



The Alfred Deakin Eco-Innovation Lectures presents leading global innovators who are rethinking the future by embracing the challenge of climate change.

The 2009 theme - 'Climate and Innovation - Building the Low Carbon Economy Now' - links the inescapable challenge of climate change to the spirit of creativity and innovation.

Shaping the Low Carbon Economy - New Agencies, New Business

Peter Madden - CEO Forum For The Future (UK)
BMW Edge at Federation Square Melbourne
Monday 9 November 2009, 12-1pm
Cost: Free (register below)

"A sustainable future won't happen by itself. To achieve it, we need to set out clear, compelling visions of what it can look like, and draw up a route map for getting there. And we need to reframe our economy so that it can drive that transition. Over the last few years, Forum For The Future (FFF) has set the pace for futures thinking on sustainability. In doing so, it's become clear that we need to focus on the positive and compelling visions of what a low-carbon future would look like."

- Peter Madden, CEO, Forum For The Future (UK)

Join Peter Madden as he explores how we can frame our green visions of the future, define the importance of positive collective stories, and realise that we have the power to shape what is to come. Through examining the scale and urgency of the environmental challenges facing us, he will highlight the role of creativity and innovation in finding solutions and fashioning a low carbon future for all.

Madden will present compelling case studies, recounting what some leading global businesses, such as Cadbury, Unilever, Pepsico and Akzo Nobel, are doing in partnership with FFF to embrace the low carbon economy.

He will examine where governments and consumers are, and what part they need to play in this global project.

"Forum for the Future has an exceptional reputation for helping business reduce carbon footprints and focus on sustainability. Our partnership with Forum For the Future will help us deliver our goals, but also set new and even more ambitious targets."

- Moir Lockhead, Chief Executive, FirstGroup plc

"Forum for the Future is one of the UK's most influential organisations in implementing sustainable development. It is consistently innovative, developing new ideas about policy and practice that work, and inspiring others to do the same. Importantly, it has done this with both private and public sector organisations without compromising its integrity or independence."

- Caroline Lucas, MEP, Leader of the Green Party (UK)

READ MORE: <http://www.climateandinnovation.com.au/program-09/shaping-the-low-carbon-economy-new-agencies-new-business>

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