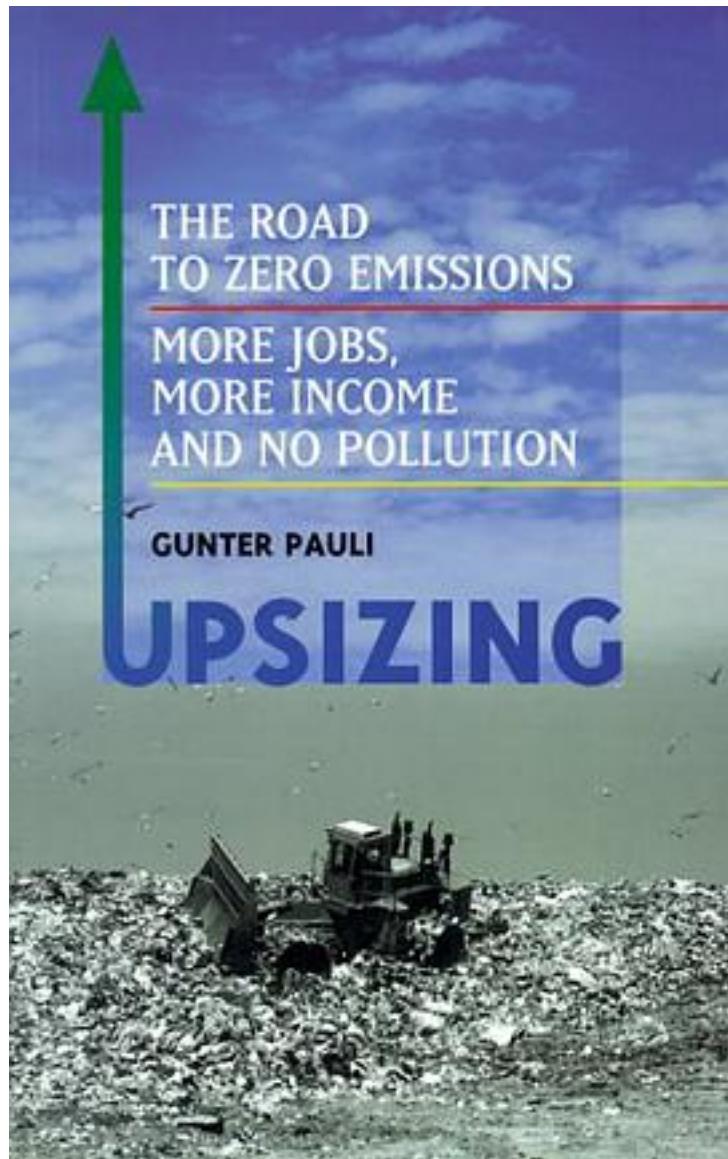


# Upsizing



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"Zero Emissions" has become a definitive term in the debate on sustainable development. While considered a utopian target by some, the concept describes what business and industry of the future must aim to achieve: no pollution and no waste. This volume presents findings from the research work of over 2000 scientists undertaken under the banner of ZERI (Zero Emissions Research Initiative), a business foundation working jointly with UNDP (United Nations Development Programme) in a number of developing countries. Gunter Pauli feels that if we are serious about creating jobs, generating more income and eliminating pollution, we have to build on the assets we have instead of continuing to analyze the problems we face. The volume examines how the adoption of Zero Emissions concepts not only reduces pollution and waste but can contribute significantly to the generation of income and jobs - specifically for those who need them most - the rural poor in less developed countries.

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