

Global Sustainability Expert briefs Alice VIPs about Thriving Desert Economies

“Alternative Nobel Prize” winner, renowned author and international sustainability champion, Hunter Lovins, will outline to Alice Springs decision makers how desert Australia can position itself to be part of the next wave of innovation.

Desert Knowledge Cooperative Research Centre (CRC) is giving 60 local movers and shakers an exclusive chance to hear her ideas – can our region build a more profitable and sustainable economy by embracing the ideas in her groundbreaking book “Natural Capitalism – Creating the next Industrial Revolution?”.

Hunter’s invitation-only address, **“Thriving in the Desert: Sustainability Insights for Effective Policy and Economic Development in Remote Towns and Communities”**, is on **Friday, April 1st at 14.30 pm at the CSIRO** on Heath Road, followed by a VIP dinner/speech at the Crowne Plaza at 18.30pm.

Nominated “Hero of the Planet” by Time Magazine in 2000, Hunter is a Professor of Business based in Colorado, who advises top international companies, governments, energy and water utilities, universities and professional bodies worldwide.

Hunter’s book on Natural Capitalism, widely recommended by international leaders such as Bill Clinton, argues that prospering economies and protection of our priceless natural resources go hand in hand. Hunter has great practical suggestions and examples of how this can be achieved.

When the Western Australian government hired Hunter to facilitate their State Sustainability Plan, Desert Knowledge CRC economist, Prof. Murray McGregor, attended her workshop.

“Hunter Lovins really captured my imagination with her pragmatic and creative solutions to the complex issues surrounding sustainable development. She’s a great lateral thinker, brimming with brilliant ideas and is sure to give Alice Springs decision makers a lot to think about”, he said.

“We are excited to co-host Hunter’s visit because we also believe a sustainable knowledge economy is the way forward for both indigenous and non-indigenous people in desert Australia”, said Desert Knowledge CRC CEO, Mark Stafford Smith.

“Hunter’s ideas will trigger lots of thoughts here. She is pragmatic about making money, but being smart about how we do it”, he said

Hunter Lovins will also appear at two free Alice Springs events on Saturday, 2 April. For more information contact John Brisbin, 8952 2497.

Her Australian tour, organised by The Natural Edge Project, includes a keynote presentation and book launch at the prestigious 6th National Business Leaders Forum on Sustainable Development in Melbourne on 4-5th April and a nationally televised ABC Telstra luncheon address on 6th April.

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More information about the book launch: www.thenaturaladvantage.info