



NEW ADELAIDE FESTIVAL OF IDEAS SPEAKERS TO CHALLENGE CARBON POLICY

Two of the world's most respected climate and energy policy strategists, authors and founders of US think tank, The Breakthrough Institute - **Ted Nordhaus** and **Michael Shellenberger** - have been confirmed as speakers for **2011 Adelaide Festival of Ideas**.

Both will present their ideas on the global energy economy and Australia's future at the biennial festival, on Friday October 7 to Sunday October 9.

Adelaide Festival of Ideas, Executive Producer, Sandy Verschoor said she is delighted to confirm the two renowned US thinkers.

"They have explored the issues deeply and I believe their ideas will confront many in the current energy debate in Australia but this represents the Adelaide Festival of Ideas theme of *Planning for uncertainty* perfectly," she said.

In the context of Australia's debates around a carbon tax and market based mechanisms for addressing climate change the arguments they have raised in the US will challenge all sides of the Australian political landscape.

In 2007 they published 'Break Through: From the Death of Environmentalism to the Politics of Possibility', which argued that "no strategy aimed at significantly raising energy prices could succeed politically, and that any successful effort to deal with climate change must focus instead on making large public investments to make clean energy cheap."

"When was the last time human beings modernized our energy sources by making older power sources more expensive?" asks Shellenberger. He says personal computers didn't take off because there was a tax on typewriters and the Internet didn't sprout up because the government made telegraphs more expensive.

The Adelaide Festival of Ideas, now in its 13 year is Australia's first and longest running Festival of Ideas. The expanded **free** program includes an informative program with current debate, lectures, panels and new initiatives for a more personal exploration of big ideas such as focus groups, live web streaming from festival events, a pitch session presenting innovative new ideas to key industry figures and festival fringe events and rountable discussions for up close and personal interations with featured guests.

The 2011 Adelaide Festival of Ideas will be held from Friday, October 7 to Sunday, October 9. Full program information will be announced in September at www.adelaidefestivalofideas.com.au.

Nordhaus and Shellenberger join behavioural economist and best-selling author, **Paul Ormerod**; Vladimir Nabokov expert and literature and evolution specialist, Distinguished Professor **Brian Boyd**; and human rights lawyer, Professor **Sarah Joseph** as speakers already announced for the program.

The Adelaide Festival of Ideas is proudly supported by the Government of South Australia.

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Adelaide Festival of Ideas.

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Ted Nordhaus (US)

Ted Nordhaus is an author, researcher, and political strategist. He is a widely recognized authority on climate and energy policy and his work has deeply influenced a new generation of clean energy advocates. With co-author Michael Shellenberger, he published the seminal essay "The Death of Environmentalism" in 2004 and the controversial and critically acclaimed *Break Through, Why We Can't Leave Saving The Planet To Environmentalists* in 2007. Time Magazine named Ted a "Hero of the Environment" in 2008, and dubbed his work "prescient." His writings have appeared widely in magazines, newspapers, and journals including *The New Republic*, *The American Prospect*, *Salon*, and *The New York Times* among many others. Ted is a founder and chairman of the Breakthrough Institute, a political think tank based in Oakland, California that works at the nexus of climate, energy, and economic policy. He is also managing partner of American Environics, a research and consulting firm that brings cutting edge research and methodologies used to understand the evolution of American social values to progressive political projects.

Michael Shellenberger (US)

Michael is president and co-founder of Breakthrough Institute. He is co-author with Ted Nordhaus of *Break Through: From the Death of Environmentalism to the Politics of Possibility* (Houghton Mifflin 2007). Time magazine called *Break Through* "prescient" for its prediction that pollution regulations could not transform the global energy economy, and *Wired* magazine said the book "could be the most important thing to happen to environmentalism since *Silent Spring*." The book received the 2007 Green Book Award and a starred review from *Publishers' Weekly*, which called the book "Convincing, resonant, and hopeful." In 2004, Shellenberger and Nordhaus generated a national debate in the pages of the *New York Times* and around the country when they published "The Death of Environmentalism," which argued against apocalyptic climate rhetoric and the regulation-centered policy approach in favor of an aspirational discourse and an investment and innovation-focused agenda. For their work, Shellenberger and Nordhaus were named Time magazine "Heroes of the Environment 2008". Breakthrough Institute's strategy to "Make Clean Energy Cheap" was the recent subject of a profile on NPR's "Morning Edition." In 2002, Michael co-founded the Apollo Alliance. Michael has written for *The New York Times*, the *Washington Post*, *The New Republic*, *the American Prospect*, *Salon*, *Harvard Law and Policy Review* (pdf), *Democracy*, *Glamour Magazine* and other publications.

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