



Resource Recycling & Recovery . . .

# IRELAND'S 'FIRST ECO LADY' IS GOING FOR GREEN IN SILICON VALLEY

6th October 2010

NO EMBARGO. FOR IMMEDIATE RELEASE.



*Global Environmental Leader, Professor Deborah Boyd.*

Ireland's 'First Lady of Environmental Innovation' - Re3's CEO, Professor Deborah Boyd - has been invited to speak at one of the world's top bio-business conferences.

The **GoingGreen West** annual conference, in **San Francisco**, is where cutting-edge, greentech CEOs meet the movers and shakers from some of the **biggest industries on earth**.

The three day executive event starts on **Oct 12th** in the prestigious **Golden Gate Club**. It will feature CEO presentations and high-level debates on the most promising **emerging green technologies** and **new entrepreneurial opportunities**.

**GoingGreen West 2010** will also honour the **GoingGreen 100 Top Private Companies** and **Professor Boyd** will be among **fifty top CEOs** who will pitch their strategies to a panel of industry experts.

**Professor Boyd** is one of Ireland's top environmental entrepreneurs. In addition to heading-up the development of **Re3's Revolutionary Steam Autoclave Recovery and Biomass Production process** she is a leading writer and commentator on new environmental technologies.

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Keen to see the creation of **vibrant and successful eco-technology industries**, Professor Boyd, is a key speaker on **'Generational Thinking' - the long-term development of carbon-neutral industries, communities and cities.**

"We need to think in centuries...not decades, not years," Professor Boyd says. ""When the first railroads were laid; when the first telegraph message raced across the North Atlantic; the individuals behind those projects were generational thinkers. They were pioneers. **They laid the foundations for future generations,**" says Professor Boyd.

"There have been many events throughout history that have had a profound impact on future generations and we are living through one of them. And, as always, we have a choice.

"We can ignore the future and seek fast returns today; we can even become despondent, live in fear and do nothing. Or, we can step out and be **generational thinkers** - not the shapers and movers of environmental industries this year, next year or the year after that... but **individuals who help shape and create life for the 22, 23 and even the 24th Centuries.**

"Will we see those days? No. Will we enjoy the benefits of generational thinking? No. But isn't that the point folks. That's what we are here to do.

"I was in London recently and it continues to amaze me that an underground transport system built by the Victorians is still one of the city's primary public transportation systems.

"Now that's generational thinking. We need to encourage more of that...the support of projects that push the boundaries and defy what we think is impossible!

"The great Victorian engineer, Isambard Kingdom Brunel, said **'I am opposed to the laying down of rules or conditions lest the progress of tomorrow is shackled by the prejudices or errors of today.'**

**"How far down the road are you prepared to look?"**

ENDS.

Photography available.

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