



Dennis Pamlin, Global Policy Advisor, WWF, Switzerland

Dennis Pamlin, has a background in engineering, industrial economy and marketing. He works for WWF with global policy issues since 1999. He initiated WWFs Trade and Investment Programme work in the BRICs (Brazil, Russia, India, China and South Africa). Pamlin is responsible for Corporate accountability during WSSD and wrote WWFs discussion paper on Corporate Social Responsibility (CSR). Leading WWFs trade and investment work in Asia.

Pamlin is an expert for the China-EU sustainable trade project and on the board of a number of corporate sustainability initiatives, such as the IKEA goes renewable.

In the field of ICT Pamlin Edited the book "Sustainability at the speed of light" available at www.panda.org/ict in 2002. In 2004 Pamlin initiated the project "Saving the climate at the speed of light" with ETNO (European Telecom Network Operators) where ICTs potential to significantly reduce CO2 is the focus. In 2005 Pamlin Wrote report for the Swedish government: "Innovation and ICT for a better planet: A e-strategy for Sweden" In 2007 Pamlin was appointed project leader for WWFs work with HP in how climate change can drive innovation and profit. Associate member of GeSI (Global e-Sustainability Initiative). In 2008 Pamlin participated in Davos to discuss how ICT can reduce CO2. He released the paper "From coal power to smart buildings at the speed of light". Available at Pamlin.net/blog/

Pamlin initiated WWF's trade and Investment work in China in 2003. He co-authored the publication "Chinese companies in the 21st century - helping or destroying the planet" in 2005. In Spring 2007 the following two initiatives was launched in China:

- High-tech export from China that contributes to sustainable development, a joint work with MOFCOM on sustainable trade.
- Export of renewable energy production from Baoding, a joint work with the local government in Baoding

In 2007 he co-authored the report "Indian Companies in the 21st Century" that focus on the links between sustainability, innovation and profit. The report was released in early December 2006 and projects relating to sustainable trade, sustainability as an innovation driver and a Sino-Indian axis for sustainable development started 2007. These projects include collaboration with CII, work with sustainable trade and establishing links between India and China in the field of sustainable urbanization.