

THE BIOREFINERY OPPORTUNITY

Real or Imagined?

February 13, 2012

5:30-6:00 pm, Mix and Meet

6:00-7:30 pm, Lecture, Q and A

2017 Duntton Tower
Carleton University

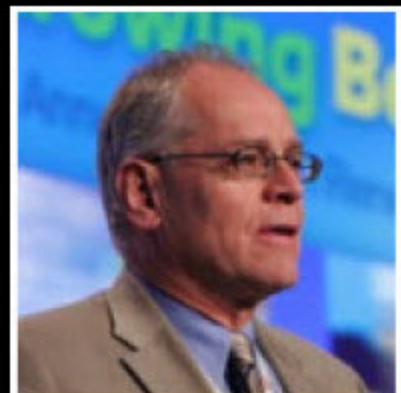
As part of Carleton's Sustainable Energy Master's Program, the Carleton Research Unit in Innovation, Science and Environment (CRUISE) and the Carleton Sustainable Energy Research Centre (CSERC) invite you to attend this lecture on an emerging transformational technology.

Biorefineries are novel industrial facilities which use biomass from forests and agriculture to produce a broad range of consumer products including bio-materials, bio-chemicals, and bio-fuels. Bio-refineries will form the basis of the new bio-economy, producing products that have for decades been made from hydrocarbons with those made from carbohydrates.

But what is it going to take to get such bio-refineries launched into the mainstream, and which countries are going to lead the way? Are there investors available to finance new biorefinery projects given the high capital costs? What risks should the private sector be expected to assume? What is the role of government, and why have initiatives taken to date struggled?

Jeff Passmore's presentation will suggest ways that the private and public sectors can work to together to launch this multi-billion dollar industry and generate jobs, reduce greenhouse gas emissions, and put the world on the road to a more environmentally and economically sustainable future.

Jeff Passmore has worked in renewable energy for more than 30 years, as a consultant, as the head of a number of renewable energy associations, and most recently, as the Executive Vice President of Iogen Corporation. In 2010, he launched the Passmore Group Inc., a consultancy which aims to bridge the gap between public policy and market reality. In 2011, he founded the New Economy Alliance, an industry group dedicated to advancing the field of biomass for fuels and chemicals.



Jeff Passmore
President,
Passmore Group Inc.