



31. Mai - 10. Juni 2016
Düsseldorf
www.drupa.com

no. 1 for print and
crossmedia solutions

drupa 2016 – Press Release No. 15 / July 2014

drupa 2016 is cooperation partner of the 5th Media Mundo congress on 17 and 18 November in Düsseldorf

rethink sustainability: economic motivation for sustainable media production/ Keynote speaker Dr. Daniel Dahm, Club of Rome / NGO partner of the WWF, FSC and Antalis, IGEPA and SCA support the congress

Drupa will renew its long-term cooperation with the Media Mundo industrial action group. As in 2011 and 2012, drupa will act as cooperation partner of the 5th Media Mundo congress on the 17 November (Discussion on the evening before the event) and on 18 November, 2014 (all day) in Düsseldorf. This year, the congress will focus on the motto „rethink sustainability – economic motivation for sustainable media production“. In contrast to the mottos of previous years, which concentrated on ecological behaviour, one aspect of sustainable media production, the 5th Media Mundo congress will look into an equally important sustainability aspect: economy. Particularly affected by the current economic situation and faced with the challenge of having to consolidate its market position, the printing and media industry is looking for practical measures and the required initiative. The congress is supported by the WWF and the FSC as NGO partners, Antalis (Europe's leading wholesale group for communication media), IGEPA (one of the leading in paper wholesalers Europe Europa) and the Swedish SCA group.



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0) 2 11/45 60-01
InfoTel +49 (0) 2 11/45 60-9 00
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Joachim Schäfer
Bernhard Stempfle
Hans Werner Reinhard (Stv. GF)
Vorsitzender des Aufsichtsrates:
Dirk Elbers

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



The global
Association of the
Exhibition Industry



Ausstellungs- und
Messe-Ausschuss der
Deutschen Wirtschaft

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



drupa

31. Mai - 10. Juni 2016
Düsseldorf
www.drupa.com

no. 1 for print and
crossmedia solutions

Werner M. Dornscheidt, President and CEO of Messe Düsseldorf, underlines drupa's commitment to this subject: "The issue of green printing and sustainability across the entire process chain will be one of the focal points of drupa 2016. The aspect of sustainability has become a major concern of brand owners all over the world, and they expect their printed communication to adhere to "green" standards. This is a challenge for the industry and printing service providers, and they are well advised not to veer from the path that they have already chosen". Meanwhile, green printing has also become an important selling point. In the first "drupa Global Trends Report" (February 2014), 48% of all printing service providers reported that they used certified paper to accommodate customer requirements. Another 37% operate a sustainable waste management system, and 33% are committed to a certified environmental management system.



"Economic production is an important motivation for achieving a sustainable media production, and as such it generates important effects of ecological sustainability", says Rüdiger Maaß, Managing Director of the association of the media production industry. "Economy is the cornerstone of competitiveness – an issue that has become more important than ever before." The 5th Media Mundo congress will deal with topics such as "The effects of process optimisation", "Energy efficiency" and "Standardisation". It will also provide an overview over different ways of thinking and provide some ideas on how to master this change and some answers the question of where this change might lead. International experts from science, environmental associations, politics and the industry will engage in a critical discussion about the current situation and about likely scenarios for the near future. Pioneers of sustainable media production will illustrate practical solutions as well as problems and unexpected challenges that they encountered.



Keynote speaker Dr. Daniel Dahm, Club of Rome

Dr. Daniel Dahm, member of the Club of Rome, has kindly agreed to present a paper on the “The conflicting areas of global overshoot“. 45-year-old Dahm is founding member of the Utopia foundation and the “Oekosoziales Forum Deutschland” (German eco-social forum) and is also member of different non-profit organisations. He has become internationally acclaimed because of his contribution to the Potsdam Manifesto of 2005. This paper explores the root causes of the current crisis and suggests a radical and far-reaching re-orientation for the future of human development.

Renowned scientists and personalities from all over the world have already signed this manifesto.

The congress also presents the following speakers:

- Dr. Meike Gebhardt (Utopia AG) – How much sustainability do consumers want?
- Uwe Lübbermann (Premium Cola) – Marketing with potential for the future
- Peter Jeschke (GC Graphic Consult GmbH) – Sustainability in printing
- Alexander Rossner (zukunftswerk eG) – Communicating sustainability (Strategic tasks, practical advice and the argument of “benefit“)
- Michael Müller (IPM) – Wasting resources leads to economic ruin (Top ten of the most striking action areas for printing service providers and purchasers of printed products)



Tickets for f:mp members and visitors of former Media Mundo congresses cost EUR 195. Ticket price for non-members of f:mp: 295,00 Euro, members of FSC, Forum Corporate Publishing and the “Initiative Pro Recyclingpapier” will be charged EUR 245. Ticket



drupa

31. Mai - 10. Juni 2016
Düsseldorf
www.drupa.com

no. 1 for print and
crossmedia solutions

price for the discussion on the evening before the event: EUR 50.
Visitors who book their tickets before 31 August, 2014, will receive a
EUR 50 bonus. For more information on the congress, please visit
<http://www.mediamundo.biz/kongress/kongress2014>.

Contact:

Press department drupa 2016

Monika Kissing/Anne Schröer (Assistent)

Phone: +49 (0)211-4560 543

Phone: +49(0)211-4560 465

Fax: +49 (0)211-4560 87543

E-Mail: KissingM@messe-duesseldorf.de /

SchroererA@messe-duesseldorf.de

+++++

More information at www.drupa.de and in the following social networks:

Twitter: www.twitter.com/drupa

Facebook: <http://www.facebook.com/drupa.tradefair>

Xing: <https://www.xing.com/net/pri2b1dd0x/drupa>

LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about>

