



**2011 FREIBURG FORUM  
ON ENVIRONMENTAL GOVERNANCE**

25.-26. February 2011 | Albert-Ludwigs-Universität Freiburg | Germany

**Inspiring Change  
Towards a Green Economy**



Organized by students of the MEG Program and supported by:  
**DAAD** Deutscher Akademischer Austausch Dienst  
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**UNI  
FREIBURG**

## Panelists

### Dr. habil. Ulrich Hoffmann

Dr. habil. Ulrich Hoffmann is the head of the Trade and Sustainable Development Section at the secretariat of the United Nations Conference on Trade and Development (UNCTAD) in Geneva. He is the editor in chief of UNCTAD's annual Trade and Environment Review, which analyzes key issues at the intersection between trade, environment and sustainable development. Dr. Hoffmann has extensively worked and published on policy approaches to encouraging higher material, resource and energy efficiency in developing countries. He has also implemented analytical and technical assistance activities on promoting the use of sustainable agricultural production methods. Dr. Hoffmann is involved in several fora that develop and promote the use of sustainability standards. He was one of the pioneers in the international commodity sector that advised developing countries on experimenting with various tools of environmental cost internalization and carbon offset financing.

### Molly Scott Cato

Molly Scott Cato is a green economist and expert in the social economy from the U.K.. She specializes in the issues of trade, work, money and cooperatives. She is a Reader in Green Economics at the Cardiff School of Management and Economics and a speaker for the Green Party UK. Ms Scott Cato is also a member of the lifestyles and livelihoods group of "Transition Stroud" and regularly addresses other Transition Towns on economic themes. She actively promotes community agriculture and bioregional economies and is the author of the book "Green Economics – An Introduction to Theory, Policy and Practice", published in 2009 with Earthscan.

Visit her blog at <http://gaianeconomics.blogspot.com/>



### Fábio Luís de Oliveira Rosa

Fábio Luís de Oliveira Rosa founded the Institute for the Development of Natural Energy and Sustainability (IDEAAS) in 1998 and today serves as executive director. IDEAAS works on sustainable development and environmental conservation initiatives in Brazil's rural areas. The mission of IDEAAS is to develop, install and demonstrate models for sustainable development to rural low-income populations using high efficiency and low cost technologies in the fields of renewable energy and agronomic science. Prior to founding IDEAAS, Mr. Rosa founded Sistemas de Tecnologia Adequada (STA), or Adequate Technology Systems, in Rio Grande do Sul, Brazil. He is also the co-founder of Fábio Rosa & Ricardo Mello Consulting, which helps provide low cost rural electrification programs in the Brazilian states of Rio Grande do Sul and São Paulo, and has brought rural electrification to 240,000 families.

Mr. Rosa is the recipient of several awards, including The Leapfrog Fund Award presented by the Schwab Foundation for Social Entrepreneurship in both 2006 and 2008; The Fast 50 Award from Fast Company Magazine in 2004; The World Technology Award in the Social Entrepreneur Category in 2004; The Tech Museum of Innovation Award in economic development in 2001; and the ASHOKA Social Entrepreneurship Prize in 2000.

## Rian van Staden

With more than 15 years of experience in the renewable energy field, Rian van Staden has contributed to numerous projects and initiatives on renewable energy policy, implementation and market development. He has served as Executive Director of the International Solar Energy Society (ISES), Secretary General of the European Solar Cities Initiative (ESCI), member of the Board of the International Solar Cities Initiative (ISCI), and on the advisory committees of numerous conferences, including the Steering Committee of the Renewables 2004 multilateral conference in Bonn. Mr. van Staden has participated in the multilateral policy process surrounding energy for many years. He currently consults on Renewable Energy market dynamics for the investment banking and private equity sector, and supports the development of supportive policies and regional development strategies based on green technology for national and regional governments. Mr. van Staden's special area of interest is sustainability in the urban environment through a systemic approach. His academic background is in Human Geography and Computer Science.

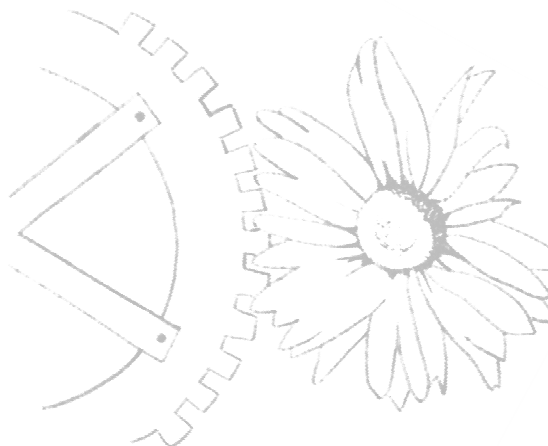
## Mari Roald

Mari Roald Bern is a Master of Environmental Governance Alumni from the first generation. She moved back to her home country Norway where she is making her mark as an Environmental Advisor for Statkraft Energy – Europe's largest renewable energy company. The Statkraft group develops and generates hydropower, wind power, gas power and district heating, and is a major player on the European energy exchanges. Ms Roald Bern gathered experience in the field working for the WWF International for the Danube-Carpathian Programme and Madagascar. She previously worked for two renowned German research institutes: the Wuppertal Institute for Climate, Environment and Energy and the Öko Institute Energy Section. Mari Roalds Bern's academic background is in Resource Management and Economics.

## Moderator

### Kelli Rose Pearson

Kelli Rose Pearson is a current MEG student with a background in regional economic development and small business. Most recently, she spearheaded a project to create a strategic vision and implementation guide for Sustainable Cleveland 2019 - a public/ private initiative aiming to generate economic development based on social and environmental sustainability. She currently works for the Economic Transformations Group, a consultancy based in New York.



## MEG Class of 2011

Albert-Ludwigs-University Freiburg, Germany

Information about the conference:

<http://www.megforum.uni-freiburg.de/>

Information about the MEG Program:

<http://www.meg-uni-freiburg.de/>

Supported by DAAD (Deutscher Akademischer Austausch Dienst)

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