
GUNTER PAULI



PERSONAL

The Huffington Post (and others) called Gunter Pauli "The Steve Jobs of Sustainability". His Latino friends prefer to name him "The Che Guevara of Sustainability". The Chinese media labelled him a virtuous officer of the Song Dynasty (包拯).

Born in Antwerp, Belgium (1956). Married to Katherina Bach. Father of 5 sons and a daughter. Fluent in seven languages, visited +150 nations. Certified PADI scuba diver. Daily floor gymnast. Dedicated to radical transformation of business and society. His legacy is the creation of a pedagogy rooted in his 365 fables inspiring children to be entrepreneurs for the common good.

ACADEMIC

Gunter Pauli is recognized for his leading expertise in (1) the high growth and innovative service sectors; (2) technology forecasting and disruptive innovations; (3) the creator of the standard of "zero emissions" (1989) adopted as an industry target, and "The Blue Economy" (2009) adopted by the United Nations, industry and Governments around the world. As professor he consistently scores the highest marks amongst students.

Degrees

Graduated in Economics and Management from St. Ignatius Loyola, Antwerp, Belgium (1979). With Honors.

Master of Business Administration (**MBA**), INSEAD, France (1982). Honors list.

Special Advisor to the Rector of the United Nations University based in Japan, heading a think tank to prepare for the Kyoto Protocol proposing zero emissions as new industry standard. Built network of 3,000 researchers and 1,000 entrepreneurs (1994-1997).

Doctor in EcoDesign by Ministerial Decree for the creation of the first undergraduate, master and doctoral course on Ecodesign at the School of Design, Faculty of Architecture, Politecnico di Torino, Italy (2005)

Doctor Honoris Causa in Management and Economic Development for creating the concept of The Blue Economy. Faculty of Management and Economics, University of Pécs, Hungary (2011).

Doctor Honoris Causa in Management and Economics for the creation of dozens and inspiring hundreds of new enterprises related to the Blue Economy. Faculty of Management and Economics, University of Cádiz, Spain (2023).

www.gunterpauli.com. www.zeri.org. www.GuntersFables.org. www.TheBlueEconomy.com

Professorships

Invited Professor at the Politecnico di Torino (2001-2015) teaching **System Design** to undergraduate, graduate and PhD students leading to the creation of the Graduate School of Systems Design (EcoDesign).

Invited Professor at EAFIT and CESA (Colombia), Pontífica Universidad Federal Rio Grande do Sul (Brazil), SKEMA Business School (France), Asian Institute of Technology (Thailand), University of the South Pacific (Fiji), University of Pècs (Hungary), The University of Johannesburg (South Africa) teaching **entrepreneurship, Nature tech, and the merger of technologies like AI, Web3D** and light field high resolution screens.

CORPORATE RESPONSIBILITIES (only a selection)

Gunter Pauli has personally invested and/or managed a few strategic business enterprises that have set new standards for technologies and ecological business models based on strong patent portfolios. Several initiatives have passed from idea to global industries thanks to perseverance and holding of the investments without seeking an "exit".

Vice-Chairman and reference shareholder of Angus Investment Holding (Singapore), a syndicate of investors from Singapore, Malaysia, Brunei and Japan (since 2022).

Member of the Board of BiOceanor, a French start-up company specialized in underwater data collection (since 2021).

Founder and Chairman of Blue Innovations (Suisse) S.A., an innovation platform that identifies 10 to 12 novel technologies and business models which are transformed into competitive industries (since 2020).

Chairman of the Board of Novamont SpA, the leading B Corp in chemistry, Europe's foremost green chemistry company, based in Italy operating 5 factories and 2 research centers European market leader in bioplastics with a unique vertical integration of the value chain from raw materials to the recycling into soil based on +1,500 patents (since 2013).

Owner of the experimental ship PORRIMA, the world's first to circumnavigate the world with solar power only (2010-2012). Then equipped with AI kite and hydrogen systems navigating over 100,000 km across each major ocean introducing novel maritime technologies.

Member of the Board of Biosignal (Australia), spin-off from the University of New South Wales specialized in extracting bio-active compounds from red seaweed to control and dissolve bacterial biofilm. Company's patent portfolio sold to Unilever (2007-2009).

Member of the Board of Bedminster (Sweden), start-up company specialized in converting defunct cement mills into solid municipal waste processing centers with 11 projects implemented in Sweden, USA and Japan. Company sold to Skandia.

Co-founder and CEO of The Netizens' Eye, a failed start-up installing cameras at remote UNESCO World Heritage offering a live view of sites like Petra in Jordan. Company failed due to lack of revenues, high cost of live video feed and complexity of permits. (1997).

Chairman and CEO of Ecover NV, built the first ecological factory in modern times setting up the company for growth from €3 to 70 million turnover. (1991-1993).

ROLE in NGOs

Gunter Pauli lends a helping hand to existing NGOs to further their objectives, and creates new organizations where no one seems to act and initiatives for the Common Good are needed.

Member of the Board of the Resonance Foundation, based in Geneva (Switzerland) dedicated to the promotion of dialogues amongst cultures (since 2021).

Founder of PORRIMA, a Swiss foundation securing talent training and the industrialization of breakthrough technologies building on the experimental ship Porrima (since 2020).

Member Advisory Board of Science in Entrepreneurship and Sustainability Design of SKEMA Business School in Sophia Antipolis, France (since 2020).

Member Scientific Advisory Board of the Coral Reef Monitoring, Reunion Island (since 2019).

Member of the Scientific Advisory Board of the World Congress on Environmental Education, a bi-annual conference of academia, school masters and Government officials (since 2018).

Member International Advisory Board of Slow Food, based in Italy (since 2017).

Member Board of Trustees of the Science and Religion Foundation of the Vatican (2016-2023)

Member of the Selection Committee of the ZAYED Future Energy Prize, based at Masdar, Abu Dhabi, United Arab Emirates (since 2013).

Founder and President of the Mozarteum Belgium, a not-for-profit responsible for the organization of the 1991 International Mozart Year, focusing on the revival of classical music on original instruments, concerts organized on date and place where Mozart performed (1990-1993).

Founder of the ZERI, a network of organizations consistently ranked as one of the Top 10 creative think tanks in the world by the University of Pennsylvania (since 1994).

Secretary General of UPEFE (Union de la Presse Économique et Financière Européenne), the European Federation of the Business and Financial Press, including The Financial Times (UK), Les Echos (France), Wirtschaftswoche (Germany), Il Sole 24 Ore (Italy), Expansión (Spain), Trends (Belgium), Dagens Industri (Sweden) and 40 other leading media (1987-1991).

Elected President of AIESEC Belgium, the national students' union in economics and management (1978) and elected to the AIESEC International Board (1979) for Latin America.

MEMBERSHIP

Member of the Club of Rome (since 2006) and elected Member of the Executive Committee (2017-2020).

Creative Member of the Club of Budapest (since 2004)

Fellow of the World Academy of Arts and Sciences, San Francisco (since 2005)

GOVERNMENT ADVISORY ROLE (only selection)

Gunter Pauli has a track record identifying innovative and sustainable growth sectors in the economy, translating these foresight and insights into investment opportunities. To date +€5 billion has been invested in +200 projects with the creation of +3 million jobs.

Advisor to the state enterprise OCP (world's largest phosphate exporter) to design the economic development of **Morocco** based on available national assets (2018-2020) summarized in the book The Moroccan Model (published in French, English, Arabic).

Advisor to the CAS (the regional development corporation of **Santander, Colombia**) to coordinate the creation of a portfolio of opportunities for 84 towns and villages, working with local municipalities (2020-2021). The +100 projects are part of the local development agenda.

Advisor to the Government of **Argentina** to design economic growth and sustainability strategy (2016-2017) summarized in the book Plan A published in Spanish and English.

Author of the article The Transformation of the Island of Capri : An Economic Development Initiative which determined the new pathway for growth on the **Island Capri** (2020)

Advisor to the Chamber of Commerce of **Quimper, Brittany (France)** to design a portfolio of opportunities for the region leading to the identification of +60 businesses of which ten were retained. The full report and videos are available on the internet.

Advisor to the Government of **Bonaire** (Dutch island in the Caribbean) to design an economic and job generation plan based on a portfolio of new entrepreneurial initiatives (2015).

Advisor to the Mayor of **Johannesburg** (South Africa) on how to create jobs for the million jobless and illegal immigrants in the City (2013-2014) focussing on immediate basic needs.

Author of the reference article The Seychelles : The Switzerland of the Indian Ocean which led to the decision of **the Seychelles** to create the first ever Ministry of the Blue Economy (2011).

Advisor to the Governor of the **Province of Limburg** (Belgium) to identify new business opportunities based on the mining industry (2010). Bases for the creation of "additive manufacturing" centre of growth.

Advisor to the Government of **The Kingdom of Bhutan** (Prime Minister's Office and Ministry of Planning) determining the growth sectors of the local economy. This culminated in the plan for The Gross National Happiness Investment Fund (2009-2010).

Advisor to the **Basque Government of Spain** (Comarca Lea - Artibai) to design an economic, social and education strategy to bring a future to a region deeply affected by terrorism (2007).

Advisor to the Goldfields (South Africa) and AngloGold Ashanti (South Africa) defining their country strategies in **Ghana, South Africa and Colombia** converting mining into an engine of growth instead of being a symbol of environmental and social problems (2004-2014).

Advisor to the **Coffee Region of Colombia** (Departamentos Risaralda, Quindío and Caldas) coordinated through the Governor of Caldas to design a strategy for growth and job creation using all the waste streams and the ecosystem of coffee. This resulted in the strategy for bamboo and mushrooms as well as the discovery of the melipona bees (2004-2007).

Advisor to the Government of the **Island El Hierro**, Canary Islands, Spain, turning the island into the first one self-sufficient in water and power, regenerating the economy through the growth of 8 new economic activities leading to the doubling the local population (1996-2016).

Advisor to Credit Andorrà to design an economic strategy for the Pyrenean landlocked nation **Andorra** to evolve from a tax free haven to an independent economy with revenues from competitive local activities (1994-1995). This report was summarized in the book New Perspectives for Economic Development in Andorra : Opportunities for Double Digit Growth Services Sectors (1995) published in English, Spanish and Catalan.

Advisor to the **Commission of the European Union** to build data detailing the dynamics of high growth service sectors which were not included in the national or European statistics (1985-1990).

Advisor to **Nomura Research Institute (Japan)** identifying emerging highly intelligent and mobile services (HIMS) 1988.

Advisor to the Government of **Singapore** (Economic Development Board) to design a strategy for the service industries including the highly intelligent and mobile services (HIMS) in 1986.

Advisor to **Government of Belgium** (the Minister of Economics) to map the development and the growth of the service industries in the country (1984).

BOOKS and PUBLICATIONS

Gunter Pauli has written +25 books demonstrating his critical analysis of economy, management, technology and environment at local and global level, while offering hands-on innovative insights and solutions gathered through first hand field research, policy advise, and investments.

+200 articles in press and scientific journals translated in +60 languages.

The Solution Series

#4 **"Paper Solutions : How Mining Waste Transforms the Pulp and Paper Industry"** (2024) to be published in English and Complex Chinese.

#3 **"Diaper Solutions: How 100 Babies can change the Course of the World"** (2023) published in English, German and French.

#2 **"Coffee Solutions: Innovations that turn farms into the future"** (2021) published in English, Spanish and French.

#1 **"Plastic Solutions: The Business Model that Works for the Oceans"** (2020) with Marco Simeoni published in English, Japanese and French.

Co-Authored Books

"Opium des Masses : La Religion du Rationnement contra la Science de l'Abondance", with Idriss Aberkane, published by Scanderia (France) in French (2023).

"The Second Wave : Japan's Onslaught on Global Finance", with Richard Wright, published by Pergamon Press (1987) in English, Japanese, French.

Co-Edited Books

"Steering Business Towards Sustainability" edited with Fritjof Capra, published by the United Nations University Press (Tokyo, Japan). First book ever presented over live broadband internet on April 6, 1995.

Proceedings of Congresses

"Proceedings of the First World Congress on Zero Emissions", held in Tokyo (Japan) with Prof. Dr. Keto Mshigeni, published by the United Nations University, 1995.

"Proceedings of the Second World Congress on Zero Emissions", held in Chattanooga, Tennessee (USA) with Prof. Dr. Keto Mshigeni, published by the United Nations University, 1996.

"Proceedings of the Third World Congress on Zero Emissions", held in Jakarta (Indonesia) with Prof. Dr. Keto Mshigenie, published by the United Nations University, 1997.

"Proceedings of the Fourth World Congress on Zero Emissions", held in Windhoek (Namibia) with Prof. Dr. Keto Mshigeni, published by the University of Namibia, 1998.

"Proceedings of the Fifth World Congress on Zero Emissions", held in the Coffee Region (Quindio, Risaralda, Manizales - Colombia), with Prof. Keto Mshigeni, 1999 published by the University of Manizales.

Books

"I Lived a 100 Lives : Navigating a World in Transition - Part 1", autobiography in ten volumes about the initiatives, the values and the motivation to be an entrepreneur for the Common Good (Forthcoming 2023). Published in English and French.

"Nature, Arts and Technology : What I Discovered Thanks to Four Decades of Friendship with Stan Shih", published in Chinese and English by the Stan Shih Foundation (2023).

"The Economy of Happiness", self-published in English and French (2020) in cooperation with the University of Nantes (France) and the Blue Economy Entrepreneurs of Brittany. This book is based on the article published by Springer which was delayed due to COVID lockdown (2023).

"The Moroccan Model: Transforming the Economy for the Common Good", published in French, English and Arabic (2020).

"PLAN A - Economic Development Strategy for Argentina" published in English and Spanish by the Argentinian Ministry of Environment and Sustainable Development (2018).

"LiFi - Internet at the Speed of Light and the Advent of the Internet of People" published in English by JJK Books (2018), in French by L'Observatoire (2018).

"LiFi - At the crossroads of the 3D Web at the Speed of Light", adaptation of the book to demonstrate the emergence of 3D screens (without any glasses) and the new protocol for Web 3D that makes LiFi indispensable tool for datatransmission.

"Be As Intelligent as Nature", published in English by JJK Books, in Spanish by Tusquets, in Italian by Edizione Ambiente, in French by L'Observatoire (2017).

"The Blue Economy: 100 innovations, 10 years, 100 million jobs" A Report to the Club of Rome, first edition in English by Paradigm Publishers in the USA (2010). Translated into 55 languages.

"The Blue Economy: 200 Project Implemented, US\$4 billion Invested 3 Million jobs created" (Adapted Indian Edition 2014)

"The Blue Economy 3.0 : The Marriage of Science, Innovation and Entrepreneurship Creates a New Business Model That Transforms Society." (Adapted Australian Edition 2017)

"Conexions": An insight into the solutions that we all can imagine and make happen" Self-published in English, Commonwealth Publishing in Complex Chinese (2008).

"Out of the Box: Fables for Management" published by Future Managers, Cape Town, South Africa (2006)

"Autopoetic Learning": How the age-old learning through fables combined with modern day systems design can create a scientific basis for the design of sustainable communities." Self-published (2006).

21 Virtudes : Como la Naturaleza nos Inspira y Las Gaviotas nos Confirma (21 Virtues : How Nature Inspires us and Las Gaviotas makes it happen), published by the University of Manizales, Caldas (Colombia) 1999.

"Upsizing, the Road to Zero Emissions: more jobs more income and no pollution", published by Greenleaf (UK) and Taylor & Francis (USA), 1997.

"Breakthroughs: What Business can offer to Society" translated into French, Spanish, German (under the title Upcycling) published by Epsilon Press in UK, 1996.

"Perspectives for Economic Development in Andorra : Opportunities for Double Digit Growth Services Sectors" published by Credit Andorra in English, Spanish and Catalan (1995).

"Services: The Driving Force of the European Economy", preface by Gaston Thorn, the President of the European Commission, translated in English, French, Dutch, Spanish, Norwegian, German. Published by Pergamon Press (UK) 1987.

"A Portrait of Aurelio Peccei : The Crusader for the Future", preface by Umberto Colombo, Chairman ENEA and Minister of Science and Higher Education (Italy). Published by Pergamon Press (UK) 1987.

Children Books

365 **Gunter's Fables**, published in 10 volumes between 2013 and 2023 by the Centre for Environmental Education and Communication, China Ministry of Ecology and Environmental available in all schools. Translated in dozens of languages

365 Fables Published in Hindi and Tamil by Scholastic and Development Alternatives (India)
Project in progress

36 Fables Published in Spanish by IBALPE (Mexico)

36 Fables Published in Hungarian by the University of Pecs (Hungary)
36 Fables Published in Complex Chinese by the Yi-Hsin Foundation (Taiwan)
15 Fables Published in French by Blue Education (France)
12 Fables Published in Portuguese by the City of Curitiba (Brazil)
12 Fables Published in Estonian by Lilleoro (Estonia)
12 Fables Published in Korean by Best Agency (Republic of Korea)
10 Fables Published in Xhosa, Zulu, Afrikaans and English (South Africa)
3 Published in Japanese by ZERI Japan

Recognition (selected prizes only)

Fellow of the Rotary International Foundation, USA. (1980)

One of the Ten Outstanding Young Persons of the World by the Junior Chamber International (1983) jointly with Stan Shih, founder of ACER Group (200,000 employees - 70 billion turnover)

Young Leader of Tomorrow, selected by the World Economy Forum - Davos, Switzerland (1993)

Honorary Citizen of Salzburg, Kobe, Osaka and Buenos Aires

Elected by popular on-line vote over Alibaba as "One of the Top 10 Science Teachers in China" (2019)

Gunter's Fables received the Alibaba Award for Best Books on Nature in China (2019)

The 5 Oceans MadBlue Prize from Madrid Spain (2021)

The Goi Peace Award from Japan (2022)

EXTRA

Keynote Speaker

Gunter shares projects and experiences with diverse audiences including the World Economic Forum (Switzerland), Inter-Ministerial Conference on Mega-Biodiversity (Ecuador), the Governing Council of UNEP (Nairobi), ZAYED Foundation (UAE), the Confederation of Indian Industries, Beijing University, GLOBE Conference of Members of Parliament (Washington DC and Tokyo), The World Conference of Jesuits (Colombia), The National Teachers' Union (Brazil), The Entrepreneur Summit (Berlin), Young Presidents Organization (YPO in Marrakesh, and Beijing).

Internet Pioneer

Organised on December 5, 1995 the first ever global broadband internet live video conference with Nelson Mandela (Pretoria), Shimon Perez (Jerusalem), Jimmy Carter (Atlanta), Elie Wiesel and 10 Nobel Laureates, moderated by Ted Koppel (ABC News), sponsored by the Asahi Shimbun as part of "The Future of Hope Conference" held in Hiroshima (1996).

World Expo

From May 1 to October 31, 2000, extraordinary ambassador to Germany, as Commissioner General of the ZERI Pavilion at the World Expo, then the largest modern bamboo structure built

with a German building permit, received +6 million visitors, the most popular pavilion at the World Expo 2000. This *Meisterstück* offered 41 Colombian construction workers a German master or apprentice diploma turning them into ambassadors for bamboo.

International Mozart Year

Cultural activities in Europe and Japan commemorating the 200th anniversary in 1991 of the passing of Wolfgang Amadeus Mozart. Organization of concerts with original culinary "Mozart" experiences, the publication of an award winning art book tracing Mozart's travels through Belgium, a comic strip distributed to over one million school children, production of a golden record with youth compositions of Mozart on rebuilt tangent pianos (Mozart's favorite when young). The whole operation was self-funded without sponsors.

Pedagogy

Each year from 2013 to 2023 Pauli spent 30 days per year at Chinese Schools and Normal Universities, sharing his pedagogy inspiring young children with sciences for sustainability and entrepreneurship, emotional intelligence and arts for a happier life.

REFERENCES

Wendy Luhabe, Co-Founder Wiphold (South Africa), women controlled investment fund, former Chancellor of the University of Johannesburg.

Noemi Sanin Posada, former Minister of Foreign Affairs of Colombia

Anders Wijkman, Member of the Royal Swedish Academy of Sciences, former Co-President of the Club of Rome, Member of the European Parliament (2004-2014).

Ashok Khosla, Founder Development Alternatives (India), former chair of IUCN.

Stan Shih, Founder of ACER Group, Taiwan.



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