

FOR IMMEDIATE RELEASE
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BOOK LAUNCH SEMINAR

Opportunities Beyond Carbon: Looking Forward to a Sustainable World

The book *Opportunities Beyond Carbon: Looking Forward to a Sustainable World* was launched this week at the Adelaide 'Economy of the Future' seminar. The book is published by Melbourne University Press.

The book aims to recast the debate on climate change from one of fear and problems to one of hope and opportunity. It contains a collection of essays from key politicians, investors, business people, activists and academics on how to make the most of the current predicament. The authors include the Hon Greg Hunt MP, the environment spokesperson for the Federal Opposition, Professor Sir David King of the University of Oxford, Bill McKibben, the renowned American author, and Tenke Zoltani who works with Lord Nicholas Stern in London.

This fresh, lucid and practical optimism for the future offers a foundation for an entirely new and proactive attitude to climate change.

Opportunities Beyond Carbon presents climate change as potentially the 'best crisis we ever had'. It maps the many opportunities for communities large and small, local and international, making the transition to a low carbon economy.

At the launch, the book's editor, John O'Brien said that 'Media stories on climate change either focus on the dire consequences or on the 'silver bullet' scientific solutions. The community views the first as a reason not to get involved as the problem is too big and too remote in time and place. The second type of story also provides a reason not to get involved by telling themselves that "those clever scientist will sort it out for us!"'

'By telling positive stories about beneficial changes made because of climate change, it will be possible to engage all levels of community and change the focus from one of fear to one of opportunity.'

'The future visions provided in this book give cause for hope, optimism and celebration.'

The seminar featured 8 of the 28 authors and provided insights into the science and regulatory status, the opportunities and solutions and how to secure the finance needed to pay for the transition.

Bill McKibben, the renowned international environmental activist, started the morning via video highlighting the urgent need for action and that he believes the world must aim for 350ppm of carbon dioxide in the atmosphere – less than we already have!

Lisa Wade, Managing Director of the ArkX Carbon Fund explained how she has adopted a global investment strategy that is taking advantage of the success of wind companies such as Hansen Transmissions and metering companies such as Itron.

Dr Stephen Lincoln of the University of Adelaide discussed the technical solutions and how solar and uranium can be used to power Australia and the world respectively.

Dr Monica Oliphant, newly elected to the board of Renewables SA and President of the International Solar Energy Society, spoke on whether Australia's emissions count. We only produce 1.2% of the world's greenhouse emissions but emit more than 187 other countries and rank eighteenth in the global league table.

Other facts highlighted at the launch included King Canute's real aims on trying to stop the tide, the definition of 'climate porn', how urine capture systems might solve the serious problem of peak phosphorus and that the population of Cuba has the highest Human Development Index in the world.

Endorsements for the book include the following:

'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.

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

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*.

FURTHER INFORMATION:

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This title can be purchased as a paperback or e-book at the MUP e-store:

<http://web.mup.unimelb.edu.au/e-store/>

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