

For Immediate Release
11/16/09

Gunter Pauli, famous eco-entrepreneur and passionate proponent of green development worldwide, comes to Santa Barbara as part of the Carbon Economy Educational Series.

SANTA BARBARA, CA – *Imagine evolving from an economy based on scarcity to an economy based on abundance where no one is unemployed and basic needs are met with what is locally available with approaches inspired by natural systems.* Gunter Pauli challenges us to do exactly that, and has a systems approach that shows us how.

Gunter Pauli, formerly the President of Ecover, was responsible for Europe's first ecological factory. He founded *Zero Emissions Research and Initiatives* (ZERI) at the United Nations University in Tokyo, and subsequently established The Global ZERI Network with over 50 projects worldwide. He is the author of *Upsizing*, as well as many children's fables and is published in over a dozen languages. His upcoming book, *The Blue Economy*, will be released in April 2010.

Gunter Pauli will be providing a public talk on December 5th at Santa Barbara City College, following a 3 day intensive training, as part of the *Carbon Economy Educational Series*.

Inspired by results driven science and applications, the *Carbon Economy Educational Series* brings speakers and educators to the Santa Barbara area to share leading edge technology and practices aimed at providing real world, applicable solutions to some of our most pressing environmental and social problems. The courses are convened and co-sponsored by *Quail Springs Permaculture Farm and Orella Ranch*, with in-kind support from El Capitan Canyon Resort, with a host of local, national, and international network partners involved in the series.

Pauli will discuss the green job machine, how the laws of physics will change the way we look at our economy, and the potential for green jobs to revitalize and reinvigorate our economy.

Gunter Pauli Events *Carbon Economy Educational Series*

- **Public Talk: The Green Job Machine – The Laws of Physics and Our Economy
December 5, 2009, 7pm at SBCC West Campus Fe Bland Auditorium**
Hosted by SBCC Center for Sustainability. Co-sponsored by SB Permaculture Network, SBCC Scheinfeld Center for Entrepreneurship & Innovation, SBCC Students for Sustainability Coalition
- **Intensive 3 Day Training: Zero Emissions Research Initiatives with Gunter Pauli
December 3-5, 2009 at Orella Ranch, north of Santa Barbara on the Gaviota Coast**
Co-sponsored by Quail Springs and Orella Ranch
Learn how to evolve from a model of sustainability that requests you to invest more, save some and then earn back, to a model where you can invest less of your purchasing power to achieve multiple benefits while building social capital. Diverse case studies will

demonstrate that this model for sustainability is not only possible, it has been implemented in the North and the South, in rural, peri-urban and inner-city environments. The ZERI training attracts people from all sectors – business, government, social and environmental services – who are inspired to create a new green economy.

Educators in the series this fall have included: Elaine Ingham, PhD who taught a 3 day intensive on the Soil Food Web, Compost and Compost Tea Technologies, and Darren Doherty and Kirk Gadzia who taught a 6 day training on Sustainable Land Management, including Holistic Resource Management, Broadacre Permaculture, and Keyline Design. *Closing out the series will be Joel Salatin and “Pathways to Relocalization,” with a public talk December 9 at the Faulkner Gallery, and a 2 day intensive training December 10-11.*

For more information, please visit www.CarbonEconomySB.com.

Summary of *The Blue Economy*, Gunter Pauli’s upcoming book:
www.quailsprings.org/CEC/BlueEconomy.pdf.

Contacts:

Dave Fortson, Orella Ranch & LoaTree, david@loatree.com or 805.450.2357

Kolmi Majumdar, Quail Springs, carboneyconomy@quailsprings.org or 805.886.7239

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