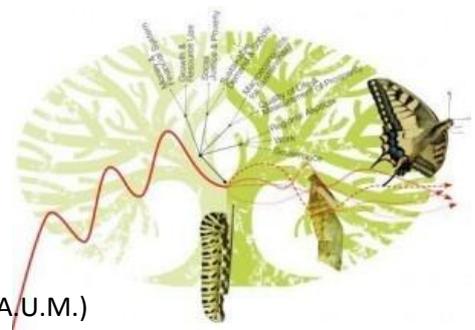


Helga Pražak-Reisinger / Walter Seeböck

Parallel Session X: Sustainable Management

Rapporteur: **Helga Pražak-Reisinger** (OMV Power International/B.A.U.M.)

Chair: **Walter Seeböck** (B.A.U.M. - Austrian Network for Sustainable Management)



Ernst Gugler (gugler cross media) **Johannes Gutmann** (Sonnentor GmbH) and **Robert Rogner jun.** (Rogner International Ltd) presented and discussed with the participants the successful sustainable strategies of their companies, the steps of realization and living the targeted values. All represent successful Austrian small & medium enterprises of both start-up companies and well established 2nd generation companies.

The common ground of these examples were found in the following principles

- Sustainable growth is based on a CHANGE in business perception and the courage to go completely new ways.
- Walk the talk in all aspects of your daily behaviour as the owner and mind setter; attentiveness, relationship and authenticity being the most important qualities.
- Based upon all CSR and HSE principles such as Eco-Efficiency, stakeholder dialog, and many others, these companies go beyond these management styles pushing cradle-to-cradle concepts, climate change initiatives other than their own production even in businesses that are known for strong competition in the market.
- Vision is the driving force.
- Success is based on appreciation for all stakeholders and nature as such.

Christine Zach (OEAMTC-Academy) analysed the situation of mobility and transportation as a mayor issue of economic growth. She presented and discussed ideas and projects of a new mobility and the vision of e-mobility as a contribution to a sustainable management and growth.

The B.A.U.M.-Dialogue involving all participants of session 10, the speakers and the members of B.A.U.M.s board – Alfred Matousek (REWE International), Johann Jachs (ÖNB), Walter Scharf (Innovative Umwelttechnik) - underlined the importance of sustainable management to accomplish a sustainable growth. This Dialogue was arranged by Heinz-Peter Wallner (B.A.U.M. – Author of “The LILA Management-principle”)

The main topics and opinions discussed were as follows

- Industry has to realise growth potential in order to support sustainable consumption by introducing new and innovative products and business practices.
- Paralysis following analysis would be the wrong signal.
- Companies should be rated by their full stakeholder benefit – thus new rating instruments need to be followed.
- There is no other way for entrepreneurs than acting as a role model with building strong relations as the key factor.
- Small & medium, private companies can act as “life-boats” in a sustainable market as business practice can be changed faster than in international listed companies resembling “huge tankers”.
- Support has to come from education and communication business (media & advertising)
- **We have to ACT individually and all together as entrepreneurs, producers and consumers, government and civil society in a Partnership for Sustainability!**