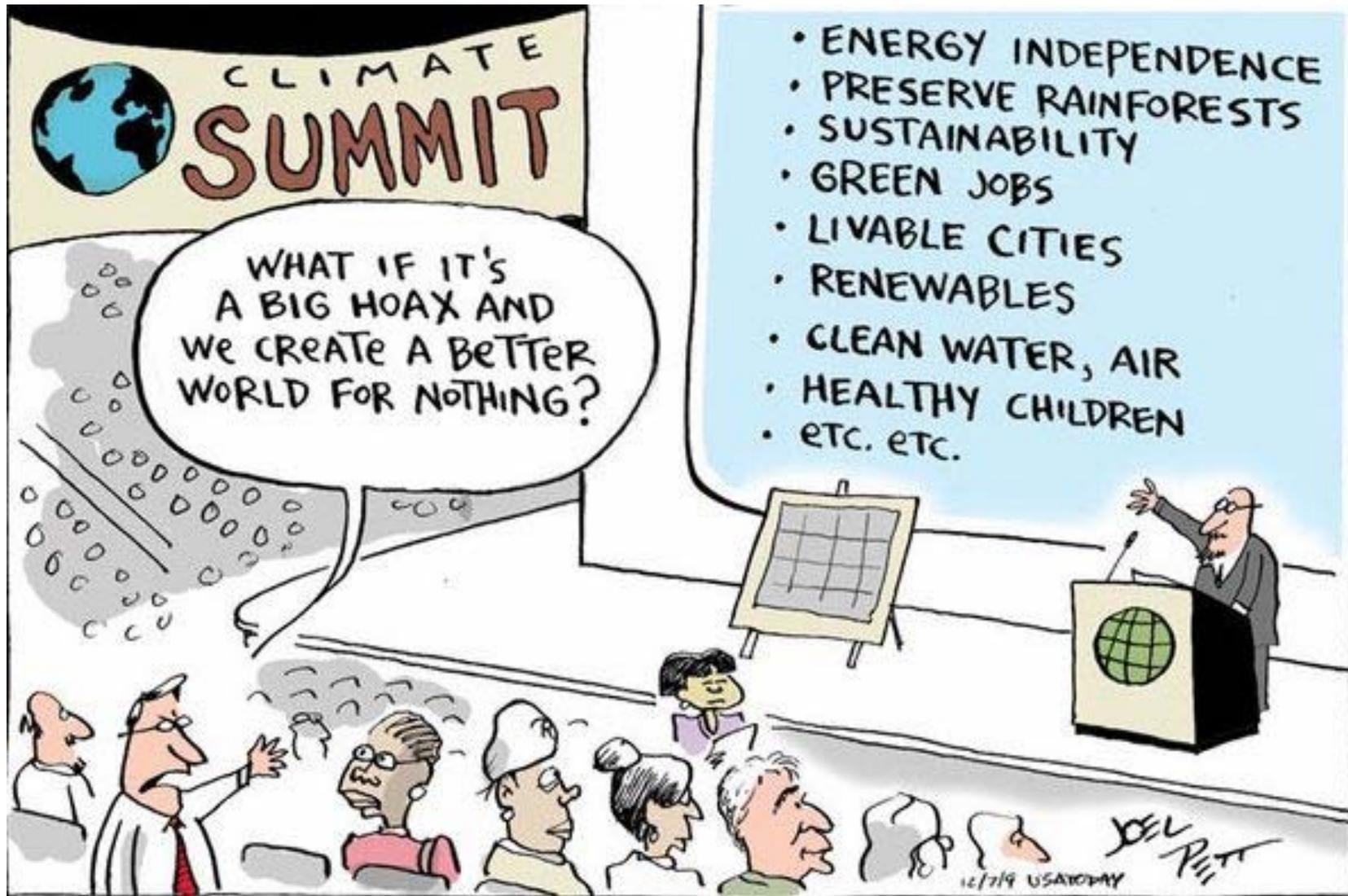


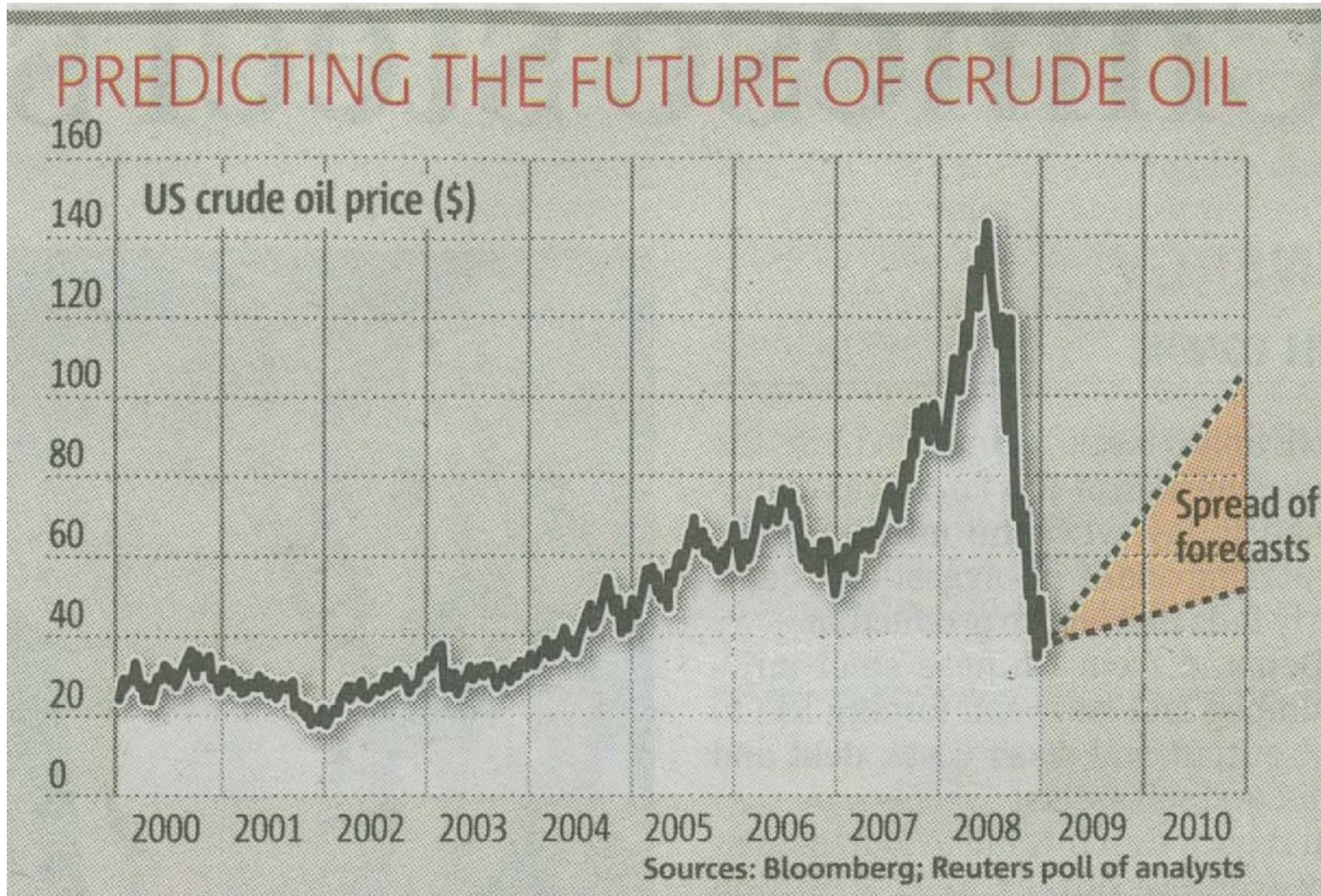
Innovate, Innovate, Innovate

Bournemouth University

Jonathon Porritt | 11 May 2010







Taken from Evening Standard 15th January 2009



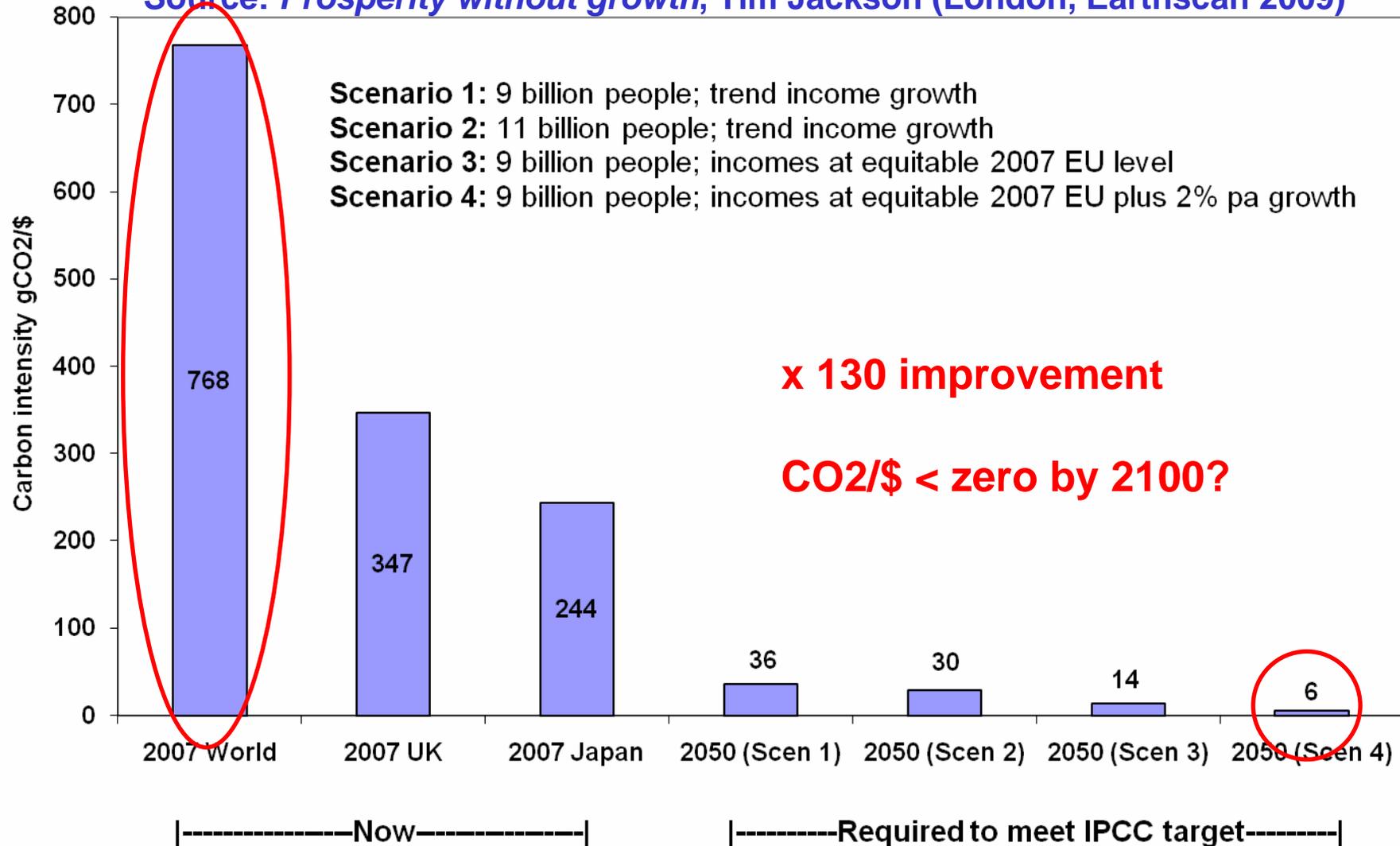
WEALTH WITHIN ENVIRONMENTAL LIMITS - NOT BEYOND!

- DECARBONIZATION
- DEMATERIALIZATION
- CLOSED-LOOP SYSTEMS



The Dilemma of Growth

Source: *Prosperity without growth*, Tim Jackson (London, Earthscan 2009)



The Hedonic Treadmill

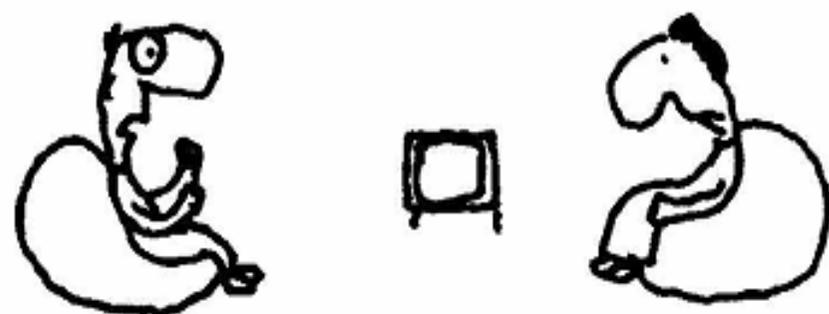
- People who've got it, want more of it
- People who've got lots of it, still want more of it
- People who haven't yet got it, really, really want it
- People who know they'll never get it, still dream of it...



our way of life is
being threatened by
a dark force.



we must defend our
way of life.



WHAT IS THIS
DARK FORCE WHICH
THREATENS OUR WAY
OF LIFE?



it's our way
of life...



Leunig

“A great revolution”

“For years, the statistics have registered an increasingly strong economic growth as victory over shortage, until it emerged that this growth was destroying more than it was creating”.

(Nicolas Sarkozy, 14/9/09)



From
“GDP Fetishism”
to
Wellbeing
&
Flourishing



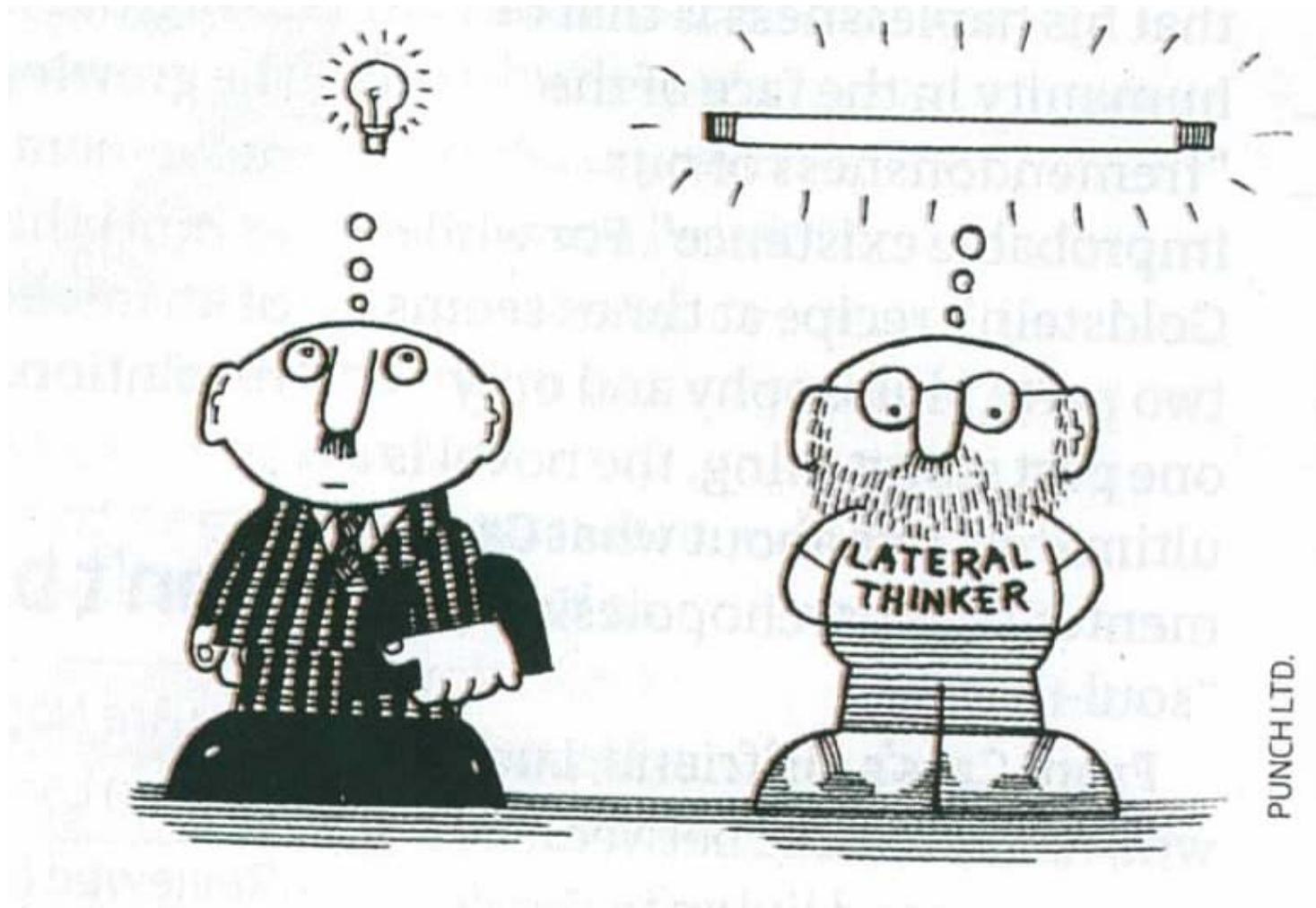
**“Civilization
is a race
between
Education
and
Catastrophe”.**

(H.G.Wells)



**Civilization
is a race
between
Innovation
and
Catastrophe**





PUNCH LTD.



The “10 Year” Imperative

1. ENERGY EFFICIENCY
2. RENEWABLES
3. CARBON CAPTURE AND STORAGE (CCS)
4. REDUCING EMISSIONS FROM DEFORESTATION AND DEGRADATION (REDD)



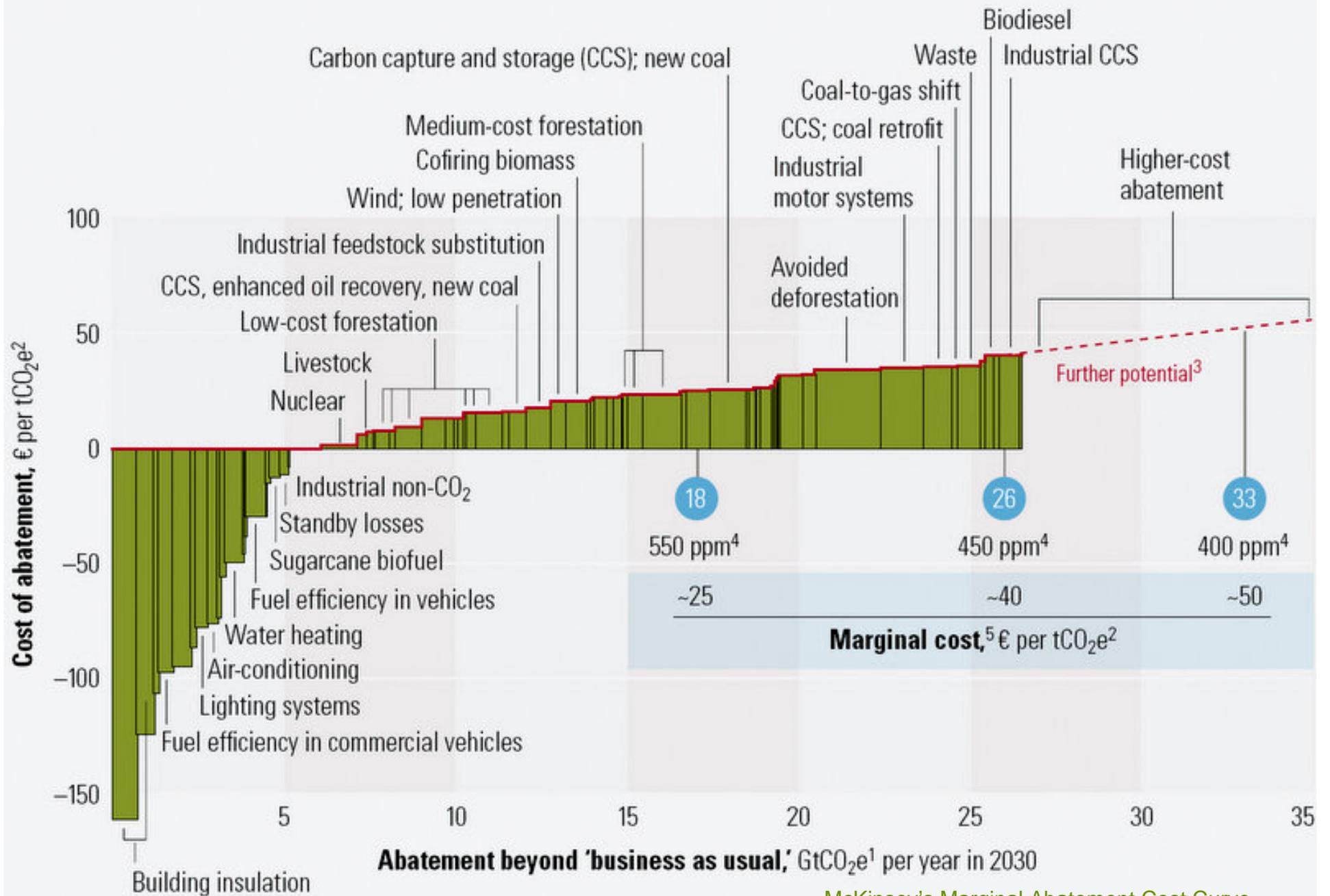
Green Jobs

“We define green jobs as work in agricultural, manufacturing, research and development, administrative and service activities that contribute substantially to preserving or restoring environmental quality. Specifically, but not exclusively, this includes jobs that help to protect eco-systems and biodiversity, reduce energy, materials and water consumption, through high-efficiency strategies; de-carbonize the economy; and minimize or altogether avoid generation of all forms of waste and pollution”

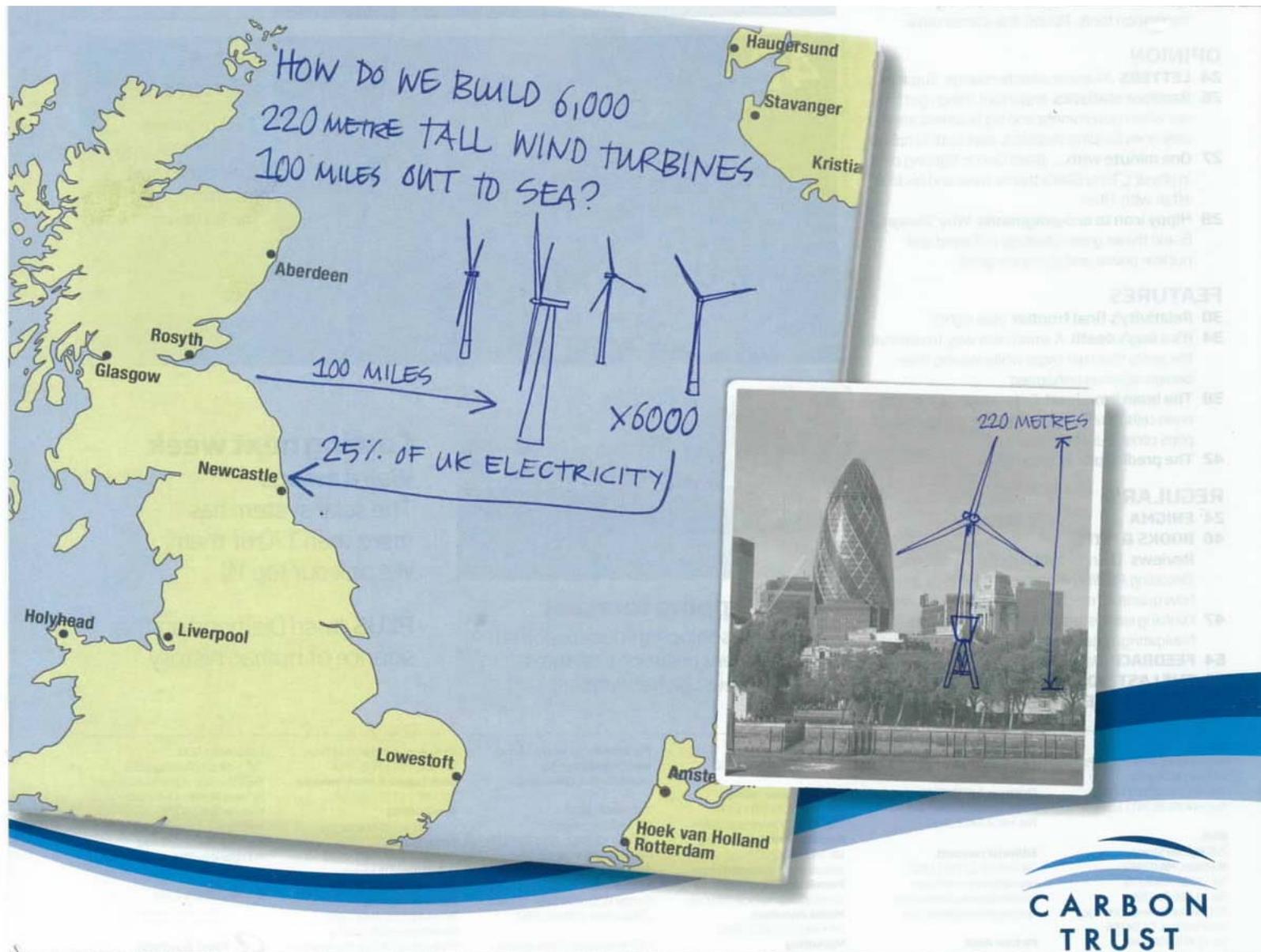
(Green Jobs, UNEP, 2008)



● Approximate abatement required beyond 'business as usual,' 2030



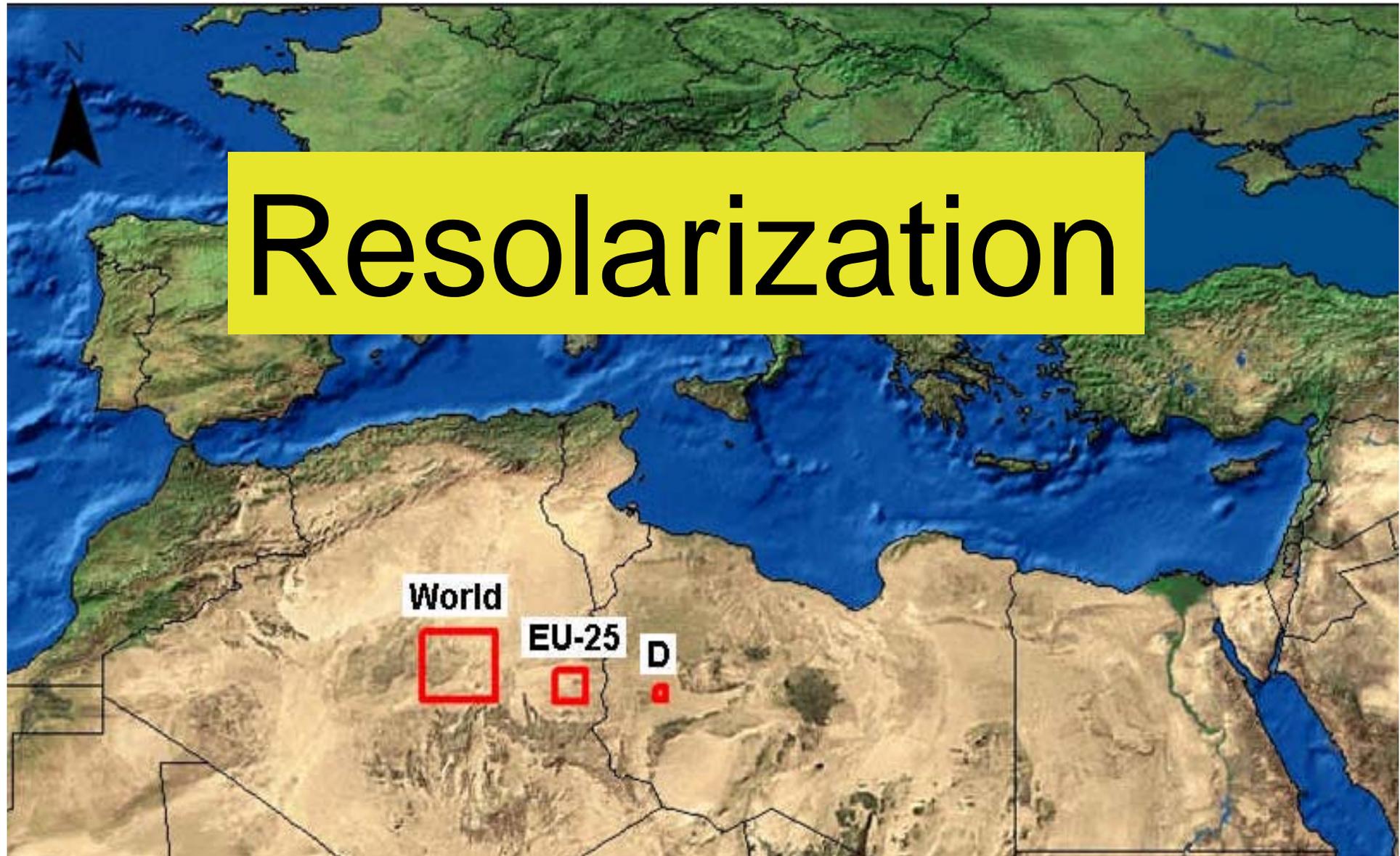
McKinsey's Marginal Abatement Cost Curve



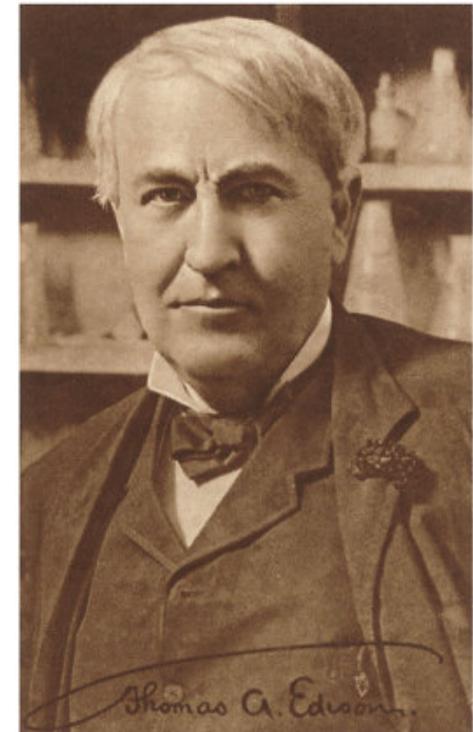
Europe's first commercial CSP tower/plant



The area of desert that would need to be covered in CSP plants to provide all the power needs for Germany, the EU and the world respectively.



“I’d put my money on the sun and solar energy. What a source of power! I hope we don’t have to wait until oil and coal run out before we tackle that!”.



Thomas Edison (1931)



The Kiran ('ray of light')

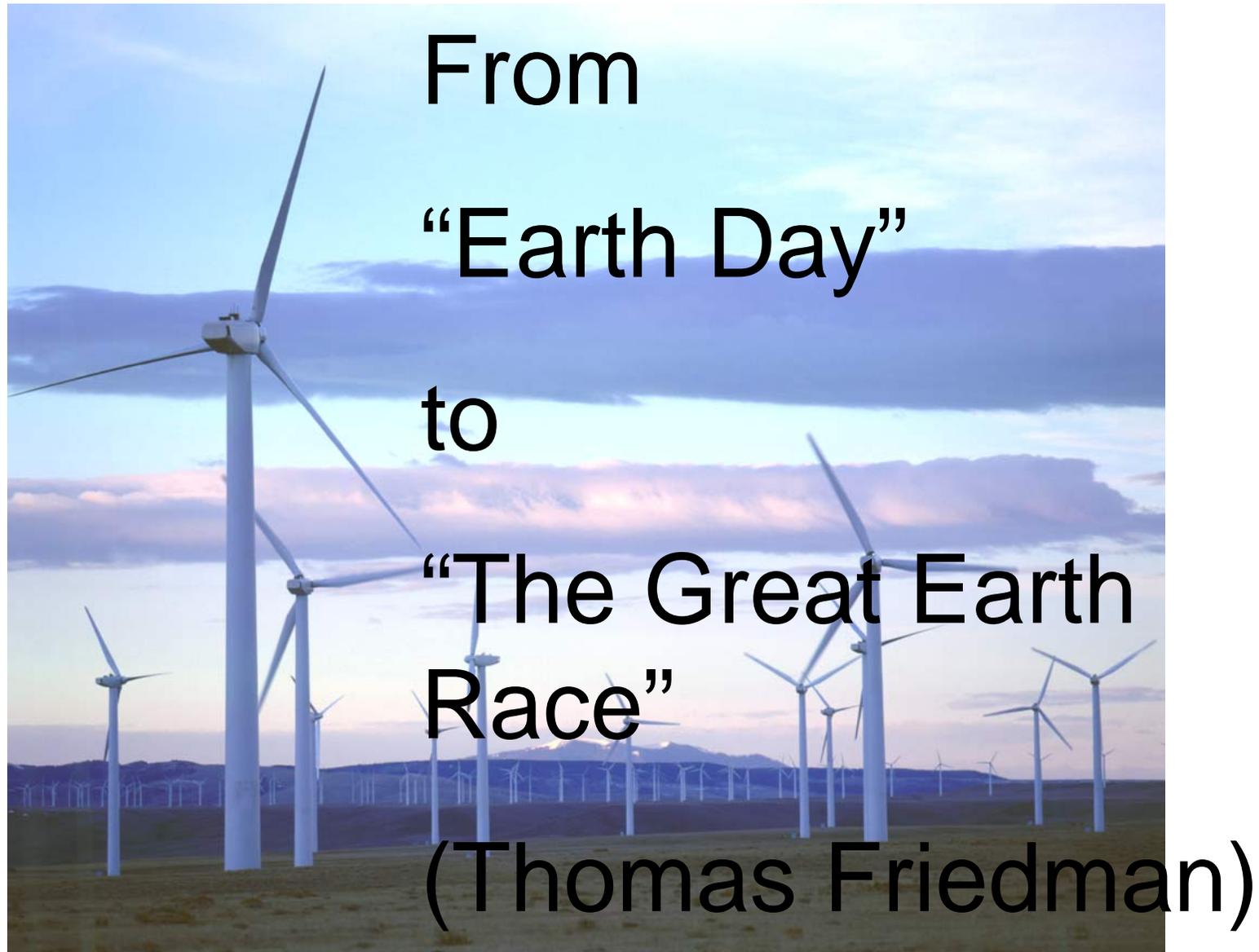




“Sustainability is the single biggest business opportunity of the 21st century”.

Lee Scott, CEO WalMart





“According to the United Nations Environment Programme, ‘regions that become leaders in green innovation, design and technological development are more likely to retain and create new green jobs’. This could work as a mission statement for the MAA”.

Mark Hepworth



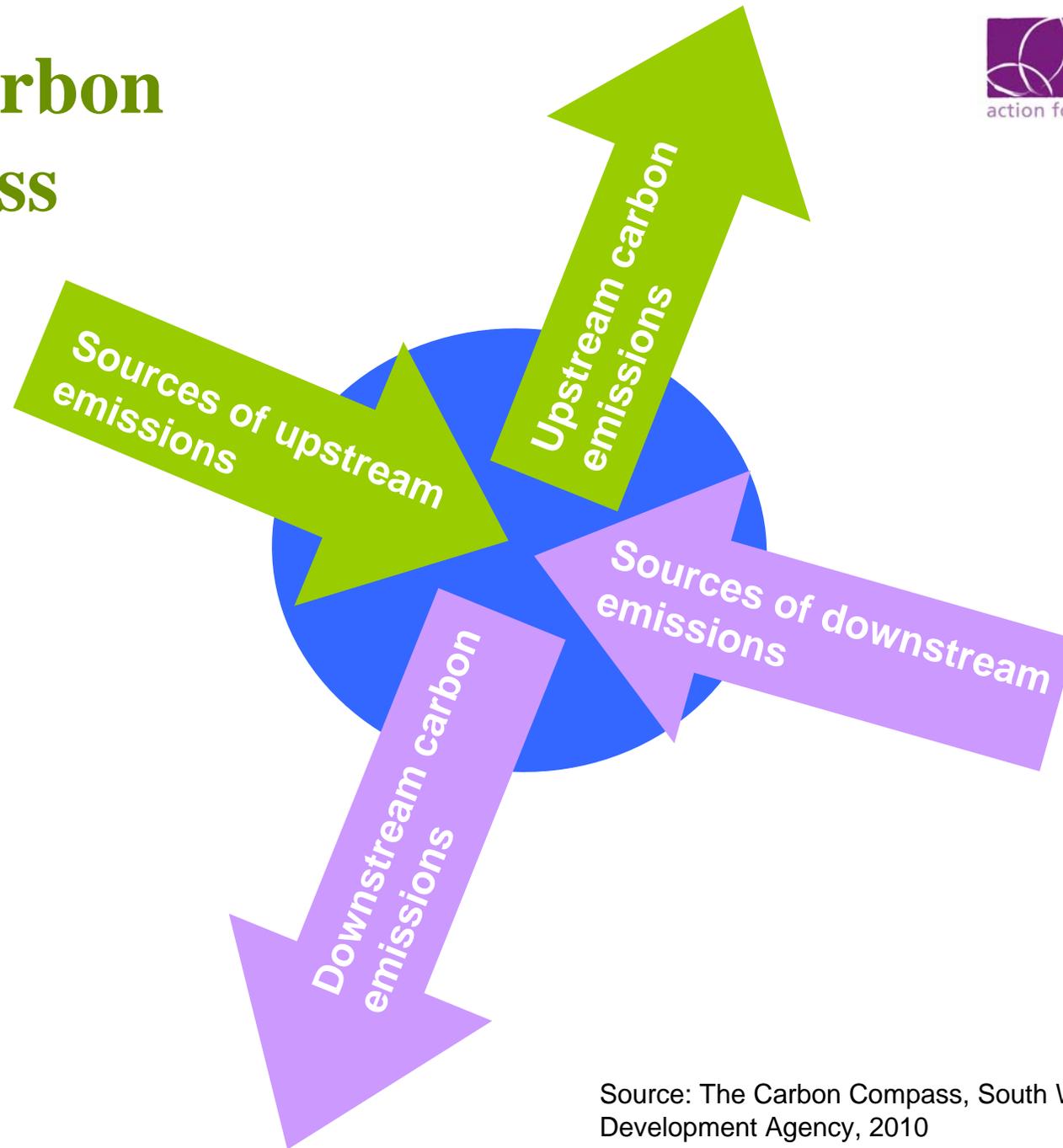


“Amen to that”!

GENUINE CROSS-
PARTY CONSENSUS



The Carbon Compass



Source: The Carbon Compass, South West Regional Development Agency, 2010



What will be the outcome?

“The Carbon Compass is part of our contribution towards the development of a low-carbon economy in the South West. We believe that by embedding carbon impact in our investment decisions, we will help make South West England an even better place to live and do business, generating prosperity and reducing environmental impacts”.



Download at: www.southwestrda.org.uk



“No power on earth can stop an idea whose time has come”.

Victor Hugo

