

# Sustainability, Markets & Me – Innovations for the Future

## TT30 SEMINAR ON SUSTAINABLE DEVELOPMENT

### Overall concept

We have all heard about the great global challenges to humankind – be it global warming or migration, intoxication of oceans or poverty, deforestation of rain forests or ageing societies. But how dangerous are these trends? Which concepts are currently being discussed to tackle the challenges? And how could all this relate to life on Cyprus?

Christian Berg, Arndt Zeitz and Fabian Brandt are members of tt30 Germany, the young think tank of the Club of Rome. Representing an interdisciplinary and unconventional approach to sustainability issues, they conduct a seminar on sustainability consisting of three individual talks.

Fabian Brandt introduces the concept, the urgency and the solutions associated to the global challenges. Dr. Christian Berg discusses the potentials of information technology (IT) for designing a sustainable future. Eventually Dr. Arndt Zeitz will take the audience on a short journey into the self, exploring new practical ways to sustainability in everyday life and business.

### Fabian Brandt

#### Sustainable development – what it means, why we need it, what it feels like

Sustainability is a term frequently used but rarely thoroughly reflected upon. Fabian Brandt presents definitions and aspects of the sustainability concept – as a long term goal, as a point of view and as a provider of orientation.

Making connections to Cyprus: The meaning of sustainable development is pointed out in a special context of islands. Islands are symbols of limited resources and in the past have often encountered serious ecological, economic and social problems after periods of unsustainable policies – Jared Diamond has analyzed these mechanisms in depth.

Sustainable development is now turning from an intellectual concept into a method for long term survival. The upcoming global crises (Climate change, scarcity of raw materials, water shortages etc.) are discussed. Fabian Brandt ends in a positive tone as he lays out the principles and potentials to establish sustainable development even today.

### Christian Berg

#### Information Technology – Chance for a of Sustainable Future

Although the dot-com bubble of the late 1990s burst, information and communication technologies (IT) have continuous and ever increasing impact on our lives, our societies, our economies. Today's global situation cannot be described without networking processes, which have only become possible by IT.

The presentation will first give an overview of these networking processes. It will then explore their challenges and chances for a sustainable development. One of the biggest chances with regard to global warming, for instance, is the potential of IT to decarbonize our economies, i.e. creating value with reduced burden to the global climate.

## **Arndt H. Zeitz**

### **Capacity building for sustainable growth**

Jared Diamond, Professor of Geography at the University of California, examines in his latest book how societies choose to fail or succeed. He asks: Why is it that people failed to perceive the problems developing around them, or if they perceived them, why did they fail to solve the problems that would eventually do them in? Why did some peoples perceive and recognise their problems and others not? Obviously we need to explore a new kind of observing and dealing with crisis. At that point Presencing, co-developed by Otto Scharmer (MIT, Boston), represents a promising approach. Presencing is a blending of two words “presence” and “sensing”. It represents a social technology for collectively leading profound change. Key principles and examples of application will be outlined during the presentation.

After going through the Presencing-Process successfully Arndt H. Zeitz suggests a 3-step-plan to ensure turning personal insights into sustainable results: 1. Awareness: Be aware what you have learnt from the Presencing-session 2. Behaviour: Apply what you have learnt on your everyday life 3. Achievement: Achieve with your daily application sustainable results. At the end of the presentation you will be invited to join a guided journaling process.

Here you can get first hand experience with Presencing.

### **Biographical notes**

Dr. Christian Berg, born 1967, is working as a Senior Researcher at the SAP AG, Germany. He investigates the potential of IT solutions for promoting a sustainable development and corporate social responsibility (CSR). Before he came to SAP, he worked as a business consultant in the field of CSR. He also directed a program of the Center for Theology and the Natural Sciences (Berkeley) as Regional Director for Europe. Prior to that he worked as a scientist at Clausthal University of Technology, where he is still serving as a Lecturer of Environmental Science. At Clausthal he investigated, among others, the implications of information and communication technologies for a sustainable development. He holds degrees in physics, philosophy, theology, and engineering and is author of several articles and books. He lives with his family in Tübingen.

Fabian Brandt is a 35-years old entrepreneur and consultant in the field of ecological innovation. He studied biology in Göttingen and oceanography at the University of Miami as a Fulbright scholar. After graduating from university, he became a corporate communications consultant at one of Germany’s leading PR firms. He worked in the areas of corporate strategy, change management and branding, until he founded the wind energy technology and consulting firm Spaceframe21 together with a partner. Fabian lives in Hamburg. He is married and has got two daughters.

Dr. Arndt H. Zeitz, born 1969, studied at Karlsruhe’s Technical University from 1989 to 1995 and holds the German equivalent of a Master’s of Business with a minor in engineering. 1998 Arndt earned a Ph.D. in economics and management from the University of Karlsruhe. He is author of a book that deals with the reality of change management processes in large organizations (published 1998). In 1995 he joined the Human Resources Department of Daimler-Benz AG in Germany. After several positions in HR, Arndt co-developed and implemented with Dr. C. Otto Scharmer, MIT (Boston) an Award-Winning Leadership Program for more than 100 Top Executives of the company who have to deal with profound challenges around the globe. Since 2006 he is in charge of international Human Resources Development for Managers and Senior Managers in a global business unit of DaimlerChrysler. Arndt is also lecturer at the University of Karlsruhe, which is since 2006 one of Germany’s elite universities. He lives with his wife and their three children near Karlsruhe.