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# Sustainability and Surviving the Perfect Storm: Will it be Convergence or Divergence?

2009 Keith Roby Memorial Lecture  
by Professor Jules Pretty OBE

You are invited

## **Sustainability and Surviving the Perfect Storm: Will it be Convergence or Divergence?**

*Professor Jules Pretty OBE*

The world and its cultures and environments face unprecedented challenges in the coming two to three decades. Consumption-driven stresses on food systems, nature, water and energy are likely to put many cultures and economies under serious threat. What, then, can be learned about divergent patterns of living that emphasise connections to land and nature?

Jules Pretty is Professor of Environment and Society in the Department of Biological Sciences at the University of Essex. He is a Fellow of the Institute of the Biology and the Royal Society of Arts, Deputy-Chair of the government's Advisory Committee on Releases to the Environment (ACRE).

He is a regular speaker, contributor to media, and presenter of the 1999 BBC Radio 4 series *Ploughing Eden*, a contributor and writer for the 2001 BBC TV Correspondent programme *The Magic Bean*, and a panellist in 2007 for Radio 4's *The Moral Maze*.

He received a 1997 international award from the Indian Ecological Society, was appointed A D White Professor-at-Large by Cornell University from 2001, and is Chief Editor of the *International Journal of Agricultural Sustainability*. He received an OBE in 2006 for services to sustainable agriculture.

## **The Keith Roby Memorial Lecture Series**

The Keith Roby Memorial Lecture in Community Science is a lecture funded by the Keith Roby Trust, established in memory of Dr Roby.

Keith Roby was a foundation member of Murdoch University and a pioneer in the area of "Community Science", the phrase he coined to reflect the ideal of science and technology directed towards human fulfillment, social wellbeing and satisfying the fundamental needs of humankind. He believed science could make a major contribution towards resolving major contemporary issues such as the dilemmas surrounding the environment; energy; resources and genetic engineering.

With a deep commitment to interdisciplinary teaching and research, he initiated research and founded courses in the areas of Science, Technology and Society and Energy Studies.

Dr Roby's work, his life and the way he lived, are an inspiration to many and the vision he illuminated continues. A distinguished speaker is invited to deliver a lecture that builds on Dr Keith Roby's life's work.

The Keith Roby Trustees invite you to the 2009 Keith Roby Memorial public lecture by Professor Jules Pretty OBE

**Date:** Thursday 2nd July, 2009

**Time:** 6pm – 8pm

**Venue:** Kim E Beazley Lecture Theatre  
Murdoch University  
90 South Street Murdoch  
Parking in Car Park 3

**RSVP:** RSVP essential by Friday 26  
June to [rsvp@murdoch.edu.au](mailto:rsvp@murdoch.edu.au)  
or telephone 08 9360 6176



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