

Presented by
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How Much Can Technology Do to Achieve a Truly Sustainable World of 7-Billion Humans?

Monday, April 16, 2007 • 3:30 PM • Social with refreshments 3:00 PM
Tempe Center, 929 S. Mill Avenue • Room 158 • Arizona State University, Tempe campus
SE Corner of Mill Avenue and University Drive. * Limited parking.



ERNST ULRICH VON WEIZSÄCKER

Seven billion people want prosperity. The dominant lifestyles in prospering countries do not lend themselves to replication across the world. What then? Tell those in developing countries that the Earth can only accommodate 1 billion people at the American way of life and to live in poverty forever? The best way out may be a new technological revolution. Technologies are available extracting 4 times, eventually 10 times more wealth from a gallon of water, a kilowatt hour, or a ton of copper ore. This “Factor Four” revolution is doable but requires we adjust our technological priorities, economic incentives, consumer behavior, and educational system.

Von Weizsäcker has served as policy director at the UN Commission on Science and Technology for Development, director of the Institute for European Environmental Policy, and president of the Wuppertal Institute for Climate, Environment, and Energy. He is a member of the Club of Rome, a global think tank devoted to improving society, and served on the World Commission on the Social Dimensions of Globalization. He was a member of the Germany's parliament, the Bundestag, where he chaired the Environmental Committee. He also served as a professor of interdisciplinary biology and was founding president of the University of Kassel. He has authored several influential books on the environment, including *Earth Politics and Factor Four: Doubling Wealth, Halving Resource Use*.

The Wrigley Lecture Series is funded through the generous support of Julie Ann Wrigley.
For more information, call 480-965-2975 or go to <http://sustainable.asu.edu>.

* Limited parking (\$2 hour) is available on the north end of Tempe Center. A limited number of parking stickers are available for Lot 16 spaces. For more information: 480-965-2975