

# greening human capital



Creativity  
and Innovation  
European Year 2009

## International Conference on Human Capital for Sustainable Economies

May 27th to 28th | 2010  
Karlsruhe | Germany

A Joint Event of

**ADAPT [Green Jobs Observatory]**

**University of Modena e Reggio Emilia, Italy & Etech Germany**

In Cooperation with

**Creative City Challenge | Hamburg University of Applied Sciences  
Research and Transfer Centre « Applications of Life Sciences »  
Hamburg, Germany**

European Union  The Social Fund Development Fund

**The Interreg IVB  
North Sea Region  
Programme**

*Investing in the future by working together  
for a sustainable and competitive region*



creative city challenge

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## *Placing people at the heart of sustainability*

Climate change and finite resources are beginning to affect every organisation - big or small, public, private or non-profit and irrespective of its geographic location or type of business.

The terms 'corporate sustainability' and 'corporate social responsibility' are already dominating board rooms of many public and private organisations.

**Transition from high to low carbon and more sustainable economies has begun.**

It is therefore no longer a matter of choice for organisations to go green or continue doing business as usual. It is - in fact - a business imperative to incorporate environmental sustainability in all their operations. The regulatory requirements for protecting the environment are becoming ever more stringent and the consumer demands for eco-friendly products and services are at all time high.

Green businesses are thriving around the world and the companies using ecological technologies and environmental friendly processes and practices are reporting tremendous growth - both in terms of turnovers and in profits. This trend is not only set to continue but it is most likely to gain even further momentum as the world prepares itself for the next economy – the sustainable economy!

### *Towards a green economy...*

Overview of Major Green Stimulus Packages - 2009:  
(in US \$)

- ▶ China - \$ 221 billion;
- ▶ USA - \$ 112 billion;
- ▶ South Korea – \$ 31 Billion;
- ▶ EU – \$ 23 billion;
- ▶ Japan – \$ 12.4 billion;
- ▶ Canada – \$ 2.6 billion;
- ▶ Australia – \$ 1.3 billion

About 3.4 million Green Jobs already exist in Europe.

*«Indirect jobs not included»*

Green Investments 2008 in Brazil were US\$ 10.8 billion - up 76% as compared to in 2007

India invested US \$ 3.7 billion in 2008 in green technologies – 12% higher than previous year.

Global market of environmental products & services by 2020 is estimated to be about € 2.7 billion annually

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### **The Objectives**

In a fast changing global scenario where economies are being reshaped, businesses are being repositioned, green investments are growing and consumers are calling for cleaner world economy, it is essential to discuss developing and managing the most important asset of any organisation - the **Human Capital!**

» **How does climate change affects human capital management? What actions are required? Where to begin?**

This two-day International Conference on Human Capital for Sustainable Economies will help address many of the critical questions and is dedicated to examine human capital development and management in the context of climate change. The conference aims to:

- » Discuss climate change and the emergence of green economies
- » Analyze challenges and opportunities associated with climate change | How is global warming affecting governments, businesses and education institutions?
- » Share the latest developments in reference to business case for going green | Greening and increasing profits
- » Deliberate on Corporate Sustainability | How successful businesses operate as the legislative framework, energy crises and green consumerism pushing corporations to go green
- » Encourage debate among peers and discuss lessons learned on integrating environmental, social and economic aspects into core business and how this integration impacts human capital management
- » Explore innovations in developing and managing human capital for green economies
- » Examine latest trends and forecasts for green jobs market

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- » Discuss role of 'technologies for sustainability' in greening human capital
- » Provide networking opportunities to the delegates that leads to "green" cooperation between institutions in Europe and beyond. The event will also help establish a Greening Human Capital Network for sharing information on best initiatives and practices for developing and managing human capital for sustainable economies.

### **Who Should Attend?**

- » Academia, Business Strategists & Analysts, Economists, Sustainable Development Policy makers & Practitioners
- » Chief Executives, Chief Operating Officers and other Senior Corporate Executives
- » Chief Human Capital Officers, HC Executives and Training Directors and Managers
- » Representatives of: Governments, International Development Agencies, Non-Governmental Organisations & Education Institutions
- » Business Leaders involved in: Corporate Social Responsibility; Business Development; Human Capital Management; and Organisational Planning
- » HR Consultants and Staffing Service Providers
- » Senior Representatives of Technical, Vocational Education and Training (TVET) Institutions
- » All those engaged or interested in green economies, sustainable development, human capital management and corporate sustainability

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### Location

The conference will take place in the city of Karlsruhe in Germany. It is located on the Rhine River between the mountains of the Palatinate, the Vosges and the world renowned Black Forest.

Karlsruhe enjoys excellent air, rail and road links. Frankfurt International Airport, one the world's largest is just an hour away by direct train. The city is at the intersection of the major Autobahn (German Freeway) A5 Hamburg-Karlsruhe-Basel A6/A8 (Paris).

It is a cultural center and home to several museums including the largest cultural history museum in the region. Karlsruhe is also known for technology and for German Justice (home to Germany's highest courts).



### When

2-Day Conference | From May 27th to 28th, 2010

09:15 - 17:00 Hours | After 17:00 Hours: Dedicated Networking Hour followed by Get-Together

Optional:

Excursion on Saturday the 29th of May, 2010

### Registration

Please contact for registration information and the form.

**Email: [mail@etechgermany.com](mailto:mail@etechgermany.com)**

**Fax 0049-721- 476 89 53**

As limited seats are available - an early registration is recommended