

Bright Ideas on Radical Energy Efficiency – with Mr Amory B Lovins



»I don't do problems,
I do solutions«

Amory B Lovins

IVA would like to welcome you to a seminar with one of the Western world's most influential energy thinkers: **Mr Amory B Lovins** from the **Rocky Mountain Institute in Colorado, USA.**

Time: Wednesday, October 31 2007, 9:30–12.00, followed by lunch. Registration and coffee from 9:00.

Place: IVA's Conference Centre, Grev Turegatan 16, Stockholm

At this seminar we will get the opportunity to listen to Mr Lovins' examples on how to make very large energy savings, costing less than small or no savings.

After his speech Mr Lovins takes part in a panel discussion with industry and research representatives giving their perspective on energy efficiency in different fields. Participants in the discussion are **Jan-Eric Sundgren**, Senior Vice President Public and Environmental Affairs at Volvo AB, **John Rune Nielsen**, Head of Energy Technology Department, SP Technical Research Institute of Sweden, **Eva Färnstrand**, Director Södra Cell and **Arne Kaijser**, Professor at KTH Industrial Management. In the discussion

arguments and proposals from the IVA-project *Miljöarbetets nya arena*, will be examined and prior to the panel discussion **Björn Hägglund**, Vice Chairman of IVA, will give some background on IVA-projects with related subjects.

The panel discussion will be led by Mr **Henrik Ekman**, reporter and host of the TV-show *Vetenskapens Värld*.

For registration and further information, please visit:
www.iva.se/amorylovins