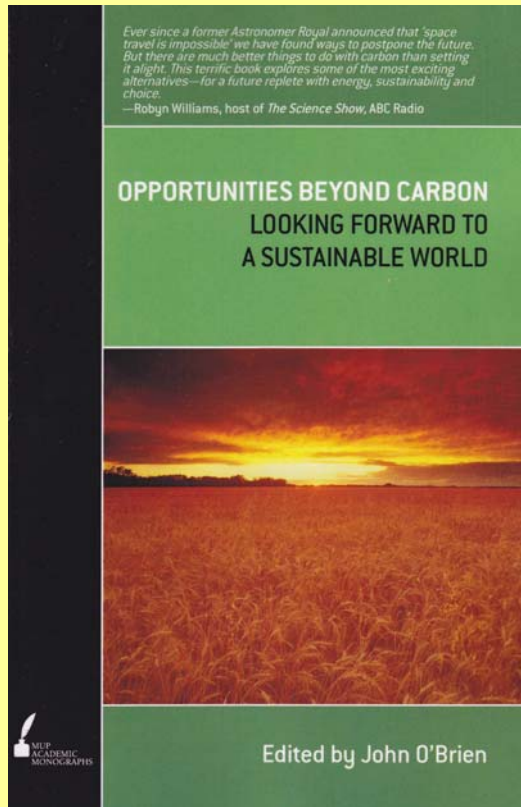


# Opportunities Beyond Carbon



## Book Launch Seminar

on

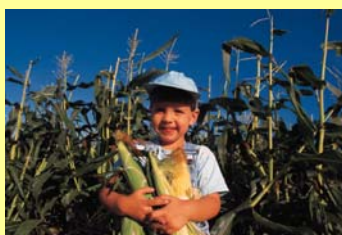
**Friday 10 July 2009**

## Opportunities Beyond Carbon: Looking Forward to a Sustainable World

9:00am until 12:00

Tusculum House, 3 Manning Street, Potts Point  
(no parking at venue)

**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.**

**All attendees will get a copy of the book  
included in their ticket price.**

**Retail price is \$49.99.**

# Opportunities Beyond Carbon

## Seminar Program – 10 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
<b>8:30 – 9:00 - REGISTRATION</b>	
<b>Fiona Wain</b> CEO, Environment Business Australia	<b>Welcome</b>
<b>Bill McKibben</b> Environmental Author (via video)	<b>When words fail</b> - 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.
<b>Garth Lamb</b> Editor, WME	<b>Communicating Complexity in the Carbon Aware World</b> - The science is understood and the technology solutions exist, but nothing will happen without the ability to communicate.
<b>Dan Atkins</b> Managing Director, The Shaper Group	<b>The Business Case for going Beyond Carbon</b> - How do businesses across all industry sectors best take advantage of the transition to a lower carbon economy?
<b>John O'Brien</b> Managing Director, Australian CleanTech	<b>The Cleantech Opportunity</b> - 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.
<b>Dave Sag</b> Executive Director, Carbon Planet	<b>Reasons to be Cheerful</b> - 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.
<b>10:20 – 10:40 – MORNING TEA</b>	
<b>Lisa Wade</b> Managing Director, ArkX Fund	<b>The Fund Manager's perspective</b> – An explanation of the drivers for investing in carbon and cleantech and the reasons that these sectors will drive superior returns.
<b>Nicholas Taylor</b> Founder, Outcrop	<b>Coming Into View: Environmental, Social and Governance Sustainability for Institutional Investors</b> – An argument that the 'best interests' of superannuation members must consider long term sustainability as well as short term returns.
<b>Mark Schneider</b> Investec Bank	<b>Riding out along the Clean Energy Efficient Frontier</b> – 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.
<b>Stewart Taggart</b> Desertec-Australia	<b>The Best Crisis we ever had</b> - A grand vision for Australia as a Clean Energy Superpower that would make climate change 'the best crisis we ever had'.
<b>Amanda McKenzie</b> Australian Youth Climate Coalition	<b>Protecting Today, Promising Tomorrow</b> – Looking through the lenses of self-preservation, ethics and international law, there is an obligation to future generations to provide them with a world that meets their needs.
<b>12:00 – SEMINAR ENDS</b>	

# Registration Form and Tax Invoice

**Sydney Book Launch Seminar**  
**10 July 2009**

**Seminar 8:30 – 12:00**

<b>How to Register</b>	<p align="center"><b>Registrations Close 5pm, Tuesday 7 July</b></p> <p align="center"><b>PREFERRED REGISTRATION METHOD: EMAIL SCANNED COMPLETED FORM</b></p> <p>Email: <a href="mailto:sydneylaunch@auscleantech.com.au">sydneylaunch@auscleantech.com.au</a></p> <p>Fax: 08 8272 5180</p> <p>Post: 8 Arunga Close, Goodwood, SA 5034</p> <p><b>Please note confirmation of registration will be given prior to the event.</b></p> <p><b>For further information phone John O'Brien on 0419 826 372</b></p>	
<b>Prices</b> All prices include GST	<b>Seminar</b> <input type="checkbox"/> \$70.00 per person	
<b>Payment</b>	<p><b>Full payment is required before the event.</b></p> <p><input type="checkbox"/> <b>Cheque:</b> I enclose a cheque made payable to AUSTRALIAN CLEANTECH for \$ _____</p> <p><input type="checkbox"/> <b>EFT:</b> Please email <a href="mailto:sydneylaunch@auscleantech.com.au">sydneylaunch@auscleantech.com.au</a> with remittance advice quoting reference 'OBC-Sydney'</p> <p>Account name – Australian Cleantech, ABN – 66 124 840 491</p> <p>Bank - ANZ, 123 Unley Road, UNLEY, SA - BSB: 015-208 - Account: 2578-32267</p> <p><input type="checkbox"/> <b>Credit Card:</b></p> <p><input type="checkbox"/> MasterCard <input type="checkbox"/> Visa (Amex and Diners Card are not accepted)</p> <p>Credit card number _____ Expiry date _____</p> <p>Amount \$ _____ Name on Card _____</p> <p>Signature of Cardholder _____</p> <p align="center"><b>Australian CleanTech ABN 66 124 840 491</b></p> <p align="center">This form becomes a tax invoice/receipt when you make payment.</p> <p align="center">A separate tax invoice will not be issued.</p>	
<b>Confirmation</b>	<ul style="list-style-type: none"> <li>• Please ensure you provide an email address below in order for us to forward written confirmation of your registration, which will be sent one week prior to the event.</li> <li>• Please contact us if you do not receive confirmation.</li> <li>• Should registrations be closed you will be contacted immediately.</li> </ul>	
<b>Registration details</b>	<p>First name _____ Last name _____</p> <p>Position _____</p> <p>Company _____</p> <p>Phone _____</p> <p>Email _____</p> <p align="center">Please photocopy this form if you are registering more than one delegate.</p>	
<b>Cancellation policy</b>	<ul style="list-style-type: none"> <li>• Cancellations received by 5pm, 7 July will be refunded in full.</li> <li>• Full payment is required for cancellations received after this date or for non-attendance on the day.</li> <li>• Substitutions may be made at any time.</li> <li>• All cancellations and changes must be forwarded in writing (by email or fax).</li> </ul>	
<b>Privacy</b>	<p>Australian CleanTech and Environment Business Australia collect personal information to conduct our business. This information will not be passed on to other organisations. Photography and audio recording may take place at events and may be reproduced in our publications or on our websites.</p>	