



Blue Economy **ALLIANCE**

Making companies successful(ly) better and faster

The Blue Economy Alliance is an international network of companies, innovators, scientists and like-minded practitioners, experienced in implementing visions in reality.

The Blue Economy Alliance provides open source access to develop, share and implement prosperous business models that strive to improve natural ecosystems and the quality of life for all.

Why The Blue Economy?

The Blue Economy is a new way of designing business: responding to the basic needs of all with the resources available. In a system, where the waste of one product becomes the input to create a new cash flow (=cascading nutrients and energy), the good becomes cheap and generates jobs, builds social capital and increases income – for everyone.

The vision of **The Blue Economy** is to strive for a (blue) zero emissions world by **2050**

Short and long term milestones Create **The Blue Economy Centers** to allow visitors to experience ‚blue reality‘ – commencing with the first in Berlin by **2012**.

Implement a pavilion for Milan EXPO **2015**.

Create 100 million jobs by **2020**.

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Structure of the Alliance

Prof. Gunter Pauli supports us as honorary president of the Blue Economy Alliance. An Honorary Board of renowned personalities increases the Alliance's reputation.

Regional or national Representatives are organizations familiar with the Blue Economy innovations and philosophy. They win companies and innovators from their region or country as members of the Alliance.

Members of the Alliance are companies of any size which form part of the Blue Economy Alliance by paying a membership fee.

A large network of friends and interested parties follow information regarding progress on Blue Economy projects and initiatives through online and offline media.



Membership benefits

The Blue Economy database of theoretical and practical experts The Blue Economy showcases one hundred projects, related to energy, food, health, housing, transportation, waste and water that are proven and implemented in rural communities and cities around the globe.

International experts and entrepreneurs of The Blue Economy Alliance share their knowledge with companies in search of innovations to prepare for the future. The exchange of ideas and experience leads to systemic solutions integrating the best available technologies from multiple cutting-edge innovations, adapted to local settings. Empowering people to implement – remunerating those that dedicate their time to this purpose.

The Blue Economy Alliance provides open source access to the database, network and details of The Blue Economy projects.

Hawai'i is currently importing know-how on the production of foam-glass from Czech Republic, while Bhutan relies on the expertise of Swedish architect Anders Nyquist.

Marketing through publications We have launched a Blue Economy book series to spread the philosophy and experiences of The Blue Economy to various target segments. As member of the Alliance, you receive 50 books per year from the Blue Economy series for use at your own discretion. This allows you to convince people and business partners of the potential of the core ideas. You can also brand these books using your own logo, turning them into your 'own' publication and using it as Marketing material.

Alliance partners and members also receive the possibility to publish their own material and market it via The Blue Economy. Publishing experts within The Blue Economy are at hand to support you in this endeavour.

Besides The Blue Economy, there is now also Zen and the Art of Blue; Chido Govero is publishing her second book after The Future of Hope this coming fall as a Blue Economy book.

Regular magazine A Blue Economy alliance magazine is being prepared as we speak, to be published in regular intervals. The TBE Alliance magazine will contain reports from the operations of successful 'blue' entrepreneurs, tips and advice from our experts as well as reflections from the community.

Targeted Sales promotion Products satisfying the quality requirements of The Blue Economy are increasingly sold through the multinational Blue Economy sales strategy. In the context of Blue Economy projects, the best technologies are being marketed worldwide – e.g. transferring El Hierro's energy concept to Brandenburg (Germany). Through the Blue Economy webshop, consumers can buy your Blue Economy products – a whole variety of commodities besides books. A certification for 'blue products' is currently under development.

Access to investors and/or investment opportunities Several instruments have been developed to provide The Blue Economy with a financial backbone, bringing together potential investors and 'blue' investments. In the context of roundtables, personal meetings are possible, an Internet platform provides an overview. Funds allow investors to spread their risk. A stock exchange (NEXt Social Stock Exchange) is currently being developed and will allow for even higher transparency and liquidity by 2012.

Blue Economy events Regular events for innovators, entrepreneurs and companies support personal exchanges and allow a Blue Economy community to grow. These events also act as meeting points for regional partners to develop advisory board and senator structures.

- Regular webinars and online conferences with experts and innovators
- Seminars – from one-day workshops up to multi-week learn-and-travel trips, multi-month trainings and from 2012 a Blue Economy masters degree
- Global Alliance meetings as well as public Blue Economy conferences, whereby the first conference took place September 13-17 2010 on Hawaii with 250 participants from Europe, Asia and North America. 2012 will see a similar format in Berlin.

Alliance partners receive a 20% discount on all Blue Economy events and trainings.



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