

The Blue Economy

Theory and Application of the Blue Economy

Development of Ecological Civilization and Recycling Economy in

China

Basic Information

Date:	13:00-16:00 pm, 11 /11 /2013 (Monday)
Venue:	Tsinghua x-lab Work Space (No.101, Floor B1, Tower B, Science Park Tower, Tsinghua Science Park, East Road, Haidian District, Beijing,100084)
Organization:	Tsinghua x-lab
Speaker:	Mr. Gunter Pauli
Language:	English

Blue Economy Storm

A storm that is expected to overturn the current mode of economic development is approaching with the emphasis on ecological civilization and recycling economy from the new government.

The development of 100 manufacturing innovations with viable business models will generate 100 million jobs in 10 years.

The unsustainable red economy, along with squandered resources and polluted environment, is abandoned. Although the green economy currently adopted is more environmental-friendly, enterprises and consumers have to foot the bill with more investments and more expenditures. In fact, huge business opportunities are hiding behind the environmental protection. The development of 100 manufacturing innovations has detonated the brand-new blue economy, which is opening the door that leads to the perpetual and sustainable mode of economy.

Introduction of Mr. Gunter Pauli

Mr. Gunter Pauli is the father of Blue Economy concept. He was born in Antwerp, Belgium, in March 1956 and obtained his MBA from INSEAD, the world-famous business school in Fontainebleau, France. As a successful entrepreneur, he has founded ten companies over the past years. In 1983, he was elected as one of The Outstanding Young Persons of the World. In 1994, he was chosen as one of the future international leaders in the World Economic Forum.

As a member of Club of Rome, a global organization focusing on international problems, Pauli withdrew from business world in 1994. In the same year, he initiated the Zero Emissions Research and Initiatives and concentrated on Blue Economy as an innovative business model in the pursuit of perpetual development of human society as well as natural ecology. By now, he has received

support from governments and enterprises in Belgium, Sweden, Canada, the United States and Japan and will continue with worldwide promotion of the new business model, Blue Economy.

His best seller, The Blue Economy, has been published in Japan, Korea, Brazil and English-speaking countries such as the United States and Britain. The Chinese version was introduced by Sino-European Publishing Group and published by Fudan Publishing Group in February, 2012. The Blue Economy, with preface by Director of United Nations Environment Program is promoted across the world.

The creation of a new ecological model gives rise to harmony between humans and nature.

Seek for huge business opportunities from the nature

Take the energy crisis as a traveler's tale

Gunter Pauli, who is the initiator of Zero Emissions Research & Initiatives and has devoted to sustainable development for 20 years, will bring you a brainstorm of how to find business opportunities and how to achieve a win-win situation of wealth and green. He will introduce the fascination of Blue Economy with 100 low-cost business models without release of any pollutants, but can create huge business opportunities and generate over 100,000,000 jobs.

Contents:

1. Multi-storied buildings free of air-conditioning following termites' burrows
2. Water accumulation as solution to freshwater crisis following beetles in the desert
3. Automatic electricity generation by buildings based on gravity covers more than 75% demand for electricity
4. Low-cost environmental-friendly razor-blade by replacing "titanium" with ordinary silk
5. Building appearance of zebra-stripe style lowers indoor temperature by at least 5 centigrade degrees
6. Enzyme created by maggots during the digestion of butchery wastes lights up hope for diabetic patients.
7. Implantation of mushrooms with residues during the production of coffee beans unexpectedly reduces starvation in developing countries
8. Agglutinant containing chemical toxin to be replaced by Mussel mucin
9. The most energy-saving and environmental-friendly way of antiseptis resulted from the natural backset technology during the production of tomato jam.
10. Lycopene, natural pigment materials to make sunscreen lipstick, can be extracted from residues

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100 manufacturing innovations

The seemingly unreachable imagination has become real opportunities that deserve your actions. Both Gunter's lecture and his book are sure to give you infinite inspirations and enlightenment. Never miss such a spectacular lecture.

Background

The Blue Economy, which applies outstanding achievement in ecological system to economy, enables human beings, or even the whole biological system, to sustainably and safely develop in terms of evolution and recycling. The most important thing is that the Blue Economy not only preserves the environment and resources on Earth, but also contributes to the sustainable development of human beings. Meanwhile, it raises the business efficiency and generates higher return of investments.

With the application of outstanding accomplishment in ecological field, the Blue Economy, based on the endowments and requirements of human beings, realizes higher sustainability and provides ample job opportunities, at the same time, quickens the accumulation of society capitals and strengthens competency in the market.

For more information, please visit our website: www.x-lab.tsinghua.edu.cn , to get Newsletter, or join us though WeChat: Tsinghua-x-lab.

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