

# Michigan Tech Center for Water and Society

## 2016 World Water Day – Distinguished Lecturer



**John Austin, author of “*Blue Economy*”**

Prima Civitas Foundation / Brookings Institute Fellow /  
President of Michigan State Board of Education

**“*Water is our Past- Water is our Future*”  
*A New Blue Economy***

**Tuesday, March 22**

**Dow 641 at 4:00 pm**

### Abstract

*How Michigan’s and the Great Lakes Region’s Natural Water Assets and Water Innovation Abilities Can Drive a New Blue Economy*

In Michigan and our Great Lakes region the power of our water is driving new economic activity, as it powered our industrial past. In Michigan, 1 in 5 jobs are already linked to this Blue Economy.

[www.michiganblueeconomy.org](http://www.michiganblueeconomy.org).

Our leading water education research and innovation centers in our colleges, universities and companies are training the water talent of tomorrow and turning to solve growing domestic and global water problems – creating new technologies and business and exploiting growing global markets for water solutions. Our water-rich communities are cleaning and reconnecting to their waterways and water fronts as fulcrums for sustainable community economic development and marking “Pure Michigan” as the place to live, work and play.

The Flint water crisis challenges this emerging Michigan identity, and tests whether we can bring our innovation abilities to bear to solve urgent needs to update our water infrastructures. Austin will discuss the economic upside to Michigan and to the whole Great Lakes of being the innovation leader in freshwater, and of gaining economic benefit through stewardship of this precious resource.



**Michigan Tech**