

EIANZ Climate Change
Boot Camp 30th April 2008

2026.....
how the mitigation measures
worked

Presented by
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A Crises Averted

- Embed link to video here...
- <http://www.climatecounts.org/whatis.php> climate counts video

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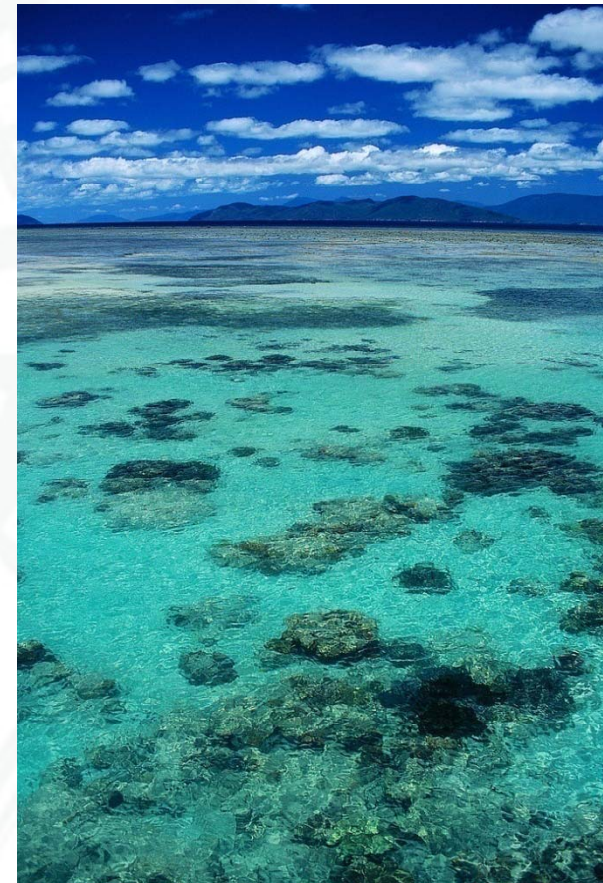
What the people did...

- Became actively engaged
- Spoke up and demanded action
- Aligned money and mouth
- Lead a drive for debt free living
- LOHAS movement
- Built their cleantech capabilities
- Pursued new micro-business opportunities
- Got educated and kept informed
- Collaborated
- Gave politicians ideas & the courage to act



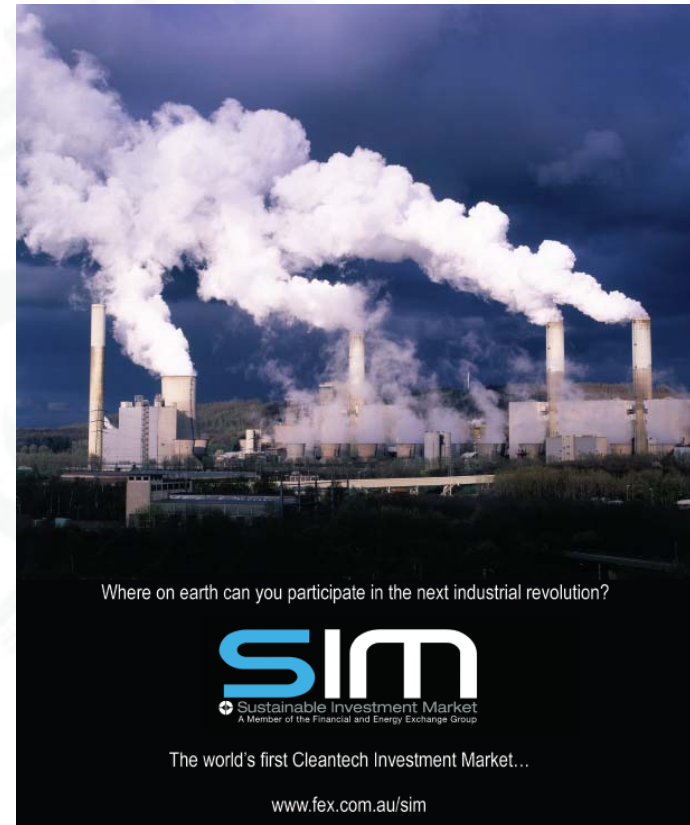
What government did....

- Heard the people and had the courage to lead, regulate and enforce
- Actioned the vision for Australia to be global cleantech hub
- Comprehensive industry policy
- Aggressive investment attraction
- Recognised and incentivised Iconic Regional Cleantech Projects
- Consolidated resources across jurisdictions to support projects with Cleantech Centres of Excellence
 - ✓ soft infrastructure: research, education, training, build supply chains, support early stage investment
- Significant joint investment fund
- Annual Cleantech innovation prize



What industry did....

- Heard the people and government and embraced Cleantech as the next evolution of the economy
 - ✓ Smart
 - ✓ Productive
 - ✓ Eco-efficient
- Drive to build Cleantech capabilities
- Environmental cost centres became Cleantech profit centres
- The valley of death was breached
- Cleantech as a new meta-asset class
- Risk profile shift to include Cleantech capabilities and sustainability performance



What the environmental professionals did....

- Kept across key principles, new knowledge, tools and case studies
- Identified gaps in tools and resources and worked to plug them
- Participated in ongoing professional development
- Engaged stakeholders
- Developed an ongoing scientific and professional dialogue
- communicating the science of climate change and the mitigation and adaptation strategies for community

