

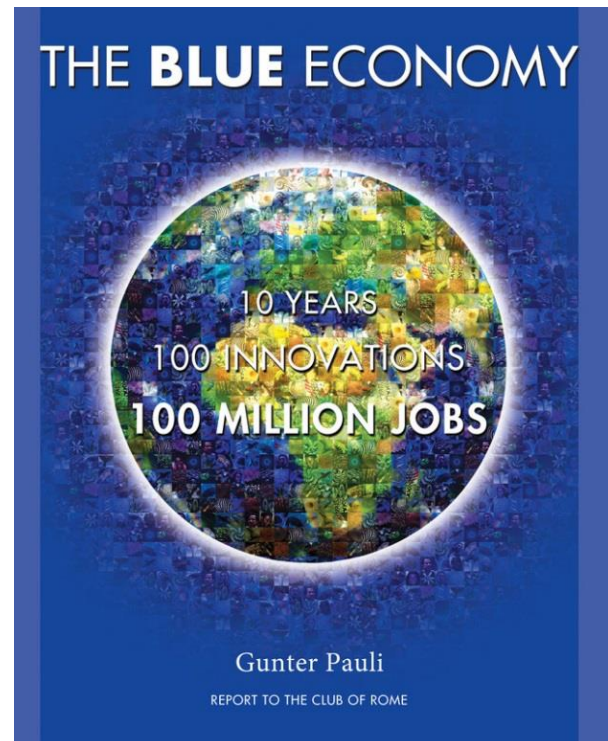
100 INNOVATIONS OF BLUE ECONOMY BUSINESS

From scarcity to abundance with what is locally available

The [ZERI Foundation - ZERI Emissions Research and Initiatives](#) website presents the 100 innovations identified by Gunter Pauli in its Report to the Club of Rome: "Blue Economy: 100 Innovations - 10 years - 100 million jobs" published in 35 languages and diffused through multiple media around the world.

The book presented in November 2009, expresses that a Blue Economy business model will shift society from scarcity to abundance "with what is locally available", by tackling issues that cause environmental and related problems in new ways.

The book suggests that scientists and the entrepreneurs can alter the current way of industrial processes and tackle resultant environmental problems, refocusing from the use of rare and high-energy cost resources to instead seek solutions based upon simpler and cleaner technologies. It aims to inspire entrepreneurs to adopt its insights, by demonstrating ways in which this can create economic benefits via job creation, reduced energy use, and more revenue streams from each step of the process, at the same time benefiting the communities involved.



[The cases published in the book](#) and complemented by regular updates are now presented in the ZERI website, bringing all material to be used and distributed.

Zero Emissions Research and Initiatives (ZERI) is a global network of creative minds, seeking solutions to the ever increasing problems of the world. The members take on challenges, other will consider impossible or too complex.

Starting from ideas, based on science, the common vision shared by each and every member of the ZERI network is to seek sustainable solutions for society, from unreached communities to corporations inspired by nature's design principles.

The author underlines that brilliant ideas are not the product of a genius, rather the culmination of dialogues with open-minded individuals who care to share, hoping that the original material will continue to engender exchanges and the desire to take action.

To know more

[Zeri Foundation website](#)



[The Blue Economy Cases 1-to-100](#)

[The Blue Economy Cases 101-to-112](#)

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