



## Launching "The Blue Economy" Honolulu, Hawaii September 13-17, 2010

### Keynote Speakers



**Prof. Gunter Pauli**  
Founder-Zero Emissions  
Research and Initiatives



**Tomoyo Nonaka**  
Chair-GAIA Initiative  
(former CEO of Sanyo)



**Nainoa Thompson**  
Native Hawaiian Master  
Navigator

## ANNOUNCING

### THE WORLD CONGRESS ON ZERO EMISSIONS INITIATIVES LAUNCHING "THE BLUE ECONOMY" HAWAII CONVENTION CENTER HONOLULU, HAWAII SEPTEMBER 13-17, 2010

The World Congress on Zero Emissions Initiatives - Launching "The Blue Economy" slated from September 13-17, 2010 at the Hawai'i Convention Center in Honolulu will focus on the design of an economic system driven by innovations, generating jobs and building social capital.

The Blue Economy is based upon one hundred plus breakthroughs in businesses that have proven their competitiveness. The innovations being addressed at the World Congress are related to **Energy, Food, Health, Housing, Transportation, Waste and Water**, and how these innovations integrate and provide new job in today's changing world.



**Gary Liss**  
Zero Waste Consultant  
& Mayor, Loomis, CA



His Excellency, The Honorable  
Minister Of Education  
**Lyonpo Thakur S.  
Powdyel**  
Royal Government of Bhutan



**Anders Nyquist**  
Architect SAR/MSA  
Sweden

### Invited Speakers



**Dr. Steven Chu**  
United States  
Secretary of Energy



**Tom Vilsack**  
U.S Secretary of  
Agriculture



**Lisa Jackson**  
Administrator of the  
Environmental  
Protection Agency

**NOW OPEN FOR EARLY BIRD REGISTRATION,  
EXHIBITORS, SPONSORSHIP OPPORTUNITIES  
AND CALL FOR PAPERS.**

**FOR FURTHER INFORMATION, VISIT:  
[www.zeroemissionshawaii.org](http://www.zeroemissionshawaii.org)**



## Why Hawai'i ?

Hawai'i is one of the most isolated archipelagoes and among the most diverse places in the world with respect to the number of life zones in a geographically unique area, providing an excellent venue for modeling applications. Hawai'i is also one of the most vulnerable places on the planet, heavily dependent on the importation of most commodities, especially foreign oil and food. However, given these challenges, Hawai'i has already become a viable location for global companies to validate pilot projects to market and export intellectual property and expertise worldwide.

Attracting experts from around the globe, the World Congress will help shape how to develop models and assist in guiding how to implement best practices, integrate the latest technologies and forge a business exchange amongst participating countries.

In attendance will be world-renowned leaders and entrepreneurs including Professor Gunter Pauli founder of Zero Emissions Research Initiatives (ZERI) and author of "The Blue Economy." Professor Pauli stated, "Our challenge today, is to respond to the basic needs of all with what we have, to build upon indigenous cultures as in Hawai'i, learning from the ancient systems of the past, while drawing upon concrete innovations and examples from around the world".

## Expectations of The World Congress on Zero Emissions Initiatives:

- February 22, 2010 - Professor Gunter Pauli commenced releasing from his new book "The Blue Economy", one innovation per week for 100 weeks, through media and the internet encouraging and engaging youth, entrepreneurs, industry and government from all over the world.
- Zero Emissions Innovations Challenge will be categorized for innovators in industry, entrepreneurs and students: New and proven innovations from each discipline are to be presented at the Congress.
- All entrants are to present papers, poster sessions in the main Exhibit Hall. Entrants will be judged by category with successful competitors being recognized at "The Blue Economy" Awards Dinner on the final night of the World Congress. The Call for Papers will close May 31, 2010.
- The exhibition hall will feature new innovations such as EcoCycle and Zero Energy Housing, Zero Emissions Transportation, models of the ahupua'a and concrete cases of Renewable Energy systems.
- 'Ōlelo Hawai'i and protocol of the host Hawaiian culture will be prevalent throughout the World Congress and a chance for all delegates to learn from the wisdom of the ahupua'a system, a prosperity model from ancient Hawai'i.
- To achieve as close to zero waste at the Hawai'i Convention Center while establishing best practices and standards for future Conferences, Conventions and Meetings.
- Providing only 100% locally grown food products from Hawai'i for the duration of the World Congress with the aim of reducing "Food Miles" and "Carbon Footprint" on the local environment.
- Request all schools in the State of Hawai'i to provide only 100 % locally produced food in their respective cafeteria's for the week of The World Congress.
- Organized tours on all Hawaiian islands before and after the World Congress, to experience actual innovations on the ground related to Energy, Food, Health, Housing, Transportation, Water and Waste.
- Create a collaborative action entitled the "Aloha Accord" for worldwide applications.

For inquiries, please e-mail: [mmcguffie@enterprisehonolulu.com](mailto:mmcguffie@enterprisehonolulu.com)

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