



ZEIT WISSEN-Preis  
MUT ZUR NACHHALTIGKEIT

ZEIT WISSEN AWARD  
ENCOURAGING SUSTAINABILITY

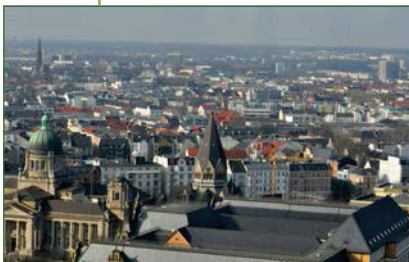
Since 2013, the educational initiative Encouraging Sustainability and the science magazine ZEIT WISSEN have partnered in offering a sustainability prize.

The award honors initiatives from the business and scientific communities that make outstanding contributions to the future of our society in the field of sustainable development by developing and applying new, exemplary concepts. In so doing, the educational initiative Encouraging Sustainability and ZEIT WISSEN would like to draw attention to pioneers of sustainable development in the midst of our society today—people who distinguish themselves by particular dedication to imparting knowledge or to putting this knowledge into practice in the realm of sustainability.

From the names put forward both by readers of ZEIT WISSEN and members of the jury, the jury selects three nominees in each of the two categories—knowledge and action—and decides on the winners.



Besides the initiators of the prize—Klaus Wiegandt and Andreas Sentker (ZEIT WISSEN)—jury members include Dr. h.c. August Oetker, Margret Suckale (Member of the Board of Executive Directors, BASF), and Martina Sandrock as representatives of the business community. The jury is rounded out by Lenelis Kruse-Graumann, professor of social and environmental psychology; Prof. Harald Welzer, Director of FUTURZWEI.Stiftung Zukunftsfähigkeit; Prof. Friedrich von Borries, architect; and Klaus Peter Beck (ASKO EUROPA-STIFTUNG), who represent the scientific community and society in general.



Each of the awards in the categories knowledge and action carries a 10,000 euro prize.

View of Hamburg from the EMPORIO tower

MORE INFORMATION: [WWW.MUT-ZUR-NACHHALTIGKEIT.ZEIT.DE](http://WWW.MUT-ZUR-NACHHALTIGKEIT.ZEIT.DE)



## Awardees 2015

The award ceremony for the prizewinners on February 24, 2015 in Hamburg

The highlight of the award ceremony was the ceremonial address by sociologist Prof. Ortwin Renn, whose convincing and powerful argument elucidated the extent to which we overestimate statistically rather marginal risks in our daily lives, but simultaneously underestimate the actually threatening, systemic risks such as climate change.

*"We cannot afford to learn from our mistakes in this matter. We must take action before it is too late. Of course, this assumes a high degree of preventive disaster and risk management."* (Prof. Ortwin Renn)

With these words, Ortwin Renn linked up seamlessly to the case Klaus Wiegandt had made in his opening address in emphasizing that climate mitigation is a question of the survival of humankind that we are currently not addressing at all appropriately, even though concrete, future-oriented measures certainly would be possible.

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Prof. Ortwin Renn

### Category KNOWLEDGE: Van Bo Le-Mentzel

ZEIT WISSEN and the initiative Encouraging Sustainability acknowledge Van Bo Le-Mentzel's wide-ranging activities. His outstanding projects include "Hartz IV Moebel," furniture that people can build themselves from low-priced materials following instructions made available for free; "Karma Chakhs," fair-trade shoes made of environmentally sound materials; or the democratic stipend "dScholarship."

It was of central importance to the jury that Le-Mentzel combines "sustainability concepts such as upcycling and fair production in particularly creative ways." He provides guidance for people to take sustainability-oriented action themselves and gets through to segments of the population beyond those typically interested in sustainability with his "intelligent and unusual ideas."

### Category ACTION: Solarkiosk GmbH

ZEIT WISSEN and the initiative Encouraging Sustainability acknowledge Solarkiosk GmbH for their energy-autonomous kiosks and thus the idea proposed by Andreas Spieß, attorney and CEO of Solarkiosk GmbH, who developed the solar kiosks in collaboration with Lars Krückeberg's architecture firm GRAFT. The kiosks provide people in remote areas of Africa with access to electricity. With solar panels and a "mini smart grid," a kiosk supplies enough power for mobile phones, cooling, and other uses for an entire town. Operated as franchises, the kiosks each create up to five jobs.

**Awardees 2014**

The award ceremony for the prizewinners on February 27, 2014 in Hamburg



**Category KNOWLEDGE: Prof. Niko Paech**

The initiative Encouraging Sustainability and ZEIT WISSEN acknowledge Niko Paech, who is considered a forward thinker on the post-growth economy. A “prophet of less,” Niko Paech is concerned with the period following unlimited growth and the structural transformation required to achieve it. His horizon thus transcends the existing economic system, and he thinks that the world can be saved only if people no longer live beyond their means.

**Category ACTION: Eatable City Andernach**

The initiative Encouraging Sustainability and ZEIT WISSEN acknowledge the innovative approach taken since 2010 by the city of Andernach in managing its open spaces. Sustainability, biodiversity, and urban agriculture guide the redesign of the city’s open spaces so that people can experience them not only with their eyes, but with all their senses, and can use them for recreation, as vegetable gardens, and as important places in their lives.

**Program**

Facilitator: Inka Schneider

CONFERENCE

Opening

*Klaus Wiegandt*, founder and CEO, foundation Forum für Verantwortung

Ceremonial address: The Ethics of the Global Commons

*Prof. Dirk Messner* Director, German Development Institute (DIE)

Introductory remarks to the panel discussion

*Franz Fehrenbach* Chairman of the Supervisory Board, Robert Bosch GmbH

The panelists:

*Prof. Friedrich von Borries* Architect und Professor of Design Theory, Hochschule für bildende Künste Hamburg

*Dr. Juliane Kronen* Founder and CEO, innatura gGmbH & Chair of the Board, Right Livelihood Award Foundation (Alternative Nobel Prize)

*Franz Fehrenbach* Chairman of the Supervisory Board, Robert Bosch GmbH

*Prof. Lenelis Kruse-Graumann* Professor of Social and Environmental Psychology, Heidelberg University

*Boris Palmer* Mayor, university town of Tübingen

*Prof. Harald Welzer* Co-founder and Director, FuturZwei foundation

*Andreas Sentker* (Facilitator) Editor-in-chief, ZEIT WISSEN

COMMUNICATION BREAK

AWARD PRESENTATION

CATEGORY KNOWLEDGE

Laudatory speech

*Prof. Uwe Schneidewind*

President Wuppertal Institute for Climate, Environment and Energy GmbH

CATEGORY ACTION

Laudatory speech

*Dr. h.c. August Oetker*

Partner, Dr. August Oetker KG Awardees 2013



### Awardees 2013

The award ceremony for the prizewinners on February 21, 2013 in Hamburg

#### Category KNOWLEDGE: Leuphana University of Lüneburg

The initiative Encouraging Sustainability and ZEIT WISSEN acknowledge the concept of Leuphana University of Lüneburg, which integrates the subject of sustainability into all areas of academic life. The reason for the jury's decision: "The university interlinks knowledge and action in an exemplary fashion." The fact that the university promotes the education of young people to become active citizens of 21st-century civil society played a central role. For example, Leuphana supports students' social civic engagement in numerous projects. The jury called the university a "pioneer of sustainable development in the midst of our society."



*The nominees*

#### Category ACTION: Heini Staudinger

The initiative Encouraging Sustainability and ZEIT WISSEN acknowledge the comprehensive concept of sustainability that Heini Staudinger puts into practice in his own life. His maxim for social, ecological, and economic sustainability: "You can only cut down as many trees as will grow back." The jury emphasizes that Staudinger defies the constraints of globalization with his Waldviertler shoe company, which offers long-term employment in one of the poorest regions of

Austria. The jury praises the entrepreneur's "high ecological and social aspirations." "In the midst of our consumer society, which is oriented toward efficiency and performance, his firm is guided by the principle of modesty."



*Swapping jackets: Heini Staudinger and Dr. h.c. August Oetker (left to right)*