



Press release

Eberswalde/Writtle, 8th June 2011

Ceremonial opening of the Center for Ecomics and Ecosystem Management

The 8th of June 2011 marked the launch of a new collaborative initiative between the Faculty of Forest and Environment at Eberswalde University for Sustainable Development, Germany and Writtle College, a partnership institute with Essex University, UK.

A ceremony, hosted by Eberswalde University, inaugurating the official opening of a new academic centre – the Centre for Ecomics and Ecosystem Management was attended by staff and students from the host institute, representatives from local press and media, as well as two key-note speakers from affiliated conservation organisations, Ilke Tilders (European Co-ordinator, Foundations of Success) and Sascha Mueller-Kraenner (Executive Director, Nature Conservancy Europe).

The Founders of the Centre, Professor. Pierre L. Ibisch, Eberswalde University, and Dr. Peter Hobson, Writtle College, first described the application of the concept of ecomics to sustainable development in a 2010 technical series publication produced for the CBD COP10 congress held in Nagoya, Japan. In

this context the term "econics" was described as the systematic and scientifically-based approaches adopted to transfer principles and essential properties of ecological systems to sustainable development. The term was coined with reference to bionics but with application at a larger scale to ecosystems and with a specific focus on anthropogenic systems.

In his opening Professor Ibisch stated "Econics, as a new discipline, is designed to provide innovative theoretical models and practical solutions to resolving some of the problems and issues encountered in socio-economic systems, in particular land use management."

The co-founder, Dr Hobson also commented that, "Globalization and environmental changes make it increasingly difficult to understand complex systems, therefore, we need to learn much more systematically, how sustainable development can be secured".

"Econic foundation stones" have been placed in various applied disciplines such as natural forest conservation or the so-called adaptive management. The center shall combine and encourage joint research and teaching activities of the groups involved in Eberswalde and Writtle. Short-term, there will be a joint website, joint publications and a workshop.

At the opening of the new center, the two founders held lectures on the topic Econic. Other speakers of the English-language event were Dr. Sascha Müller-Kraenner, executive director of 'The Nature Conservancy in Europe', and Ilke Tilders, European representative of the organization 'Foundations of Success' and founder of a European network for the adaptive nature conservation management. At the end of the ceremony, a Memorandum of Understanding was signed.

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