

Under the auspices of:



THE BRUSSELS-EU CHAPTER . CoR-EU
Honorary President HRH Prince Philip of Belgium

Aurelio Peccei Lectures

INVITATION

The Brussels-EU Chapter has the pleasure inviting you to its thirty-fifth Aurelio Peccei lecture, *Thursday October 26, 2006*, which will deal with:

The Performance Economy
Metrics and business models for a sustainable economy

by Walter R. Stahel

Vice secretary-general and head of risk management research, The Geneva Association
Founder-director of The Product-Life Institute Geneva

The Performance Economy bridges the gap between the 2010 Lisbon Objectives of the European Union - higher growth and more jobs - and the sustainability objective to radically reduce the resource consumption - energy and materials - especially of industrialised countries. *The Performance Economy* proposes new metrics – in the form of decoupling indicators – to measure wealth creation in relation to resource consumption (value per kg) and job creation in relation to resource consumption (man-hours per kg).

The Performance Economy shows how, by thinking ‘smart’, companies and governments can economically profit from technological progress and at the same time contribute to sustainable development. This useful tool for tomorrow’s functional economy introduces business models that turn knowledge into better performance, more jobs and greater wealth; describes how improving the manufacturing process, product service sales and performance over time and shows how traditional techniques and innovations for renewal of precious resources can create both manual and skilled jobs, resulting in lower unemployment, lower energy consumption and reduced resource throughput. (Website: <http://www.performance-economy.org>)

Date : **Thursday October 26, 2006** from **6:00 till 8:00 PM**.

The lecture will be followed by a refreshment. After the event all participants are invited to a dinner. Participation is at own costs.

Venue: Royal Flemish Academy of Belgium. Hertogstraat, 1, rue Ducale. B-1000 Brussels

For planning and logistical reasons, please send your **registration at the lecture as well as at the dinner** to Brussels_eu_cor@scarlet.be (with 2 underscores).