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**A responsible approach to growth -
An interactive case study on sustainable development
from a Danish industry**

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Abstract

This session will seek to stimulate, coordinate and promote dialogue between conference participants by directly involving the participants in a problem-solving exercise. This exercise will be based on management issues from the Danish company Brødrene Hartmann A/S - a company that has specialised in the production of moulded pulp packaging based on recycled paper. Hartmann's environmental policy is to "via holistic environmental work, to optimise the company's products and processes so that a sustainable production and management form can be achieved". The main issue of the session will be the management challenge of combining a global growth strategy with the raising demand for sustainable development; a challenge that many companies are facing and that Brødrene Hartmann has taken on by developing a global environmental strategy.

The session will include a presentation of Brødrene Hartmann and of a managerial dilemma/challenge which the participants are to 'resolve' in a break-out session in which practitioners and researchers can mix in smaller groups. This will be followed by a 'plenary' discussion of the possible solutions to Brødrene Hartmann's managerial challenge and strategy as well as a more general discussion of how profit-making and environmentalism can be made more compatible.

Hopefully, this format would allow for more focused and interactive discussions of how to manage the demand for sustainable development on 'an everyday basis' and stimulate a dialogue about our 'ways of knowing' about sustainability and our 'ways of acting' in a sustainable manner.