

# THE BLUE ECONOMY

VERSION 2.0

*The Blue Economy, version 2.0* book explores some of the most tantalizing prospects for realising a low carbon, resource-efficient, and competitive economy in the 21st century. They largely depend on allowing nature to do the work it does best: innovate, manufacture, use and recycle—over and over, for the longest of times. The book demonstrates that we can find ways of utilising physics, chemistry, and biology with renewable materials and sustainable practices just as ecosystems do. With appropriate policies to support research and development, with promotional strategies delivered through market mechanisms, these materials and methods offer abundant opportunities for accelerating adaptation to pressing global issues.

*The Blue Economy, version 2.0* describes 200 projects, set up with an investment of US \$ 4 billion and created 3 million jobs. It also presents few case studies from the work of Development Alternatives, which is the Indian counterpart of the Zero Emission Research and Initiatives network to demonstrate ways by which science can help society in designing meaningful opportunities for creating livelihoods and also the goods and services that enable ordinary people meet their everyday needs.



**Gunter Pauli**  
President, ZERI

## About Prof. Gunter Pauli

Gunter Pauli has published 20 books which capture his vision how to create growth in the local economy with available resources. Trained as an economist at a Jesuit University (Antwerp), and graduated with honors from Europe's leading business school (INSEAD), he started his career as an entrepreneur creating 12 companies in 12 years, two of which failed. In 1994, at the invitation of the United Nations University with the support of the Japanese Government, Gunter set out to design a competitive business model in preparation of the Kyoto Protocol that adheres to the principles of zero waste and zero emissions. By 2015, his network of scientists and a network of implementers implemented nearly 200 projects that generated 3 million jobs. He teaches at universities, write case studies and translate his breakthrough experiences in fables for children. As a father of 6 children he is firmly committed to prepare the next generate for the daunting task that lays ahead.

