

## GENIAL DAGEGEN

BRUNO KREISKY FORUM FOR INTERNATIONAL DIALOGUE |  
THE EMBASSY OF THE UNITED STATES OF AMERICA | CAMPUS VERLAG |  
WIIW/THE VIENNA INSTITUTE FOR INTERNATIONAL ECONOMIC STUDIES

cordially invite you to a lecture and book presentation:

# JEREMY RIFKIN

President of the Foundation on Economic Trends

## THE EMPATHIC CIVILIZATION

*The Race to Global Consciousness in a World in Crisis*

Welcome addresses by:

**Eva Nowotny**, former Austrian Ambassador to the U.S.A.

H.E. **William C. Eacho III**, Ambassador of the United States of America (invited)

Introductory remarks by **Robert Misik**, journalist and curator of the lecture series *Genial dagegen*

Tuesday | 9 February 2010 | 19.00 p.m.

(admittance starting at 18.15 p.m.)

Bruno Kreisky Forum for International Dialogue, Armbrustergasse 15, 1190 Vienna

**Due to limited seating capacity please register until Thursday, February 4, 2010:**

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We ask you to register as soon as possible, since we have to close the registration list as soon as the ceiling limit of 250 persons is reached.

**JEREMY RIFKIN** is president of the Foundation on Economic Trends and the author of numerous bestselling books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. His books have been translated into more than thirty languages and are used in thousands of universities, corporations and government agencies around the world. He has been an advisor to the European Union for the past decade (he is advising the government of Spain during its presidency of the European Union, January 1st to June 30, 2010, and also served as an advisor to President Nicolas Sarkozy of France, Chancellor Angela Merkel of Germany, Prime Minister José Sócrates of Portugal, and Prime Minister Janez Janša of Slovenia, during their respective European Council Presidencies). He currently advises the European Commission, the European Parliament, and several EU heads of state.

Jeremy Rifkin is the founder and chairperson of the Third Industrial Revolution Global CEO Business Roundtable, comprised of 100 of the world's leading renewable energy companies, construction companies, architectural firms, real estate companies, IT companies, power and utility companies, and transport and logistics companies. Mr. Rifkin's global economic development team is the largest of its kind in the world and is working with cities, regions, and national governments to develop master plans to transition their economies into post-carbon Third Industrial Revolution infrastructures. He is also the founder and president of The Foundation on Economic Trends ([www.foet.org](http://www.foet.org)) which examines the economic, environmental, social and cultural impacts of new technologies introduced into the global economy.

Jeremy Rifkin holds a degree in economics from the Wharton School of the University of Pennsylvania, and a degree in international affairs from the Fletcher School of Law and Diplomacy at Tufts University. Since 1994, he has been a senior lecturer at the Wharton School's Executive Education Program at the University of Pennsylvania where he instructs CEOs and senior management on transitioning their business operations into sustainable Third Industrial Revolution economies.

His monthly column on global issues appears in many of the world's leading newspapers and magazines, including *The Los Angeles Times* in the United States *The Guardian* in the U.K., *Die Süddeutsche Zeitung* in Germany, *L'Espresso* in Italy, *El Mundo* and *El País* in Spain, *Le Soir* and *Knack* in Belgium, *Kathimerini* in Greece, *Information* in Denmark, *De Volkskrant* in the Netherlands, *Hospodárské Noviny* in the Czech Republic, *Wort* in Luxembourg, *Eesti Päevaleht* in Estonia, *Trud* in Bulgaria, *Clarín* in Argentina, and *Al-Ittihad* in the U.A.E.

Over the last 30 years Jeremy Rifkin has authored 17 books on a wide range of topics, from new advances in science and technology to global economic trends and sustainable development. Many of his books have been international bestsellers and translated into all the major languages of the world. Rifkin has been the recipient of many book prizes over the years, including the prestigious Corine International Book Prize, awarded for *The European Dream* as best economic book of the year in 2005. His most recent books include *The Hydrogen Economy*, *The European Dream*, *The End of Work*, *The Age of Access*, and *The Biotech Century*.

In his latest book *Empathic Civilization* Jeremy Rifkin presents a sweeping new interpretation of the history of civilization. He looks at the evolution of empathy and the profound ways it has shaped the human story - and will likely determine our fate as a species. As the forces of globalization accelerate and become ever more complex, the older faith-based and rational forms of consciousness are likely to become stressed, and even dangerous, as they attempt to navigate a world increasingly beyond their reach and control. The emergence of this empathetic consciousness has implications for the future that will likely be as profound and far-reaching as when Enlightenment philosophers upended faith-based consciousness with the canon of reason. Rifkin argues that human empathy is beginning to extend to all of life in the biosphere, giving rise - for the first time in history - to the prospect of truly global consciousness. The irony is that just as we are beginning to glimpse the possibility of global empathic consciousness, we find ourselves close to our own extinction. Can we reach global empathy in time to avoid the collapse of civilization and save the earth?

Jeremy Rifkin: *Die empathische Zivilisation: Wege zu einem globalen Bewusstsein*, Campus Verlag 2010; *The Empathic Civilization: The Race to Global Consciousness in a World in Crisis*, John Wiley & Sons; 2010