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## **PRESS RELEASE**

### **Visit YES exhibition stand on sustainable development!**

**B**russels, Belgium, May 25, 2009 – Yes-The European Confederation of Young Entrepreneurs is pleased to announce its participation to the exhibition “SUSTAINABLE DEVELOPMENT: a challenge for European research”, on the 26<sup>th</sup> to 28<sup>th</sup> of May, within the conference organised in cooperation with the Czech Presidency of the EU to celebrate the contribution of European research to global sustainable development.

**Y**ES selected entrepreneurs among its members, according to their innovative and effective practices related to sustainability, to present their stories during the exhibition; GAEA is a Greek company with its innovative practice of producing carbon neutral olive oil. The first worldwide climate neutral olive oil, which was created in collaboration with the Centre for Sustainability and Excellence (CSE), was one of the gifts given to the stars participating in the Oscars of 2008.

**A**nother success story coming from Spain will also be presented. Villarrus in cooperation with Renewable Energy Research Institute (IER) has developed two devices, which if applied in conventional fluorescent lamps they can reduce its electricity consumption and save energy. Fluorescent lighting is the most widespread lighting system nowadays and the contribution of lighting to the total electricity consumption is approximately 20% of the world electricity consumption.

**O**ne of YES' main priorities consists on promoting the concept of sustainable development as a broad corporate strategy for SMEs underlining its profit potential. So by participating this exhibition YES aspires to share the benefits of sustainable development, not only from the responsible business practice point of view, but also for the business potential it provides.