. In 2005 and 2006, for example, our researchers carried out projects on the risks of and opportunities for bionics, on the definition of corporate objectives and on the costs and benefits of flood protection measures. What all projects had and still have in common is that they seek ways to practically implement the abstract model of sustainable development – at different social levels and with different actors. We shall present two IOeW projects in greater detail on the following pages. You will find brief descriptions of further projects from 2005 and 2006 under “Project Overview” from page 14 onwards. For detailed and up-to-date information on our projects, look up our Internet site www.ioew.de.

- Ever – Evaluation of EMAS and Eco-label for their Revision
- Exporting Know-how – Options for an Internationalisation of Services for Renewable Energies



EVER – Evaluation of EMAS and Eco-label for their Revision

According to the European Commission, the EU activities on environmental management (EMAS) and on environmental labelling (EU ecolabel) are important steps on the way to sustainable development. EVER is a study for the evaluation and continued development of these two voluntary environmental policy instruments. To what extent are EMAS and the EU ecolabel succeeding in actually changing production and consumption

patterns, and how can the environmental performance of the two systems be improved? What supporting and inhibiting factors are there? What contribution do the systems make towards sustainable development and towards improving the competitiveness of companies? The project team followed up these questions within the framework of EVER.



The main objective of the project was to advise the Commission in the revision of European regulations concerning environmental management (EMAS) and the European ecolabel. Within the IOeW, the task of analysing EMAS was carried out by the Corporate Environmental Management research field, and that of analysing the European ecolabel by the Ecological Product Policy research field.

The considerations and proposals for further developing both systems are based on a thorough analysis of the current state of the technical literature and the technical discussion, on 280 interviews with users and non-users of these systems, with specialist authorities and NGOs in the 25 member states and on five case studies. Two workshops were carried out in September 2005 to reinforce these findings.

The project team worked out a number of options that could be reflected in the forthcoming revision process. Seven options for updating the European ecolabel will be illustrated in the following. The report with all of the results – including the evaluation of EMAS – can be downloaded from http://ec.europa.eu/environment/emas/documents/kit_en.htm.

Institutional modifications

This option aims at the present institutional framework of the European ecolabel and proposes a modification of the assignment of rights, obligations, and decision-making authority between the Commission, the member states, the specialist agencies, applicants and stakeholders in the direction of greater independence from the Commission. At the same time, preparation and validation processes are to be made leaner. Outsourcing of the system was also examined, but considered to be counterproductive.

Changes in the general conditions

In particular the mobilisation of the public procurement system, but also other fiscal measures for improving attractiveness are proposed as part of this option.

Content-specific modification to the European concept

An extension of the ecolabel could be achieved by working out additional terms of award and by reducing and focussing the award criteria, and could stimulate companies to become interested in the EU ecolabel.

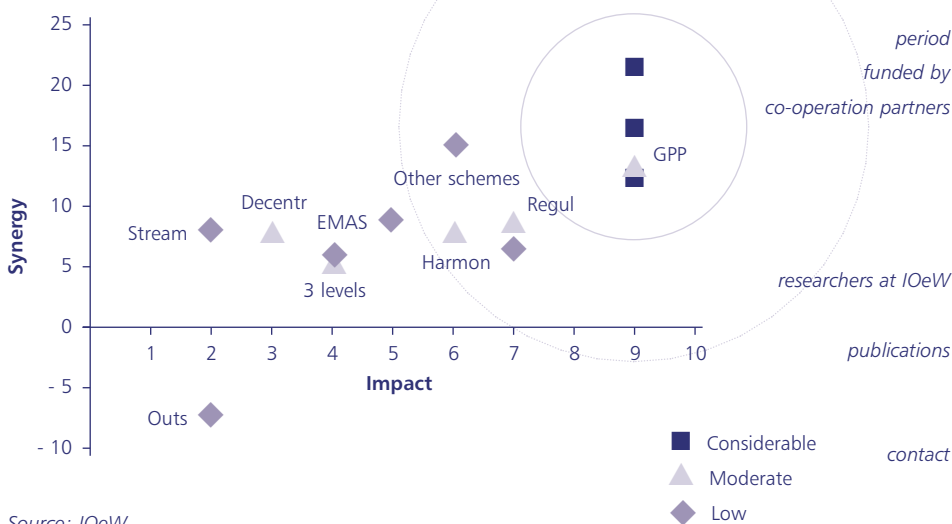
Promotion and Marketing

An increase in awareness among consumers, professional buyers, retailers, potential label users and stakeholders is of great importance. To achieve this, direct activities should be started on the one hand (e.g. information campaigns, co-marketing and dialogue forums) and, on the other hand, indirect, more supportive measures (e.g. information material, coordination institutions, market analyses).

Harmonisation of ecolabel systems

Here we see three competing approaches, namely the adoption of European award criteria by the national ecolabel systems, the extensive adoption of national awarding principles by the European system or the transformation of the European system into a kind of "umbrella label".

Comparative assessment of the Ecolabel options



Source: IOeW

Evaluation of EMAS and Eco-label for their Revision (EVER)

period 10/04 - 09/05
 funded by European Commission - DG Environment
 co-operation partners IEFE- Università Bocconi, Milan (consortium leader); Valor & Tinge A/S, Copenhagen; SPRU - University of Sussex, Brighton; Adelphi Consult, Berlin
 researchers at IOeW Kathrin Ankele, Dr. Frieder Rubik (head of the IOeW-team), Dirk Scheer
 publications Iraldo et al. (2005): Final Report: Evaluation of EMAS and Ecolabel for their Revision (EVER)
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Support for applicants

Here, technical measures to create know-how have been proposed, on the one hand, and on the other hand incentives to reduce the costs for applying for and using the labels.

Extension of the label in the direction of sustainability

We did not consider a direct extension in the direction of a sustainability label to be a good idea; instead gradual modifications should be introduced, modifications which in the long term could point the way towards a sustainability label by attracting the attention of producers and consumers to some points that are important in this context.

Relationship between EMAS and the ecolabel

Insofar as a company already uses one of the two systems, these should support each other and achieve simplifications. To do this, awarding conditions, validation processes, general conditions and marketing should be adapted to and coordinated with each other.

Introduction of a "3-stage" system

In order to achieve a more intensive and more effective integration between EMAS and the ecolabel, an even further-reaching merger could be pursued to set up a new – integrative – system. Here it would be necessary to distinguish between three stages: the first stage is represented by the EMAS environmental management system, which is geared to companies and the management of the environmental burden it causes. The second stage aims at options for the product-specific recognition of environmental performance. The third stage represents the certification of the environmental characteristics of a product in comparison to those of its rivals.

These options were weighted, their synergies were analysed and their effects were examined with respect to an increase in these effects (number of ecolabel users, direct and indirect ecological effects) and to the costs and effort involved (for the Commission as well as for the member states). The project team summarised the weightings recorded in this way in a two-dimensional matrix, which thus also helped to identify the core of the political options (cf. illustration). We can now wait and see whether the European Commission will take up any of these proposals in the course of revision, and if so, which.

Exporting Know-how – Options for an Internationalisation of Services for Renewable Energies

Within the framework of climate change mitigation and against the background of sustainable development, the use of renewable energy sources is gaining in importance. At the same time, the services performed in this sector have hardly played a role in the scientific discussion so far. The objective of the EXPEED research project is the acquisition of application-relevant knowledge about the export capability and the internationalisation options of services in the field

of renewable energy sources. First the services performed in all sectors of renewable energy sources are recorded and typologised; central barriers and success factors, export potentials and target countries are defined. On the basis of these analyses, corporate concepts relating to internationalisation as well as strategic concepts and political recommendations for intermediary and politically influential actors are developed.



Worldwide energy demand increases significantly every year. Besides conventional energy sources, renewable energy sources are playing an increasingly important role here. Renewable energy sources are an important option for the climatically sustainable energy supply of the future and thus represent an important contribution towards sustainable development. The expansion of the world market promises growing export potential for the renewable energy source sector. In particular, countries that are technical pioneers in this sector, and lead markets such as Germany, can benefit from global market trends by exporting products and services.

Accordingly, the export of plant, components and services in the field of renewable energy sources plays a significant role in the development of the German market, besides the continuing expansion of production capacities within Germany. Sales by German companies in this area have risen steadily in the past few years thanks to the expansion of production capacities within Germany, on the one hand, and through exports on the other hand. As early as 2005, the export share of German companies was about 50 % of total sales. This trend can be expected to become even more pronounced in the future. Accordingly, a recent forecast predicts that annual exports will increase between 2005 and 2020 from approx. 4 billion to 80 billion Euro. This corresponds to an increase in the export share to over 80 % by 2020.

With respect to energy production from renewable energy sources, not only the manufacture of energy production facilities plays an important part, but also a large number of services. These include not only product-accompanying but also industrial services, as

well as a number of indirect and knowledge-intensive services. Examples are the development of plant, planning, project work and financing, plant installation, plant maintenance and repair, which are offered not only as product-accompanying services but also independent of the product.

The scope and range of these services have not been systematically examined so far. Within the framework of the project, the general structure and significance of services in the field of renewable energy sources have for the first time been comprehensively reviewed, not only for specific technologies but also across technology lines. In order to be able to compare these findings with existing statistics, a categorisation of the services is also carried out.

While the importance of the export of services has been comparatively low so far vis-à-vis the significance of plant and component exports, the opportunities for success in the export of services have also grown thanks to the global growth trend in the field of renewable energy sources. Furthermore, the national lead in know-how can contribute towards exports in services being maintained or even growing as the exports of plant and plant equipment fall. In the future, a drop in the exports of plants will take place as the target countries increasingly produce the plants themselves (and as a rule more cheaply). However, impending drops in sales and adverse employment effects in Germany can be balanced out or even overcompensated for by a favourable starting position in the field of renewable energy source service exports on the world market.

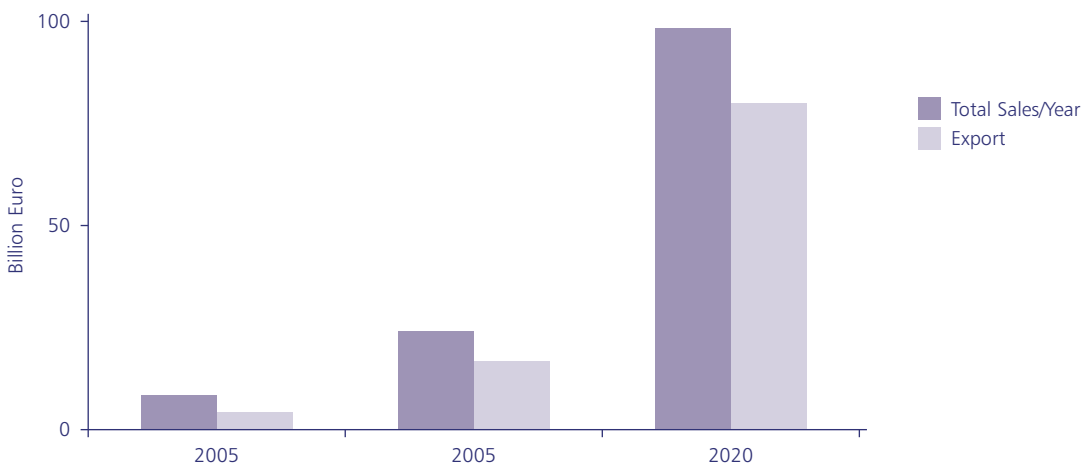
Nevertheless, exports of services represent particular challenges for companies from the various sectors of renewable energy sources, which themselves are frequently small and medium-sized companies. One main objective of the project is therefore to examine the fundamental export capability, export relevance as well as the potentials of renewable energy services. On the basis of these analyses and in cooperation with selected partners from the practical field (companies as case study partners), internationalisation strategies are being worked out. The development of practically oriented solution approaches and organisation concepts for using identified export potentials should improve the export situation of companies. In addition, the optimisation and development of support concepts for the export of services is to be carried out for the project partners dena (within the framework of the Export Initiative of the German government) and RE-NEXT and, should the occasion arise, for further intermediary institutions active in the foreign trade sector.

The EXPEED project is part of the Federal Ministry for Education and Research (BMBF) focus group "Export von Umweltdienstleistungen" (Export of Environmental Services), which is coordinated by the IOeW.

EXPEED - Export potentials of services in the field of renewable energy sources - service categories, lead market potentials and the development of internationalisation strategies

period 10/05 – 02/09
funded by German Federal Ministry of Education and Research (BMBF), Bonn
co-operation partners University of Rostock; Deutsche Energie-Agentur (dena), Berlin; RE-NEXT (Renewable energies network for export and technology), Berlin
researchers at IOeW Bernd Hirschl (head of the project), Dr. Julika Weiß (project coordinator), Dr. Wilfried Konrad, Florian Wetzig (until 6/06)
contact bernd.hirschl@ioew.de

Development of the Renewable Energy Sector in Germany until 2020



Source: Illustration and Calculation: IOeW; Data: BEE

Sustainable Corporations

Social learning and sustainability (GELENA) – The analysis, practical testing and theoretical reflection of participative learning processes in science, organisation development and product development using the example of climate protection

In order to initiate processes of change in the direction of sustainability among consumers and companies, learning processes are required on the part of all actors. The project team examines these processes in companies from the climate-relevant fields of mobility, building and living, as well as information and communication. In the process, a method was developed for including users in product development. One result of this method is the development of a pedelec, that is, a bicycle in which pedalling is supported by an electric motor.

Ranking of German sustainability and CSR reports

Hardly a call has affected companies in recent times more frequently than the call for more transparency. From product safety to commitment to the environment and society – the public is demanding clarity about how responsibly companies act. IOeW and future e.V. therefore tested the quality of the sustainability reports of the 150 largest German corporate groups. Besides content-related aspects such as “Interest on the part of staff” or “Ecological aspects of production”, the credibility and communicative quality of the reports were evaluated. The result: in 2005 the company Henkel was number 1 in the ranking, followed by KarstadtQuelle and Otto.

period 05/02 – 04/07
funded by German Federal Ministry of Education and Research (BMBF), Bonn
co-operation partner Carl-von-Ossietzky University Oldenburg
researchers at IOeW Esther Hoffmann (head of the project at IOeW), Dr. Wilfried Konrad, Claudia Nikschtat, Karin Vogelpohl
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period 08/04 – 01/05
funded by Stiftung ökologisches Wirtschaften (SoeW), Berlin; future e.V., Munich; IOeW, Berlin
co-operation partner future e.V., Munich
researchers at IOeW Thomas Loew (head of the project at IOEW), Dr. Jens Clausen
publications Clausen et al. (2005); Loew et al. (2004): *Significance of the CSR debate for sustainability and the requirements for companies. Summary.* Download: www.ioew.de
homepage www.ranking-nachhaltigkeitsberichte.de
contact jana.gebauer@ioew.de

<i>period</i>	05/05 – 04/08
<i>funded by</i>	German Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Faculty of Forest and Environmental Sciences, University of Freiburg (head of the project); Sozialforschungsstelle Dortmund (sfs)
<i>researchers at IOeW</i>	Kathrin Ankele, Esther Hoffmann, Dr. Frieder Rubik (head of the IOeW-team), Dr. Marlen Arnold, Dirk Scheer
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Future markets of the forest-timber chain (ZUFO) - Improving innovation and competitiveness: a case study of timber construction in the region of Allgäu

The forest and timber industry is facing a transformation: in the course of globalisation, the conditions of competition are changing, consumers are making new demands. Not only innovative products and services are required, but also modern forms of cooperation and management. The objective of the ZUFO project is to demonstrate development opportunities for companies and associations in the forest-timber chain, and to implement these opportunities together with them. To do this, the project team analyses the value-added chain in the timber construction sector, identifies innovation potentials in the field of products and processes, and develops strategies for a better customer orientation and integration.

New Technologies

Potentials and trends in bionics

Bionics promises “adapted”, ecologically compatible solutions to social problems. At the same time, a new form of bionics is developing in the high-tech sector – with consequences that can hardly be foreseen at the moment. This research project deals with the evaluation of this new form of bionics. What technological and economic potentials does it open up? Under what conditions are bionic approaches market-relevant and taken up by companies? The project team analyses the obstacles to as well as the chances of the implementation of bionic approaches. In addition, case studies are worked out and literature and patent analyses are carried out.

Consumer conference on the perception of nanotechnology in the fields of food, cosmetics and consumer goods (in short: Consumer conference: Nanotechnology)

The hopes and expectations placed in nanotechnology as a motor for innovations are enormous. For the first time, this project deals with the opportunities and risks of nanotechnological applications from a consumer point of view. The areas of food, cosmetics and textiles are being examined. Within the framework of a consumer conference, a group of 18 consumers is tackling the subject of nanotechnology in a structured process lasting several weeks. This process is to be completed by a public consumer conference at which experts will express their views and a consumer vote on nanotechnology will be worked out. The group will then pass on this vote to decision-makers from trade and industry, politics and science.

<i>period</i>	11/05 – 07/07
<i>funded by</i>	Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Universität Bremen; Technische Universität Ilmenau, PATON Patentzentrum Thüringen, Ilmenau
<i>researchers at IOeW</i>	Ulrich Petschow (head of the project), Rüdiger Haum
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<i>period</i>	04/06 – 01/07
<i>funded by</i>	Federal Institute for Risk Assessment (BfR), Berlin
<i>co-operation partner</i>	Independent Institute for Environmental Concerns (UfU) e.V. (head of the project), Berlin
<i>researchers at IOeW</i>	Ulrich Petschow (head of the IOeW-team), Gerd Scholl
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<i>period</i>	01/05 – 12/07
<i>funded by</i>	Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Leibniz-Centre for Agricultural Landscape Research (ZALF) e. V. Müncheberg (head of the project) and other partners
<i>researchers at IOeW</i>	Dr. Jesko Hirschfeld (head of the IOeW-team), Gerd Scholl, Dr. Ulla Simshäuser
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pre agro – Information-guided plant production with precision farming as a prerequisite for the sustainable development of agricultural land use

Precision agriculture technologies can offer advantages with respect to sustainability objectives on account of differentiated process control and automatic data acquisition. Within the framework of this joint project, the IOeW examines the requirements of the actors in the value-added chain to be met by the agricultural production process and product quality, e.g. price, freshness, taste and nutritive value. Where does precision agriculture lead to genuine advantages for consumers and other actors? The project team goes into this question on the basis of focus group discussions, product panels and interviews with experts.

<i>period</i>	11/04 – 12/05
<i>funded by</i>	Federal Environment Agency (UBA), Berlin/Dessau
<i>co-operation partner</i>	Federal Institute of Hydrology (BfG), Koblenz
<i>researchers at IOeW</i>	Alexandra Dehnhardt (head of the project), Daniel Drünkler, Dr. Jesko Hirschfeld, Ulrich Petschow
<i>contact</i>	ulrich.petschow@ioew.de

River Basin Management

Cost-benefit analysis of flood protection measures

The project team examined the cost-benefit ratios of alternative flood protection strategies. The starting point was an integrated perspective relating to river basins. Topics discussed included technical flood protection measures, precautionary measures such as surface area management and further approaches such as public information and the promotion of risk perception. The project team developed economic instruments whose incentive effects lead to automatic control as far aiming at as risk-minimising behaviour.

<i>period</i>	05/02 – 05/05
<i>funded by</i>	German Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Ruhr-Universität Bochum; University of Kassel; University of Essen; WASY GmbH Institute for Water Resources, Planning and Systems Research, Berlin
<i>researchers at IOeW</i>	Alexandra Dehnhardt, Dr. Jesko Hirschfeld, Ulrich Petschow (head of the IOeW-team)
<i>publications</i>	Hirschfeld et al. (2005)
<i>contact</i>	jesko.hirschfeld@ioew.de

River basin management for the Werra

The objective of this project was to prepare the implementation of the European Water Framework Directive. In the wake of a stocktaking process of the conditions in the Werra river basin, models were used to evaluate the effects of measures to improve its ecological condition. The result was a Decision Support System (DSS), for which the IOeW supplied the socio-economic data and analyses. It was also possible to develop such a system for the basin of the Ems, with which alternatives for planning measures can be made “visible” using computer-simulated landscape images (www.flumagis.de).

Trade and the Environment

Concerted Action on Trade & Environment (CAT&E)

<i>period</i>	01/03 – 12/05
<i>funded by</i>	European Commission, GD Science, Brussels
<i>co-operation partners</i>	Institute for Environmental Studies (IVM), Amsterdam; Ecologic, Berlin; Institut du Développement Durable et des Relations Internationales (IDDRI), Paris (head of the project) and 17 other Partners
<i>researchers at IOeW</i>	Ulrich Petschow (head of IOeW-team), Rüdiger Haum
<i>contact</i>	ulrich.petschow@ioew.de

The priority objective of CAT&E was to promote dialogue and cooperation in order to speed up the solution of conflicts between trade and the environment. The Concerted Action initiated regular meetings between European scientists carrying out research in the fields of trade and environment, and set up a dialogue with political decision-makers at all levels. Furthermore, a process was initiated to document the progress made in the research and to send new research impulses in these areas.

Developing New Methodologies to Assess the Sustainability Impacts of Trade Policies – SIA Method

<i>period</i>	05/05 – 11/06
<i>funded by</i>	European Commission, Brussels
<i>co-operation partners</i>	Ecologic, Berlin; Policy Studies Institute, London; IDDRI, Paris
<i>researchers at IOeW</i>	Ulrich Petschow (head of the project), Rüdiger Haum, Dr. Frieder Rubik, Dirk Scheer
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On behalf of the European Commission, the project developed new methods to be able to evaluate the effects of international trade relations on an improved and wider basis. The methods are suitable for measuring effects in all areas of sustainability. They are primarily to be seen as being of a qualitative nature and as supplementing the economic modelling of the effects. The application areas in question include services, investments and product chains.

Sustainable Regions and Transport

Options for decoupling economic growth and traffic

<i>period</i>	11/06 – 04/07
<i>funded by</i>	Federal Environment Agency (UBA), Berlin/Dessau
<i>co-operation partners</i>	Konkave, Berlin; Freie Universität Berlin; College of Brugge
<i>researchers at IOeW</i>	Ulrich Petschow (head of the project), Frank Buchholz
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As a rule, the connection between economic growth and traffic is regarded as undisputed. The decoupling of economic growth from transport development, which is necessary from the point of view of environmental policy, is frequently propagated, but without any consequences so far. The objective of the research project is to examine the instruments of regional and economic planning with respect to their contribution to both parameters at international and national level. The EU Structural Funds are one focus of attention.

Sustainable Metropolitan Region Berlin-Brandenburg – Development of a sustainable agricultural and food industry using the example of regional organic marketing in the independent retail food trade

<i>period</i>	01/06 – 04/07
<i>funded by</i>	Federal Ministry of Food, Agriculture and Consumer Protection, Berlin
<i>co-operation partner</i>	Fördergemeinschaft Ökologischer Landbau Berlin-Brandenburg e.V., Berlin
<i>researchers at IOeW</i>	Gerd Scholl (head of the project), Dr. Jesko Hirschfeld
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In comparison to other German states, organic agriculture in Brandenburg is of above-average significance. However, the finishing and processing structures of the ecological food industry are underdeveloped, and the opportunities for the regional marketing of bioproducts have hardly been exhausted. A systematic analysis of the potentials for action by the independent retail food trade is carried out in the project. Its aim is to identify obstacles to development along the ecological food chain in the region and to establish potentials for the successful marketing of regional bioproducts in the independent retail food trade.

<i>period</i>	10/05 – 01/09
<i>funded by</i>	Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Georg-August-Universität Göttingen; Soziologisches Forschungsinstitut (SOFI), Göttingen; InterTraining Institute for Training & Consulting International, Brühl
<i>researcher at IOeW</i>	Dr. Wilfried Konrad
<i>contact</i>	wilfried.konrad@ioew.de

Environmental Services

The opportunities of small and medium-sized service providers in the environmental sector in China

This project examines the opportunities for and risks of exporting environment-related, knowledge-intensive services to China. It integrates suppliers, agencies and customers of the services and evaluates marketing strategies in China. Export potentials are to be identified out by interviewing representatives of associations in the environmental sector on their export plans and experience. The general objective is to identify “typical” obstacles to exporting services in the eco-industry and to show feasible and successful ways of opening up markets for small and medium-sized businesses.

<i>period</i>	07/02 – 09/05
<i>funded by</i>	Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Oeko-Institute e.V., Freiburg; Institute for Social-Ecological Research (ISOE), Frankfurt; Katalyse - Institute for Applied Environmental Research, Cologne; Österreichisches Ökologie-Institut, Vienna
<i>researchers at IOeW</i>	Dr. Frieder Rubik, Dr. Ulla Simshäuser, Claudia Nikschat
<i>homepage</i>	www.ernaehrungswende.de
<i>contact</i>	frieder.rubik@ioew.de

Sustainable Consumption and Production

Turn-around in food-consumption and nutrition – Strategies for socio-ecological transformations in the social action field of environment/food/society

At the latest since the BSE scandal, it has become quite obvious: our food production and our nutritional habits are becoming a problem. The call to change our eating habits is becoming louder in many places. The objective of the project was to describe a development corridor for such a change. The project team proceeded from the assumption that bioproducts alone will not bring about a change in our eating habits. More important is the interaction of food-related, ecological, social and health aspects. In particular, the IOeW examined nutrition in daily school life.

<i>period</i>	06/04 – 05/05
<i>funded by</i>	European Commission, Brussels
<i>co-operation partner</i>	Institute for Product Development (IPU), University of Copenhagen
<i>researcher at IOeW</i>	Dr. Frieder Rubik
<i>publication</i>	Poll et al. (2006)
<i>contact</i>	frieder.rubik@ioew.de

Indicators of an Integrated Product Policy (IPP)

What indicators do already exist for an IPP? To what extent are these suitable for monitoring the environmental characteristics of products within the framework of a European IPP? How can the development of future indicators be improved? The IOeW went into these questions in the project IPP Indicators. A further objective was the development of a “shopping basket” which can reflect changes in the environmental characteristics of products.

Energy and Climate

Dendrom – Future perspectives of wooden biomass (so called “dendromass”)

<i>period</i>	06/05 – 05/08
<i>funded by</i>	Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	University of applied sciences in Eberswalde (FHE) (head and coordinator of the project); Brandenburgische Technische Universität Cottbus (BTU); Landesforstanstalt Eberswalde (LFE); Leibnitz Institute for Agricultural Engineering Potsdam-Bornim (ATB); Internationales Institut für Wald u. Holzwirtschaft (IIWH), Aachen; Society for the Promotion of Renewable Energies, Berlin; University of Applied Sciences Wildau (TFHW); Brandenburg Energy Technology Initiative (ETI), Volkswagen AG, Wolfsburg; Choren Industries GmbH, Freiberg and others
<i>researchers at IOeW</i>	Bernd Hirschl (head of the IOeW-team), Dr. Astrid Aretz, Alexandra Dehnhardt, Daniel Drünkler
<i>homepage</i>	www.dendrom.de
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The demand for wood of poor quality and low price – so-called industrial wood – for generating electricity and heat, and as a basis for biofuels, is increasing. This means that the raw material of the future, dendromass, can also offer a chance for agriculture. The DENDROM project intends to analyse the technical, economic, ecological and social success factors and implications of the activation of wood reserves from forests and from the cultivation of fast-growing trees on open land. The project team develops recommendations for the sustainable provision and use of dendromass for economic and political actors.

<i>period</i>	05/02 – 11/07
<i>funded by</i>	Federal Ministry of Education and Research (BMBF), Bonn
<i>co-operation partners</i>	Freie Universität Berlin; Technische Universität Berlin
<i>researchers at IOeW</i>	Bernd Hirschl (head of the IOeW-team), Karin Vogelpohl
<i>homepage</i>	www.globalgovernance.de
<i>contact</i>	bernd.hirschl@ioew.de

Global Governance and Climate Change

International negotiation processes alone cannot guarantee far-reaching climate protection. Climate policy is part of the transition from government (as a predominantly state project) to governance (as a more comprehensive society project). The project asks how different political approaches act with respect to each other at local, national and global level, and what strategies are applied at the various levels. The main focus of the IOeW's work is at national level, and here it concentrates on developments in the field of renewable energy sources.

<i>period</i>	06/03 – 05/05
<i>funded by</i>	Federal Environment Agency (UBA), Berlin/Dessau
<i>co-operation partners</i>	University of Flensburg; University of Lüneburg
<i>researchers at IOeW</i>	Esther Hoffmann (head of the project), Bernd Hirschl
<i>contact</i>	esther.hoffmann@ioew.de

Development of policy instruments for an increased use of renewable energies in heat production

Renewable energies offer the opportunity to achieve an environment-friendly energy supply. They can thus make a significant contribution to a sustainable development. Their introduction cannot be taken for granted, however, since they are characterised by higher market prices in comparison to the conventional energy sources of coal, nuclear power, oil and natural gas. For this reason, the IOeW develops effective and household-friendly instruments to promote the popularity of renewable energies in the field of heat.

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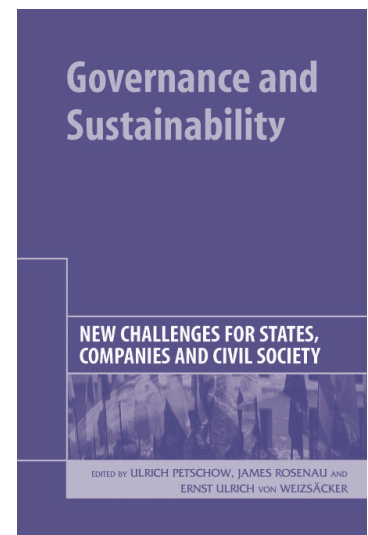
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“Governance and Sustainability” examines the possibilities of integrating the environmental, social and economic dimensions of sustainable development within the framework of governance

processes and how that might steer societies towards sustainability.

Based on a major conference hosted to assess the issue of governance post-Johannesburg, the book includes innovative insights from some of the leading thinkers in both sustainable development and governance from academia, business, multilateral organisations and NGOs. It provides a unique perspective on two of the key societal problems facing the world today.

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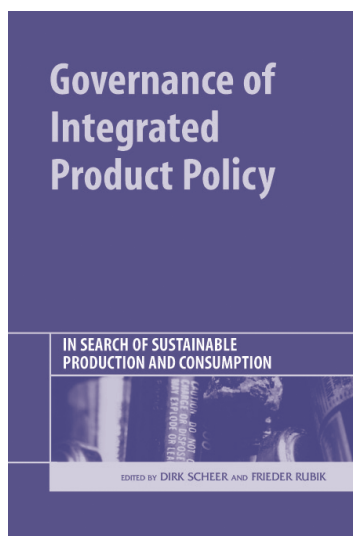
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In: European Environment Vol. 16, 5/2006, pp. 301-320.

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Scheer, Dirk; Rubik, Frieder (Eds.) (2006)

Governance of Integrated Product Policy. In Search of sustainable Production and Consumption.

Greenleaf Publishing. Sheffield.

European Policy Patterns are in a state of transformation. New governance models are shifting power away from states and toward the involvement of all stakeholders and the idea of shared responsibility. It's a move from command and control to push and pull.

What's in this new approach for the environment? This book provides a detailed analysis of the

example of integrated product policy (IPP) which aims to improve the environmental performance of products and services through their life-cycle.

With contributions from Bas de Leeuw, Klaus Kögler, Paolo Maso- ni, Renate Mayntz, Robert Nuji, Christoph Rentsch, Uwe Schneide- wind and Jürgen Trittin.

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Sustainability in River Basins.

A question of Governance.

Greenleaf Publishing. Sheffield.

The IOeW Fellowship Programme

■ 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 IOeW in the last 20 years. In order to expand such cooperation even further, the IOeW started up a new project which the scientific managing director Thomas Korbun presented within the framework of the IOeW anniversary celebrations in 2005: the IOeW Fellowship.

If you are interested in joining the fellowship programme or if you need more information, please contact:

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Retired (yet active!) scientists, or researchers in the establishment phase who work in other institutions, can become Fellows of the IOeW. The IOeW is also extending its Fellowship programme to include scientists from abroad who are staying (or would like to stay) in Germany for a limited period of time. However, staff members of NGOs within the research sphere are also possible candidates. Fellows cooperate with scientists from an IOeW research field for a period of one to two years. During this period, they pursue common projects with the IOeW scientists.

■ Opportunities for cooperation

The cooperation in question may be related to the writing of a publication or the concept of a business event. What is 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 IOeW. Fellows can contribute towards the quality assurance of the Institute. Fellowship projects are developed and defined individually. What is important is, on the one hand, a variety of common projects, and on the other hand continuity in cooperation.

The IOeW 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. The Fellows and their projects are presented on the IOeW homepage, in the annual report and in the scientific journal "Ökologisches Wirtschaften".

■ Becoming a Fellow

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

■ Being a Fellow

The IOeW is pleased to announce the first three Fellows: Prof. Dr. Rolf Sprenger, Prof. Dr.-Ing. Heike Flämig and Dr. Thomas Beschorner. Rolf Sprenger works as Professor at the College of Europe in Bruges and is a member of the board of the IOeW. Heike Flämig is Professor for Transport Chains and Logistics at Hamburg Harburg University of Technology and managing partner of KONKAVE, an office that conducts consultation and research projects at the intersection zone between logistics and traffic, planning and environment. Dr. Thomas Beschorner is head of the upcoming group "Gesellschaftliches Lernen und Nachhaltigkeit" (Social Learning and Sustainability, GELENA) at the University of Oldenburg, as well as founder and co-publisher of the "Zeitschrift für Wirtschafts- und Unternehmensethik" (Journal for Business, Economics & Ethics, zfwu).

Scientific Journal „Ökologisches Wirtschaften“

Since 1986 IOeW has been publishing its own journal, in co-operation with the Association for Ecological Economic Research (VÖW). Since 1996, it has appeared under the title of „Ökologisches Wirtschaften (Ecological Economy)“, published by oekom Publishing Company, Munich. Its goal is to strengthen scientific debate and to disseminate research results within the specialist public.

■ Main topics 2006

No. 1/2006

“Sustainable consulting?”

The results of scientific work can reinforce politics in its management competence and contribute towards the solution of social problems. Despite a high degree of interaction, politics and science pursue different internal logical approaches, not least on account of their social functions and the interests of the individual actors. In this main topic, the example of environmental and sustainability policies is used to examine whether and, if so, how scientific political consulting can function. The focus is on the work of science, the requirements of politics and the interface between these two fields.

Editors:

Rüdiger Haum and Ulrich Petschow

No. 2/2006

“Growth as a fetish”

Economic growth is regarded as a panacea for solving the problems of Germany as an industrial location. There are practically no critical tones, and if at all, they only venture out from behind the protective shroud of friendly paraphrases.

In this main topic, a mirror is held up to growth as a fetish, from various perspectives. Critics of growth, from politics, science and civil society, draw attention to the limitations of growth, the need for maintaining the status quo and even reducing growth.

Editors:

Ulrich Petschow and Frieder Rubik

No. 3/2006

“Bologna process and sustainability”

Within the framework of the Bologna process, universities are now in the middle of a comprehensive reform to permit the introduction of Bachelor and Master courses. To what extent this may create or even destroy academic freedom is an open question. The fact that the Bologna process can also give wings to the subject of sustainability, however, can be shown with the help of four examples. The main topic deals with this development and discusses its opportunities and deficits, not least with respect to sustainability.

Editors:

Bernd Siebenhüner and

Bernhard Schowe-von der Brölie

No. 4/2006

“Protection of the atmosphere and learning”

Various actors in different need fields are required for the implementation of the protection of the atmosphere. Providing information about climate change and possible strategies for the protection of the atmosphere is important; this requires learning and reflection on the part of the persons involved.

This main topic presents examples from different actor areas (enterprises, consumers, politics, international organisations etc.) and need fields (e.g. mobility). There is special focus on the current project Gesellschaftliches Lernen und Nachhaltigkeit (social learning and sustainability) (www.gelena.net).

Editors:

Esther Hoffmann, Wilfried Konrad and Bernd Siebenhüner

■ Topic planning 2007

No. 1/2007

“20 years of Brundtland Report”

No. 2/2007

“Sustainable Transportation”

No. 3/2007

“Bionics”

No. 4/2007

“Environmental Services”

Publisher:

Institut für ökologische Wirtschaftsforschung gGmbH (IOeW, Institute for Ecological Economy Research), Vereinigung für ökologische Wirtschaftsforschung e.V. (VÖW, Association for Ecological Economic Research)

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Published by:

*oekom, Munich
E-mail: info@oekom.de
Tel. +49 (89) 54 41 84-0
Fax +49 (89) 54 41 84-49*

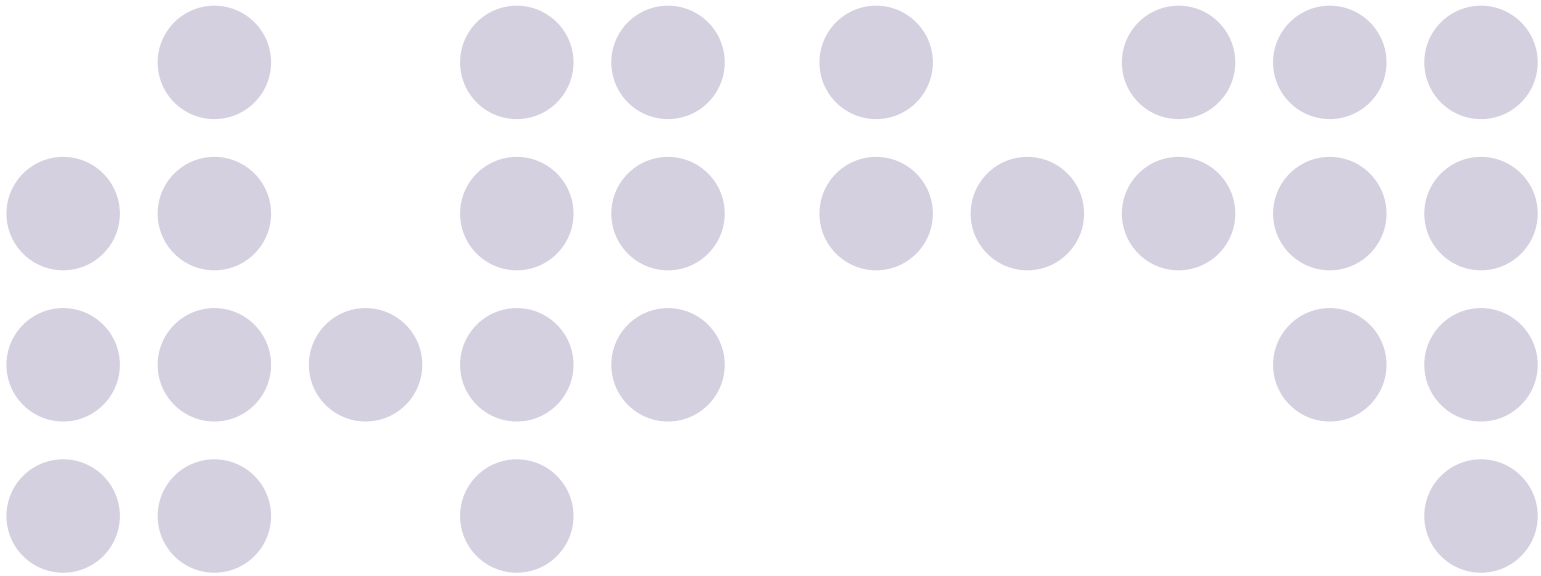
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