

The architect of the "third industrial revolution" slated to open the next World Forum Lille event



Recognized for his key role in exploring the world's future, the very influential Jeremy RIFKIN will be on hand to inaugurate the 6th World Forum Lille event, (!) to be held November 14th through 16th, 2012 and centered around the theme: "Responsible companies, profitable companies".

President of the Washington D.C.-based "Foundation on Economic Trends", Jeremy RIFKIN foresees a radical planetary upheaval in his latest essay just off the press entitled "The Third Revolution: How Lateral Power is Transforming Energy, the Economy and the World".

THE AGE OF "LATERAL POWER"

This publication, on the heels of a long series of bestsellers (including "The End of Work", "The Hydrogen Economy" and "The European Dream") is intended to demonstrate that **"Internet technology and renewable energies are in the process of merging** as part of a step to create a new and powerful infrastructure, namely that of the third industrial revolution that will change the world".

For Mr. RIFKIN, the industrial economy based on massive labor inputs has entered a phase of decline. According to this new paradigm, **"the problem no longer lies in finding ways to use slack labor capacity, but in redefining what is actually meant by work"**.

The advent of this new age **"is fundamentally restructuring human relations**, which are no longer oriented top-down but instead side-to-side, with immense consequences for the future of society". More specifically, "the traditional hierarchical

A "social and ethical prophet"

Utopist or visionary? Jeremy RIFKIN has obviously been the target of many detractors and was even labeled, in an article published by Time magazine (from 1989, already 20+ years ago), as the most despised person in the scientific world.

On the other hand, the New York Times has reported that Mr. RIFKIN is considered a **"social and ethical prophet"** and moreover acknowledged that his theses had been receiving greater attention, especially among some of the world's elite leaders.

He has been and is now being consulted by **the President of the European Commission**, José Manuel BARROSO and by Heads of State like the Italian Romano PRODI, in addition to providing advice during their tenure presiding over the Council of the European Union, notably in contact with Spain's José Luis ZAPATERO, Portugal's José SOCRATES, Slovenia's Janez JANSKA and Germany's Chancellor Angela MERKEL.

The European Parliament's commitment

In 2007, **the European Parliament, motivated by Mr. RIFKIN's work**, voted to issue an official declaration in support of the third industrial revolution.

Since that time, **Jeremy RIFKIN and his team have produced master plans** (with a strategic component) for the cities of San Antonio (Texas) and Rome, the Principality of Monaco and for the Province of Utrecht in the Netherlands.

Other projects are in the works to prepare pilot regions for implementation of **the third industrial revolution**.

The World Forum Lille 2012 gathering can and must advance this opportunity.

THE WORLD FORUM LILLE in short



Initiated by Réseau Alliances* and presided by Philippe Vasseur, a former French minister, the World Forum Lille is a cycle of international events which aims at laying the groundwork for a responsible global economy, by getting "Best Practices" known to enterprises of any size which, everywhere in the world, do business in a responsible manner.

* Association that accompanies enterprises of the Nord-Pas de Calais region since 1993 in the amelioration of their performances while respecting mankind and environment

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More information

 www.worldforum-lille.org