

The ZERI logo consists of the word "ZERI" in a bold, sans-serif font. The letters are colored: 'Z' is green, 'E' is yellow, 'R' is red, and 'I' is blue. A small registered trademark symbol (®) is located to the upper right of the 'I'. The logo is positioned within a white rectangular frame that has a vertical line to its left and a horizontal line above it.

*You are invited to participate in a unique
and empowering learning opportunity:
the ZERI Certified Training Program*



This is the first time offered in California:

August 14-17, 2009

October 23-26, 2009

December 4-7, 2009

San Francisco Bay Area



*A transformational journey
unraveling connections,
discovering opportunities,
empowered with innovations,
geared towards
implementation to be your
best and contribute to society*

*In natural systems, no one generates waste.
Humans are the only ones who create
something no one desires.*

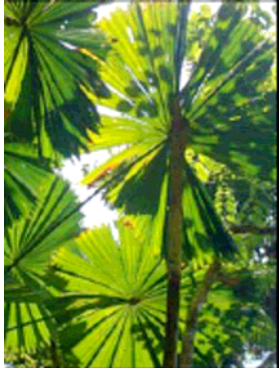
*In natural systems, everyone is employed.
Only Humans leave a whole generation of
youngsters without a job.*

In this ZERI training you will:

- Gain a deep understanding of the principles and practices of systems thinking and design
- Understand and utilize the Five Kingdoms of Nature cascading nutrients and energy
- Study and learn from 50+ successful ZERI projects worldwide
- Learn how to design and implement competitive production and consumption systems
- Apply the ZERI methodology and mindset in creative business models working with what you have
- Develop the interpersonal and management skills to successfully implement and lead projects

The purpose of this training is to:
*Expand the pool of inspired, motivated ZERI-
trained and certified individuals who will
apply the ZERI principles and methodology
in their communities and in their
organizations to become the change they
want to see in this world.*

ZERI is a Swiss-based foundation that focuses on **Zero Emissions Research and Initiatives**. **Zero Emissions** means **zero waste...zero pollution**, whatever is left-over in one process turns into nutrients and energy



for another, **generating cash flow and creating social capital while turning the system into a “green job machine.”**

Research is about learning through a network of scientists and innovators: identifying appropriate technologies to meet

people's needs with what is available -in a way that reinforces natural systems rather than depleting natural resources. And **Initiatives** are action: real projects and real developments within communities and within businesses that provide jobs and create wealth by inspired by natural systems and using all available resources.

Building on physics, mathematics, biology, chemistry, and economics, ZERI pioneered productivity increases by factors of 100 and more, cascading materials and energy, generating jobs and eliminating pollution.

ZERI builds on relationships among the 5 kingdoms of Nature:



Building systems to produce more with what we have, **ZERI** projects inspired by natural systems **demonstrates that systems evolve from scarcity to abundance to meet the needs of all on Earth.**

Attendees learn an interconnected systems approach to understanding and solving multiple problems. They are exposed to the details of existing projects from around the world and learn about practical examples of businesses and other organizations that have implemented this approach in their communities. The participants will jointly design projects they can undertake upon certification.

The ZERI Training Program is held for a total of 12 days over a six-month period. The principal instructor will be ZERI founder, **Professor Gunter Pauli**. He will present in all the plenary sessions, accompany the participants in the learning process, and join in interactive group sessions. US based ZERI-Certified facilitators will assist Gunter and will offer assistance with the process, answer questions about content and provide guidance to attendees' on proposed projects.



The training is a concentrated and rigorous program that optimizes learning, interaction, and participation. It consists of three intensive modules held approximately 6 – 8 weeks apart from each other. Each module takes place over a long weekend from Friday to Monday and is highly interactive with group exercises, videos, formal presentations and extensive attendee/facilitator interaction. The focus of the modules will be:

- ◆ **Module 1: Systems Thinking:** seeing the connections and identifying the opportunities
- ◆ **Module 2: Implementing Innovations:** becoming familiar with new processes and technologies, and learning to identify local assets and strengths
- ◆ **Module 3: Designing Projects:** Defining ZERI project parameters and strategies for implementation (against all odds).

Between modules, attendees complete both individual and group homework assignments. Following the Course, attendees initiate a project in their community. Certification is granted to the attendees based on the quality of each individual's participation and the strength of their (team) project, as well as how attendees shift their thinking and living.

Participants must attend all 3 modules. Tuition: Organization: \$5500; Individual: \$3500; A limited number of full-time teachers & college students: \$1500. For teachers, the course is recommended for 6 in-service credits. Some partial scholarships are available. The price includes the training and all breakfasts/lunches during the sessions but is exclusive of lodging and transportation. **For more information contact Tom Bepler at 408-315-3734 or email training@zeri.org. Register by July 1, 2009 at: <http://www.regonline.com/Checkin.asp?EventId=723584>**