

Overview of 'New markets, new industries, new jobs'

...EBA series 2010 – 2011...

Investing in speeding and scaling up

Australia's competitiveness in the Green Economy

This Environment Business Australia series of events is about the emerging and smart technologies, today's expertise and tomorrow's infrastructure, progressive capital and strategic policy – in short, the **BIG ideas**, coupled of course with the political will – that can shape sustainable and long-term prosperity.

Britain, Europe, USA and China are fast-tracking the 'Green Economy'. Australia is lagging behind. We can only catch up if we harness our strong comparative advantages and develop the strategies necessary to build the transition to '**new markets, new industries and new jobs**'.

ET is now a faster growing sector than IT! The challenges are great, but so are the opportunities in replacing or upgrading outdated infrastructure and systems, and building the next generation of capital stock. While all future capital investment will be evaluated against climate, food, and fuel security issues, it is hardly an impost on society to tackle problems and create sustainable wealth - especially when much of the necessary action comes at no net cost, provides long-term wealth generation and offers co-benefits to the community (like cleaner air, less congested roads, more fertile soils and less tax paid to support overseas interests).

Let's get on with it!

- Let's think and act like a 'clean power park' by harnessing our vast endowments of renewable energy
- Let's avoid becoming the next Nauru by value-adding to our resources and making sure that Australians get the full benefit of *their assets*
- Let's be as efficient as possible with energy and materials
- Let's rebuild soil carbon across millions of hectares of degraded soil and improve agricultural productivity. And let's mimic nature to capture CO₂ and produce biofuels that don't compete with food production
- Let's make our cities and transport systems the smartest in the world
- Let's make sure that wherever possible we transform problems into commercial opportunities that will be good for people, the environment, our economy and our security.

Over the next few months, EBA will roll-out a series of **capital city forums and webinars** focusing on investing in wealth-generating projects.

These will be followed by a **high level international conference** in early 2011 showcasing Australia's best and brightest friends who will tell us that progressive growth towards a Green Economy requires vision and leadership (rather than propping up the historical imperatives of the 19th Century and the free-riders whose profit margin is so opaquely boosted by the unpriced collateral damage of waste, pollution and greenhouse gas emissions).

The objective is to assemble the real visionaries with '*how to*' expertise to shape the future that Australians want, backed up with exemplar case studies from around the world. Business leaders, scientists, strategists, planners, architects, technology and infrastructure developers, financiers and policy makers have vital roles in galvanising the Green Economy – EBA will be the 'catalyst' bringing them together to **incubate commercial scale projects**.

A '**solutions clearing house**' will be a permanent web-based '*Green Bay*' for goods, services, technologies, ideas, case studies - a one stop shop to sell or buy 'green and smart'.