



Claude Fussler est un spécialiste de l'entreprise et du développement durable.

Il est conseiller du Pacte Mondial des Nations Unies et président du Panel Développement Durable du groupe EDF.

Il a été jusqu'en 2001 vice-président de Dow en Europe où il a fait plus de trente ans de carrière. Il a rejoint le WBCSD pour organiser la préparation du Sommet de Johannesburg de 2002 et pour produire entre autres l'ouvrage *De la Paroles aux Actes* (Victoire Edition 2001). Il est également l'auteur des livres de stratégie d'entreprise *Driving Eco-Innovation* (Financial Times, 1996) et *Raising the Bar* (Greenleaf, 2004).

Claude Fussler's small claims to fame...

Claude Fussler is an expert in business innovation and issue management with a focus on sustainable development and corporate social responsibility. He is an Advisor to the UN Global Compact and to the World Business Council for Sustainable Development. He currently chairs the Sustainability Panel of the EDF Group, a world's major electrical utility and services company headquartered in Paris and is a board director of the Holcim Foundation for Sustainable Construction in Zürich. He teaches the MBA course on corporate social responsibility at the Institute for Continuous Education (IDEC) in Barcelona, Spain.

He is the editor of the business book *Raising the Bar* published in June 2004. The book is a guide to create value in implementing a corporate citizenship strategy based on the principles of the Global Compact.

<http://www.greenleaf-publishing.com/catalogue/rtbar.htm>

In 2002 he coordinated the business input to the World Summit on Sustainable development in Johannesburg and produced the business book *Walking the Talk* in which prominent business executives demonstrate the opportunities and responsibilities in globalisation. <http://www.greenleaf-publishing.com/catalogue/walk.htm>



As a vice president of Dow Chemical in Europe, where he worked for more than 30 years, Claude managed a number of international business assignments. In 1996 he authored the business book *Eco-Innovation*. He also led the international work group on Eco-efficiency that was formed by the Business Council for Sustainable Development following the Rio 92 Summit.

For a number of years he was vice chairman of the Stockholm Environment Institute for a number of years (until 2003) and chaired the European faculty of the International Business Leaders Forum seminars in Salzburg (until 1998). In 1994 he was the recipient of Tomorrow's magazine first Environmental Leadership Award.

He often speaks at top management briefings while at the same time getting more involved in local issues in Provence where he runs a farm and vineyard with his wife Martina. <http://www.provence4u.com/>