

Information about the German Sustainability Prize 2008

For the first time in 2008 the German Sustainability Prize is awarded to companies which are exemplary in combining economic success with social responsibility and protection of the environment and which act sustainably to achieve further growth. Focus is given to consequent sustainability management and brand-defining communications on subjects concerning sustainability.

Categories

"Germany's most sustainable company" (Top 3, all three receive the German Sustainability Prize; On the evening of 5.12.2008 „Germany's most sustainable company“is proclaimed from the Top 3):

Nominated are 2008: BASF, BSH Bosch Siemens Household Appliances, Steinbeis Papier (Paper)

"Germany's most sustainable brands" (Top 3, all three received the German Sustainability Prize;

On the evening of 5.12.2008 „Germany's most sustainable brand“is proclaimed from the Top 3):

Nominated are 2008: Henkel, SolarWorld, VW and in the categories

Most sustainable strategy: tegut.

Most sustainable purchasing: Axel Springer, Hess Natur

Most sustainable production (and logistics): SolarWorld

Most sustainable products (and services): Osram

Most sustainable sales system: Barmenia

Special prizes go the personalities who either on a national or international basis contribute to furthering the the idea of a society fit for the future in an excellent manner.

Special Achievement Award: Annie Lennox

Lifetime Achievement Award: kept secret until the evening

Honorary Award: HRH The Prince of Wales

Finals: German Sustainability Convention 2008

The German Sustainability Convention on 5. December 2008 in Düsseldorf is an invitation

to CEOs, Persons responsible for sustainability, CSR Managers and Spokespeople for German companies and international brands,

to owners of advertising agencies, PR-consultancies and other consultants,

to leaders of opinion in civil society, from non governmental organisations, from the fields of research, the media and politics.

Centre of focus during the symposium which takes place during the day on 5.12.2008 in the MARITIM Hotel in Düsseldorf, are the results of the competition as a monitor on sustainable development in German companies.

As speakers and as guests for discussions the following, amongst others have agreed to participate

The Federal Ministers Olaf Scholz and Sigmar Gabriel,

Prof. Dr. Klaus Töpfer, Dr. Volker Hauff, Prof. Dr. Hans Joachim Schellnhuber and

Dr. Angelika Zahrnt.

Go to the site of the German Sustainability Convention: www.nachhaltigkeitstag.de

The Gala on the occasion of the Presentation of the Awards in the evening offers an unconventional surrounding to bring together personally invited guests from the fields of business, politics, agencies, media, NGOs and society in order to discuss new ways leading to sustainability and CR and to give impulses in this direction. The Gala seeks the right balance between content and entertainment, leaving plenty of room for encounters, dispensing with the superfluous and whilst giving the elements of the programme intelligent design. The Award Ceremony makes it possible to experience sustainability in all its aspects. The subject is treated in a new and unusual fashion by incorporating prominent persons and well-told anecdotes, through emotions and respect for the achievements of others. Sabine Christiansen is moderating.

Go to the site of the German Sustainability Prize: www.deutscher-nachhaltigkeitspreis.de

A party follows and forms the communicative part of the evening – in lounges, bars and with music. Part of the proceeds will go to sustainability projects. All areas of both the Symposium and the Gala are produced according to the precepts of sustainability. All CO₂ emissions therefrom will be compensated. Presiding over the German Sustainability Convention and the Gala is the President of the Federal Republic of Germany, Horst Köhler.

Partners

Behind the widely spread initiative many stakeholders are gathered as partners and in the Jury, each forwarding the subject of sustainability in Germany from differing vantage points; Rat für Nachhaltige Entwicklung (Council for Sustainable Development), Bundesumweltministerium (Federal Ministry of the Environment), Potsdam-Institut für Klimafolgenforschung (Potsdam Institute for Climate Research), Wuppertal-Institut, (Wuppertal Institute) MARKENVERBAND (Brand Association) and many more.

Go to the side of the partners of the German Sustainability Prize: <http://www.deutscher-nachhaltigkeitspreis.de/Partner-220.html>

Competition

Active competition instead of rating or ranking

By 15.7.2008 companies had to make their entry for the German Sustainability Prize. Approx. 350 companies enlisted, most of them sent in a completed form. Amongst the participants there were many *KMU*, well known leaders in the field of sustainable development, many international concerns and more than half of the 30 DAX enterprises. The participants represented a total turnover of 750 Billion Euro and group employees totalling 2.5 Million.

All companies offering products or services in Germany could participate. The category “most sustainable brand” in 2008 refers to company brands only. By means of an online-questionnaire, it was established to what extent each company realizes ecological, economical and social sustainability factors in the varying stages of value creation (sustainability management). Parallel to that it was examined how sustainable processes and exceptional communication of sustainable subject matter influenced brand strategies (sustainability communication)

The best participants then went through a detailed assessment. More than 30 companies – far more than planned – were visited at their premises. The best in the categories “strategy”, “purchasing”, “production and logistics”, “products and services” and “sales” as well as the across-the-board categories “most sustainable company” and “most sustainable brand” were determined. On the basis of the results of the assessment an inter-disciplinary Jury comprising competent persons with close professional association with sustainability, selected the winners. The German Sustainability Prize is not a ranking – only the best are made public and receive an award.

Methodology

New transparent process of assessment

The methodology of the competition was defined through intensive stakeholder dialogues, chaired by the office of the German Sustainability Prize. Detailed discussions concerning the system for evaluation were held between the members of the Jury, representatives of the Federal Ministry of the Environment, Sustainability officers from small and large companies and with representatives of trade associations, NGOs and related initiatives

Specialized counselling was done by Dr. Günther Bachmann, the General Secretary of the Council for Sustainable Development. The dialogue will be furthered this year on the basis of experience; feedback from competitors and other stakeholders is being gathered and will serve as a basis for possible modifications in the methodology in 2009. .

In the search for "Germany's most sustainable company" the Top Management Consultancy, A.T.Kearney, pursues, as assessment partner, an integrated evaluation basis for all sustainability aspects (ecological, economical and social) and for all aspects in value creation (strategy, purchasing, production & logistics, products & services and sales and support functions). Basis for the evaluation of the well-trying scoring model are differentiated self-declarations on the part of the companies within four grades of excellence pertaining to sustainability management. The four stages describe the path of development in the company from fulfilment of standards, through focussed commitment and then on to the function as an example for differentiation and growth through sustainability. This model featuring stages of excellence comprises the whole value creation chain and the aspects of sustainability – and thus directly the areas in which lived-out sustainability is decisive. Emphasis in evaluation was given to the structures and processes of sustainability management; to complete the evaluation of the structure and process management index figures (both qualitative and quantitative) were recorded. Thus a comparison spanning the differing branches involved was made possible.

The Top 30 companies were visited; the Jury made its decision on the basis of the resulting short list.

For the evaluation of „Germany's most sustainable brands“ the Top Management Consultancy, BBDO Consulting, examined the data, strategy, realization and influence of the sustainability communication as provided in the questionnaires and thus the bridge between sustainability “lived-out” in the company and their brand defining communications. BBDO Consulting analysed the content of the questionnaires and the central messages made in sustainability communications as to their authenticity (extent of sustainability, main messages, reasoning and documentation; consistency between communications made and real actions) and degree of correspondence to the brand strategy (how embedded is the subject of sustainability in the concept of the company and the defined brand core;

communication strategy pertaining to aspects of sustainability; budgets for subjects pertaining to sustainability; examination of the effect of communications on the subject of sustainability). After the visits on site to the best companies, samples of their work, creative examples and documentation on the success of the communication (market research studies) were used to reach the final assessment. The Jury made its decision on the basis of the shortlist resulting from these visits.

Jury

Members of the Jury in alphabetical order

Dr. Alexander Güttler Founder and CEO komm.passion-Group

Dr. Volker Hauff Chairman of the Council for Sustainable Development (Rat für Nachhaltige Entwicklung)

Reinhold Kopp Co-director of the European Institute for Economy and Politics UMC (Europäisches Institut für Wirtschaft und Politik der UMC)

Potsdam (FH), Chairman of econsense / Forum Sustainable Development in German Economy (Forum Nachhaltige Entwicklung der Deutschen Wirtschaft up to 2007)

Dr. Christa Liedtke Head of Research Group – Sustainable Production and Consume Wuppertal Institute

Matthias Machnig Secretary of State, Federal Ministry of the Environment Staatssekretär,

Prof. Dr. Heribert Meffert Institute for Marketing, Westfälische Wilhelms-University of Münster

Chairman of the Board of the Bertelsmann Foundation up to 2005 (Bertelsmann Stiftung)

Jens Plachetka CEO H.J. Heinz GmbH Germany, Austria and Switzerland, Schweiz; Brand Association (MARKENVERBAND)

Prof. Dr. Dr. Franz President of the Federal Association for Economic Advancement (Bundesverband für Wirtschaftsförderung) and

Josef Radermacher Foreign Trade, Co-founder of the Initiative Planetary Contract

Prof. Dr. H. J. Schellnhuber Director Potsdam Institute for Climate Research (Potsdam-Institut für Klimafolgenforschung)

Jürgen Schmidt Managing Partner at BBDO Consulting

Dr. Otto Schulz Partner A.T. Kearney Germany

Prof. Dr. Klaus Töpfer Retired Federal Minister, Former Executive director UNEP

Prof. Dr. Hartmut Vogtmann President of euronatur, Retired President of Federal Office for Protection of Nature (Bundesamt für Naturschutz).

Dr. Angelika Zahrnt Member of the Council for Sustainable Development (Rat für Nachhaltige Entwicklung) / Honary Chairwoman BUND

Dr. Dr. Axel Zweck Head of department for Future Technologies Consulting, VDI Technology Center

Chairman of the Jury: Dr. Günther Bachmann,

General Secretary of the Council for Sustainable Development (Rat für Nachhaltige Entwicklung)