

The Global Legislators Organization for a Balanced Environment warmly invites you to:

18 MARCH 2014
12:30-14:30
ROOM A5G305

SUSTAINABILITY AND THE NEW EUROPEAN DREAM

Event with Ulrich Grober

Currently there is a lot of talk about the need for a new narrative in order to re-ignite the European project, but only few fresh ideas seem to emerge. It is time to realize that we already have a strong overarching concept, a shared vision that we can draw on: **sustainability**.

The idea of sustainability is deeply rooted in practically all cultures of the world. **Ulrich Grober** takes us back in time to analyse the development and meaning of the concept over time and in shifting paradigms. He invites us to rediscover the essence of the modern concept, its soul and its soft power. In times of seemingly endless and multiple global crises sustainability may still prove to be an inspiring "leitmotiv" of a **new European Dream** - and, moreover, "the key to human survival".

Hosted by
Sirpa Pietikäinen MEP
Jo Leinen MEP

PLEASE REGISTER BY SENDING AN EMAIL TO MR JAAKKO VIRKKUNEN, GLOBE EU COORDINATOR (SIRPA.PIETIKAINEN-OFFICE@EUROPARL.EUROPA.EU)

BIO:

Ulrich Grober is a German publicist, broadcaster and journalist, whose work covers cultural history, future visions, sustainability and ecotourism. Born in 1949, he studied German and English Literature at the Universities of Frankfurt and Bochum. His book "Die Entdeckung der Nachhaltigkeit" was published in German in 2010. The English translation by Ray Cunningham appeared in 2012 under the title "Sustainability: A Cultural History". It had a considerable impact on the discussion and led to numerous invitations to lecture at universities and civil society groups.