

Speech

Welcoming Remarks

**OECD Workshop on Environmental Innovation and Global Markets
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Ladies and Gentlemen,

It is only right that the OECD Workshop on Environmental Innovation and Global Markets is being held just today as in the next few days McKinsey will be submitting a comprehensive survey on behalf of the BDI initiative on "Business for Climate Protection" setting out the "Costs and Potential of Preventing Greenhouse Gas Emissions in Germany".

We all want two things:

First, we want an environment beneficial to the physical and mental well-being of people. Secondly, we want to contribute to environmental objectives through innovation. And thirdly, those who play an active role in business want to make money from the products and services for environmental protection.

The federal government's high-tech strategy sets out objectives for 17 future fields in which key markets are to be established or strengthened in Germany. The federal government has established a roadmap for every field of innovation policy, taking research funding and framework conditions into joint consideration. Players from the spheres of business and politics will implement the high-tech strategy jointly in the form of the "Business – Science Research Union." The BDI Initiative "Innovation Strategies and Knowledge Management," of which I am in charge, will provide assistance to and support this process. Many of the 17 future fields deal with environment protection. In particular, I would like to mention environment technologies and energy technologies, as well as vehicle and transport technologies. However, nano-technologies, bio-technology and materials technologies also belong to this group.

Another link would seem obvious. At the BDI I have a lot to do with another BDI Initiative, namely the Initiative Vital Society. And of course we cannot, on the one hand, in the interests of health, work actively to implement findings from the field of biotechnology, that is, the latest research on genes and cells, and then not also pay greatest attention to the harmful effects caused by the environment. With the help of environmental technologies we also want to achieve the objective of "living longer in good health."

In addition, we want to realise the environmental objectives in such a way as to make them largely compatible to other objectives relating to the standard of living, such as nutrition, mobility, living comfort, security and many other objectives. Energy supply is crucial to many of the issues mentioned. The term "energy efficiency" makes it clear that the most cost-effective solutions should

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be sought, bearing in mind that without energy there would be no dynamic growth. And, at this point I will make no secret of the fact that the BDI considers nuclear energy essential to a sensible energy mix to ensure a climate-friendly energy supply. I say this also as a former farmer and the current BDI representative at the Agency of Renewable Resources in Germany.

As regards global warming too, I find it very important to differentiate not only between factors on which human beings have an impact and those *not* caused by human beings. But, as regards global warming caused by human beings, one should also differentiate between factors such as CO2 emissions, which are harmful to health, and warming without any harmful impact or perhaps even with a beneficial impact. Not only do millions of holiday-makers demonstrate every year how welcome warmth is. The hot-water bottle does too. And the more the world's population increases and crowds together, the more warmth is produced, as we all know from the many conferences we have sat through in small spaces. Perhaps we will be lucky – and this is the direction things will hopefully take - in that this warming will simultaneously make substantial land masses more pleasant for human life, which means skilful Global Change Management is crucial. Environmental innovation on global markets to achieve the goals of clean water and air and rich soil, as stated in the federal government's high-tech strategy, should be part of this management.

I am anthropocentric enough to wish this OECD Workshop great innovative success for this aspect. It would be good to bring some of the results to the conference on "Science and Technology in Society" which, significantly, is to be held in Kyoto next month for the third time and where knowledge and education, health and environment, energy and industry will all play a crucial role.

Thank you for your attention and once again I would like to wish you great success.