



Climate and Energy Decision Making

Sponsored Seminar

Robert Ayres

INSEAD

Paris, France

Presenting on:

Why Increased Energy Efficiency is both Possible and Essential

December 10th, 2010

12 noon

(Lunch served at 11:50 am)

129 Baker Conference Room
Department of Engineering and Public Policy

Seminar Abstract: Even if we were living on an “ocean” of oil (and gas), the world probably can’t tolerate significant further accumulation of GHGs in the atmosphere. Renewables can’t be brought on line fast enough. Higher efficiency is the only possible answer in the near-term, but it will require serious political commitment and effort. Fortunately, it is also the primary engine of economic growth.

Speaker Bio: Robert U. Ayres is a physicist and economist noted for his work on the role of thermodynamics in the economic process, and more recently for his investigation of the role of energy in economic growth. He is emeritus professor of economics and technology at the international business school INSEAD, in France, where he has continued his life-long, pioneering studies of materials/energy flows in the global economy. He originated the concept of “industrial metabolism”, which has since evolved into a field of study known today as “industrial ecology” with its own journal.

Ayres was trained as a physicist at the University of Chicago, University of Maryland, and Kings College London (Ph. D in Mathematical Physics). He was Professor of Engineering and Public Policy at Carnegie-Mellon University in Pittsburgh from 1979 until 1992, when he was appointed Professor of Environment and Management at INSEAD. He is currently an Institute Scholar at the International Institute for Applied Systems Analysis (IIASA) in Austria.

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