

The Bendigo Business Council and the Bendigo Sustainability Group
invite you to a business breakfast forming part of the
Alfred Deakin Eco-Innovation Lecture Program.

Bendigo Business: agents of innovation for a new green economy?

The Netherlands and Bendigo: a new alliance

Yoram Krozer, European Institute for Sustainable Innovations

Simon Tijmsma, Province of Friesland, The Netherlands

Ian McBurney, Bendigo Sustainability Group



Thursday 17 September 2009, from 7:00am.

All Seasons Quality Resort, McIvor Road, Bendigo.

Friesland (in the north of the Netherlands) has developed a high profile in Europe for its approach to generating a new sustainable, low carbon economy. It is a significant example of how regions, cities and communities are taking the lead in creating new industries, new jobs and a new future suited to the resources, skills and history of a specific locality.

This event will explore the approach of the Friesland provincial government that has enabled the development of a bio-gas distribution system to replace petrol and diesel in cars and trucks, a zero-carbon housing development, and new solar technology production and design capabilities in small-scale solar products.

Their work involves visionary new goals for an 'Energy Valley' and similar innovations in the development of new water technologies and exciting new eco-tourism developments – such as their outstanding annual international solar boat race.

In what will form the beginnings of a lasting alliance between Bendigo and Friesland, Yoram Krozer and Simon Tijmsma bring a fresh perspective on the opportunity for Bendigo to bring the environment and business together to reduce costs, increase market share, increase productivity, deliver better products and contribute to a positive future.

We will also hear how your business can participate in a Bendigo Sustainability Group project to investigate how every sector of the Bendigo economy will benefit from the pathway to a sustainable city.

**Tickets: BBC members \$25.00,
BSG members \$25.00, non-members \$30.00.**

includes continental buffet breakfast.

Prior bookings essential.

Bookings close Monday 14 September

Program

- | | |
|--------|---|
| 7:00am | Arrival of guests,
registration & networking |
| 7:15am | Buffet breakfast |
| 7:40am | Presentation |
| 8:20am | Questions |
| 8:30am | Conclusion |

*This event is jointly presented by the
Bendigo Business Council and the
Bendigo Sustainability Group.*

For bookings phone 5442 7816, or see over the page.

**Bendigo
Business
Council
Partners**

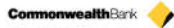
Business breakfast
Innovation for a new green economy
All Seasons Quality Resort, Bendigo
Wednesday 17 September 2009
7:00am to 8.30am



ABN: 40 004 068 553

**For tickets, please phone 5442 7816
or fax, email or post the completed form:**

Business Name: _____
Contact: _____
Address: _____
Email: _____
Telephone: _____



Are you a current Bendigo Business Council member? Yes No

Are you a current Bendigo Sustainability Group member? Yes No

Number of Tickets

Guest names: _____

Payment:
Cheque attached:

Direct deposit:

Please invoice me:

BBC Bank Details:
BSB: 633 000
Account No: 126316124

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