



You are invited to attend

## Business in a zero net emissions city – a sustainable and profitable model

with Paul Hawken

Local businesses are central to achieving our community's aspiration for an Eco-City and in meeting Melbourne's ambitious resource efficiency and zero net emission goals.

Far-sighted companies are seizing the opportunity to not only survive, but prosper, as they transition towards a cleaner, greener, brighter future.

Which attributes characterise such businesses? What will it take for a local business to get there, and what is the role of government in facilitating the transition?

**Date:** Friday 21 October 2011  
**Time:** 10.45am for 11am - 1pm  
**Venue:** Yarra Room, Melbourne Town Hall  
120 Swanston St, Melbourne  
**RSVP:** By Friday 14 October  
Angela Kennedy 9658 8724 or [angela.kennedy@melbourne.vic.gov.au](mailto:angela.kennedy@melbourne.vic.gov.au)

**This is a free event.**  
**Bookings essential as places are limited.**

*Paul Hawken is an environmentalist, entrepreneur and author. His work includes starting ecological businesses, writing about the impact of commerce on living systems, and consulting with heads of state and CEOs on economic development, industrial ecology, and environmental policy.*

