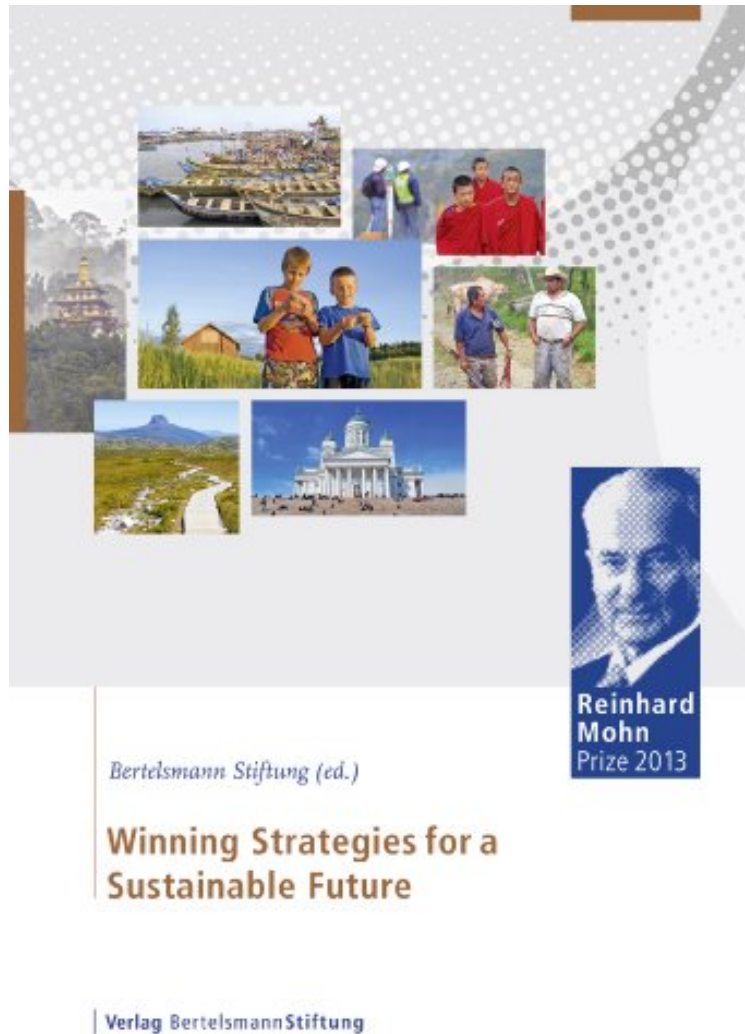


Winning Strategies for a Sustainable Future: Reinhard Mohn Prize 2013

Bertelsmann Stiftung
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Since the first Earth Summit held in Rio de Janeiro in 1992, many states have been looking for a new concept of economic and social progress. The environmental crises of the last years, as well as the global economic and financial

crisis, require an even more profound shift in thinking - toward a policy committed to sustainability and intergenerational equity. But how can this goal be achieved? The publication for the Reinhard Mohn Prize 2013, "Winning Strategies for a Sustainable Future," presents pioneering approaches from different continents. Bhutan, Costa Rica, Finland, Ghana and Tasmania are examples that show sustainability is feasible. These principles also open up new perspectives for Germany. Today, we know that sustainability is the great challenge of the 21st century. The guiding principle of sustainable development implies taking economic, social and environmental concerns into account in a balanced manner. Our focus in this regard must be improving the quality of life for all people.