

Khaled Bentounes & Gunter Pauli's
visit to the Netherlands the 30th of November 2018 to promote a

Social and Sustainable Blue Economy

Introduction

The visit of Khaled Bentounes and Gunter Pauli to the Netherlands on 30 November 2018 aims to give a meaningful stimulance for a social and sustainable blue economy. They will give us more insights on the following matter

To promote a social and sustainable economy

Khaled Bentounes and Gunter Pauli have worked and are still working all over the world to raise awareness and to initiate projects which stimulate the transformation of human society and economy to a sustainable, equal and peaceful one.

Their coming wil raise the question: What is the impact of the economy of the market on the nature, ecology, the inequalities in the world and societies? Is Living Together an opportunity to found a social and sustainable economy: where the core interest lays in the prosperity and wellbeing of all mankind by sharing the resources with equity. How to enhance social stability for long-term and durable investments?

The current way of sharing the earth's resources will only make the inequalities bigger and will lead to more and more opposition between communities and human beings. The current economy has a dark side that strives on violent conflicts and destruction for profit. According to statistics given by the UN worldwide war industry takes almost 15% of the world economy. An unimaginable amount of fourteen thousand billion

dollar each year! The human and the ecological costs are not included in this number: the death tolls, the lost generations, the ecological destruction, the human traumas and emotional damage, the millions of refugees and the rising tensions which lead to new conflicts. Are we able to break through this vicious circle?

On the other hand humanity is facing major ecological challenges due to the massive unsustainable production and consumption. Is it possible to go even further than a green economy?

Is it possible to conceive another economy? A blue economy where living together in peace is its core mission: a sustainable and social economy. Where we benefit from the wisdom of the ecosystem to re-organize production, consumption, recycling, architecture etc. How to envision investing in a blue sustainable and social economy and what is the relevance of education in this matter? How can we serve and or finance for the better, for the generations to come?



**Khaled Bentounes in grey on the left Gunter Pauli in black on the right
During a francophonic live television talkshow (2013)**

Background information

Bentounes, Khaled (1949)



He is an international speaker, societal actor, writer, president-founder of the Mediterranean Center for Sustainable Development based in Mostaghanam, Algeria. He has re-introduced piloted the replantation projects of different plants and trees in North-Africa such as the Argan tree and the Barbary Fig to tackle desertification, and

to stimulate locals and specifically women to grow their local businesses based on the cosmetic, pharmaceutical and nutritious values of these plants.

He has published several books on peace, living together and an human and engaged spirituality. He represents islamic spirituality which is called sufism and he promotes the unity of mankind. He initiated the international campaign for the instauration of the International Day of Living Together in Peace. Which was adopted by consensus on december 8th 2017, all 193 member states of the United Nations General Assembly have declared the 16th of may each year the International day of Living Together in Peace. He has received many recognitions and awards such as the UNESCO 'Concordia' Prix, Chevalier de l'Ordre National du Mérite (French Legion d'Honneur) and the Albert Schweitzer Medal for 40 years of effort to strenghten the bonds between communities and cultures in the world for the sake of living together in peace.

Pauli, Gunter (1956)



Gunter Pauli (1965) is an international entrepreneur, economist and writer. He is member of the Club of Rome. He is the former owner of Ecover, a company producing detergents. When he discovered the ecological disaster palm oil causes, a main substance of Ecover products, his career took another form by promoting

entrepreneurship with high ecological ethics.

In 1994 Pauli founded the Zero Emissions Research Initiative (ZERI) in 1997. ZERI started in Tokyo with the support of the Japanese government and United Nations University (UNU) and targeted redesigning

production and consumption into clusters of industries inspired by natural systems. Today ZERI is a network of 2,800 scientists, professors, and intellectuals continuously rethinking innovations to make business and operational processes as durable as possible.

In 2009 he wrote the book *The Blue Economy*, which was originally a report to the Club of Rome. This book describes an alternative to green economy, in which he sees an expensive and often non-durable form of economy. He wrote it with the twin aims of stimulating entrepreneurship while establishing higher standards for sustainability. The book includes principles that support the blue economy concept and also one hundred business cases that follow the principles. The goals set for the blue economy as a business model are high: to create 100 million jobs and substantial capital value through 100 innovations in the 2010-2020 decade.

Contact

For more information and or (press-related) questions:

Contact: A. Touhami

Email: pr@aisanet.nl

Tel: +31 6 86 27 45 78



AISA
NEDERLAND