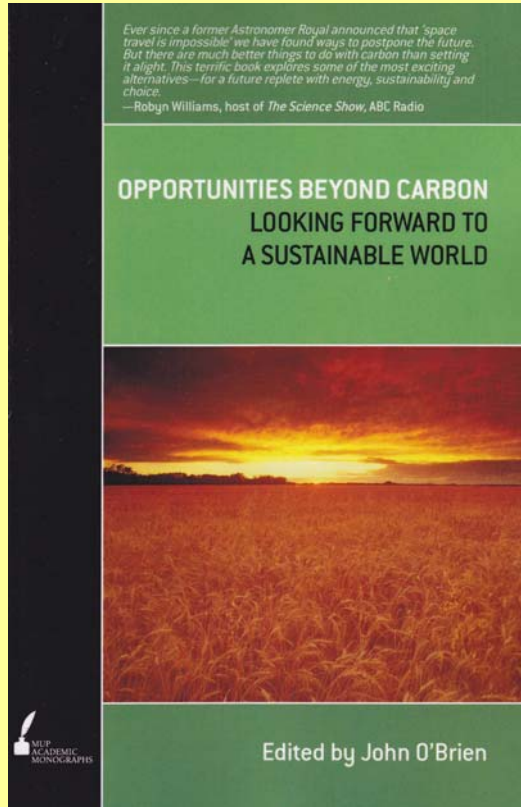


Opportunities Beyond Carbon



Book Launch Seminar

on

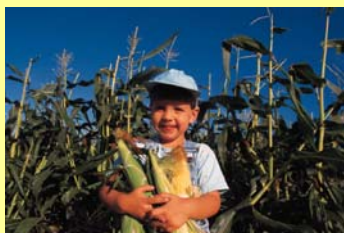
Friday 17 July 2009

Opportunities Beyond Carbon: Looking Forward to a Sustainable World

9:00am until 12:00

Investec Bank, Level 49, 120 Collins Street,
Melbourne

Hear some of the 28 authors of this book tell their stories of the opportunities they see for communities, business, investors, nations and the world.



Opportunities Beyond Carbon presents climate change as potentially the 'best crisis we ever had'. It maps the many opportunities for communities, businesses and investors large and small, local and international, making the transition to a low carbon economy.

The book includes essays by key politicians, investors, business people, activists and academics on how to make the most of the current predicament. This fresh, lucid and practical optimism for the future offers a foundation for an entirely new and proactive attitude to climate change.

'Verily I say unto you: this is a new New Testament, containing hope of a planetary resurrection ... Read this book. Immediately. This book should be set to music and sung aloud by all policy makers.'

Phillip Adams, broadcaster, columnist.

There is no charge for attendance but bookings are required and numbers are strictly limited.

Please RSVP by COB on Tuesday 14 July to melbournelaunch@auscleantech.com.au

Copies of the book will be available for purchase at a 20% discount to the recommended retail price of \$49.99.

Opportunities Beyond Carbon

Seminar Program – 17 July 2009

By focussing on the opportunities rather than the challenges of climate change, this book provides an excellent platform to drive changes with tangible benefits for all. The breadth of opportunities covered gives hope that this will indeed be the 'best crisis we ever had'.

Mark Lynas, author of *Six Degrees: Our Future on a Hotter Planet*.

Ever since a former Astronomer Royal announced that "space travel is impossible" we have found ways to postpone the future. But there are much better things to do with carbon than setting it alight. This terrific book explores some of the most exciting alternatives—for a future replete with energy, sustainability and choice. Never before have the real possibilities been so interesting.

Robyn Williams, host of *The Science Show*, ABC Radio

Speaker	Topic
8:30 – 9:00 - REGISTRATION	
Bill McKibben Environmental Author (via video)	When words fail - The renowned environmental author discusses the urgency and risks associated with climate change and reasons that climate change activists have chosen to use a number rather than words.
Professor Stephen Lincoln University of Adelaide	Towards a Fossil Fuel Free Future An overview of alternative energy options (biofuels, nuclear, solar, wind, geothermal and hydrogen) and their strengths and potential.
John O'Brien Managing Director, Australian CleanTech	The Cleantech Opportunity - A definition of the term will be provided along with the multiple reasons why the sector will be the success story of the next twenty years.
Dave Sag Executive Director, Carbon Planet	Reasons to be Cheerful - Whilst we are pushed by the media to focus on 'climate porn', Dave Sag argues that mankind's ingenuity will not only ensure survival through the worst of climate change but also provide an opportunity to thrive.
10:20 – 10:40 – MORNING TEA	
Peter Castellas Managing Director Cleantech AustralAsia	Pursuing Clean Energy Business in India- Overcoming Barriers, Finding Solutions The opportunities for Australian and Indian companies to work together to meet the demands of both countries.
Mark Schneider Investec Bank	Riding out along the Clean Energy Efficient Frontier – Investment in clean energy provides a continuum of opportunities each with its own risk-return relationship that can appeal to investors with any level of risk appetite.
Dan Atkins Managing Director, The Shaper Group	The Business Case for going Beyond Carbon - How do businesses across all industry sectors best take advantage of the transition to a lower carbon economy?
Tony Cutcliffe Director The Eureka Project	Things aren't always what they seem: jumping hurdles to a post-carbon lifestyle. A consideration of the hurdles that we face in transitioning to a low carbon economy and the opportunity to persuade communities that 'low carbon does not have to mean low amenity'.
12:00 – SEMINAR ENDS	