



Media Release

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For immediate release

Parliament to host the Blue Economy Conference

The Parliament of Namibia in partnership with the Parliamentary Support Programme (PSP) and the Namibia Business Innovation Institute (NBII) invites **the Private Sector; Academia; Students and other interested stakeholders to the Blue Economy Conference, which will take place on Monday 27, and Tuesday 28 April 2015, at the Safari Conference Centre, Windhoek.**

Topics such as, "Sustainability for Poverty Reduction (water, energy and food security) (27 April) and Designing and developing Cities that are Economically Viable and Socially Inclusive" (28 April), will be presented.

As limited seats are available, participants must register by email name, title and organisation and indicate which day they want to attend. Register at blueeconomy@parliament.gov.na

The National Assembly Committee on Economics, Natural Resources and Public Administration and the National Council Committee on Habitat will attend the conference

About the Blue Economy

The Blue Economy goes beyond the Green Economy. The present employment crisis, especially amongst the young does not permit us to pursue a business model that aims to cut costs by cutting employment, a model that offers the best for everyone's health and the environment as the most expensive. Time has come to shift towards a competitive business model that allows producers to offer the best at the lowest prices by introducing innovations that generate multiple benefits, not just increased profits. This economic philosophy was first introduced in 1994 by Prof. Gunter Pauli when asked by the United Nations to reflect on the business models of the future. Now, substantiated by over 180 concrete cases, it is increasingly clear that it is possible to generate more revenue, while generating more jobs and still compete on the global market.

The key to this dramatic shift is to evolve from a core business based on a core competence to a portfolio of businesses that generate multiple benefits for business and society.

As long as corporate executives wish to pursue economies of scale, based on standardized products, secured worldwide through just-in-time deliveries and outsourcing where labour productivity is the key to success, jobless rate will continue to soar. However, if companies evolve towards the full use of all its available resources, clusters activities and cascades to higher levels of efficiency, then a new model emerges. A coffee company can generate income from the coffee, its core business, and now can generate revenue from the mushrooms farmed on the waste, and whatever is left over after harvesting the protein rich fungi is excellent animal feed. One revenue model is now transformed in a three-revenue model.

The Blue Economy is not tailored to the large corporations, which have an established business model that will be hard to change. The Blue Economy rather inspires the young and the entrepreneurial minds and offers a broad platform of innovative ideas that have been implemented somewhere in the world to demonstrate that the future is bright, provided we go beyond the known and the obvious.

The Presenter: Professor Gunter Pauli

Professor Gunter Pauli is the most sought after Blue Economy Expert who delivers at least fifty speeches and papers per year at international conference around the world. We are, thus, fortunate to have secured his attendance and, surely, will benefit from his expertise. See attached profile.

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