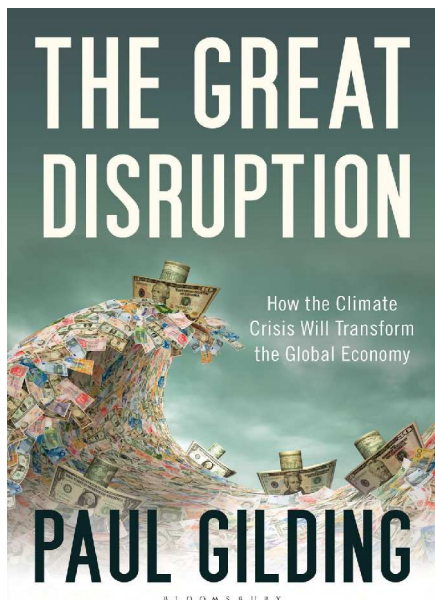


Book Launch • Talk • Action Discussion • Networking Dinner



The Great Disruption

by Paul Gilding,

International sustainability advocate, strategic advisor to executives around the world

Paul Gilding, working globally from Australia, will launch his new book* with the under-title "How the Climate Crisis Will Transform the Global Economy".

Paul will deliver a talk, followed by an action discussion with distinguished guests and an open conversation after which the evening followed by networking and refreshments.

When: Monday 18 April 2011, 18h00 - 21h00 (registration commences at 17h30)

Where: The EFMD, 4th Floor, Rue Gachard 88, Brussels

Cost: €35,00 incl. copy of the book.

RSVP: ElineLoux at GRLI (eline.loux@grli.org) Ph +32 2 629 0810

Paul is one of the world's most experienced and respected business advisors and public speakers on sustainability and climate change. He has worked with the CEOs and Executives of many leading corporations around the world and has spoken to hundreds of business conferences and public forums.

With over 30 years experience on sustainability as a corporate advisor, leading activist, businessman and thought leader, Paul provides deep insights into the challenges and opportunities that environmental and social trends present for society, companies and investors. Pulitzer Prize winning writer Tom Friedman featured Paul's works in the New York Times, where he wrote "One of those who has been warning me of [a coming crisis] for a long time is Paul Gilding, the Australian environmental business expert. He has a name for this moment-when both Mother Nature and Father Greed have hit the wall at once-'The Great Disruption.' Paul's book The Great Disruption is being published globally by Bloomsbury in April 2011.



Paul's experience and career has seen him go from serving in the Australian military, to being global head of Greenpeace to being owner and CEO of two companies, strategy consultancy Ecos Corporation and energy efficiency company Easy Being Green.

He has advised the CEO's and Executives of companies like DuPont, Ford Motor Company, BHP Billiton, Diageo and many others. Through this work he has developed close working relationships with a large number of Chairmen, CEO's and executives around the world, helping them to deepen their understanding of sustainability issues, particularly the relationship to business value and strategy. He has also maintained close links with the NGO community and helped to develop stronger partnerships, understanding and relationships with business.

*Additional copies of The Great Disruption will be available to purchase at the event.

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