

# GRAEME MAXTON

Author, Writer & Business Economist  
Expert Moderator

SPEAKER AND MODERATOR ON CLIMATE CHANGE,  
ECONOMICS AND THE ENVIRONMENT,  
LONG-TERM BUSINESS SUSTAINABILITY

*“A thinker of astonishing depth and breadth,  
one to speak the tough truths that many other  
academics, politicians and commentators avoid.”*

The Huffington Post



# GRAEME MAXTON

## His background

**Graeme Maxton is an internationally renowned climate-change economist, best-selling author and speaker. He is also an outstanding chairman / moderator in virtual and F2F events.**

His areas of expertise include **international economic development**, particularly in **Asia**, as well as **geopolitics**, **climate change**, **sustainable business**, energy, the automotive industry, the impact of aging on growth and the factors that inspire positive **long-term human development**.

Graeme is the author of several **powerful and highly acclaimed** best-selling books. The most recent of these include *A Chicken Can't Lay a Duck Egg: how Covid-19 Can Solve The Climate Crisis* **Change! Why We Need a Radical Turnaround** (2018) which was a No.1 top-seller in Germany, *Reinventing Prosperity: Managing Economic Growth to Reduce Unemployment, Inequality and Climate Change* (2016), also a No.1 best-seller, and *The End of Progress; How Modern Economics has Failed Us* (2011) which was a Spiegel best-seller and nominated for the **Financial Times Best Book** about Business Award. He has also written regularly for *The Economist*, *The Guardian*, *The South China Morning Post*, the *Irish Times* and the BBC as well as a wide range of other international and academic publications.

He is currently working on a new book, **Global Emergency: why democracy has reached its limits**, which will be published in early 2020.



# GRAEME MAXTON

Expert Moderator



**Graeme Maxton bring great depth of knowledge and insights into his role of conference chairperson or keynote session moderator.**

He is one of the **top moderators** internationally on economics, geopolitics and sustainability.

- At **The Economist** Group, Chairman of various Economist Conferences Roundtables in Asia and Europe, Chairman of the Hong Kong Economist Corporate Network Programme.
- At the **Club of Rome**: as Secretary General for several year, facilitating top-level discussion of Members as well as with senior stakeholder figures from academia, government, international institutions and business organizations.
- Graeme conducts **live-on-stage, in-conversation** sessions with top level speakers in a format that **does away with formal speeches**, but delves deeper into the issues, the opinions and the experiences of guest speakers, to **unlock real insights** and to create a **more meaningful and valuable experience**.



*Graeme does everything with the highest possible degree of professionalism ... his moderating was **simply flawless!** Adam Smith Conferences*

# GRAEME MAXTON

*Change! Why we need a radical turnaround*  
(Warum wir eine radikale Wende brauchen)

CHANGE! explains why the climatic challenges are so great and why only radical solutions - which change the economic system and society completely - will succeed. In this radical and easy-to-read book the former Secretary General of the Club of Rome presents his **manifesto for economic and social change**. He shows how humanity can build a **20-year bridge to a better world**. No matter what it costs, there is no option but change.

To grasp the scale of the task ahead is hard because it requires societies to **question**, and then **discard**, many of their most basic and cherished **beliefs**. It is not just climate change that has to be stopped, the oceans cleaned up, and species loss halted. It is the entire system of **human development**, so carefully crafted over so many hundreds of years, which **needs to be completely overhauled**.

The economic system. Humanity's purpose. What people consider as happiness, progress and freedom. It is these ideas that need to radically change. Before humanity can think about rebuilding the great edifice that is human civilisation, it must first tear down great swathes of what has been constructed so far, and with grave urgency. Humanity will need to work hard before it can rebuild.



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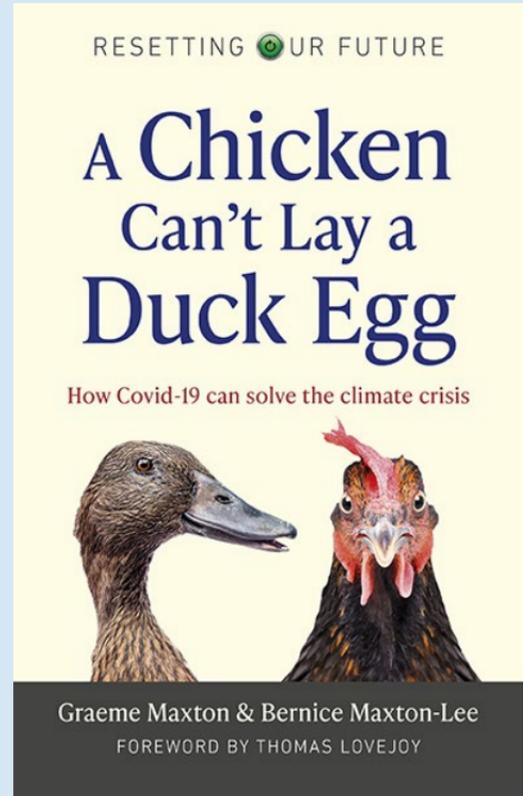
*A Chicken Can't Lay a Duck Egg: How Covid-19 Can Solve The Climate Crisis*

Rather than viewing the current economic slowdown as a problem, societies should see it as the **greatest chance for a radical change** in decades.

Instead of bailing-out polluting firms, governments should take the chance to close them. Rather than boosting economic growth, societies should downsize and build a **new economic system**, that can coexist with nature. Governments should introduce a basic income for all and retrain people to work in the sectors which will be needed: materials recovery, emissions capture, repairing, sharing, and recycling. To pay for this, they can print money, just as they did after the 2008 crash. The risk of bankruptcy will be much easier to handle than runaway climate change.

Covid-19 also gives nations a **unique opportunity to work together**, to create a more sustainable future for everyone. It is the only way they will eradicate the virus and respond to climate change effectively. Whatever happens, **the failures of the current economic system, the impact of climate change, and the planet's other environmental troubles will force radical change on societies soon**, whether they want it or not.

Covid-19 offers humanity the chance to choose a better path.



# GRAEME MAXTON

## *Reinventing Prosperity*

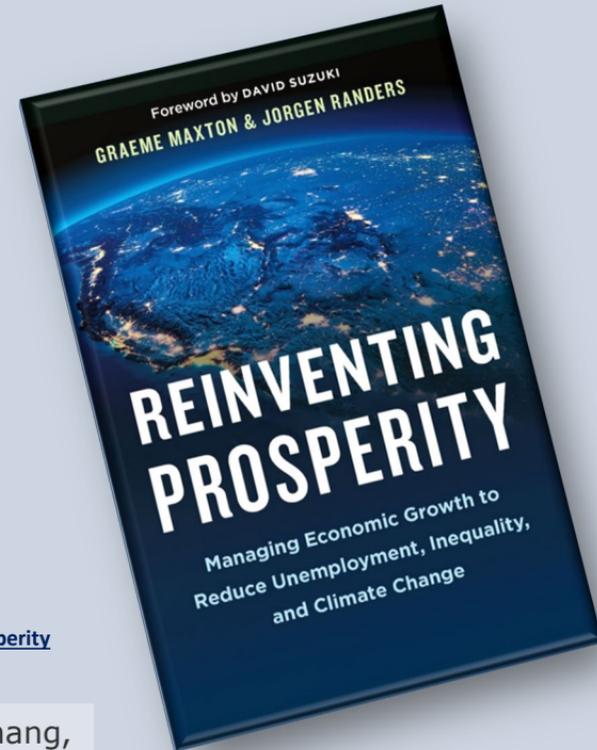
The biggest challenges facing the rich world today are **unemployment**, **inequality**, and **climate change**. Until now, most of the solutions to these problems have been politically unacceptable to a world marked by short-termism and a desire for further economic growth.

In *Reinventing Prosperity*, **Graeme Maxton** and **Jorgen Randers** offer a radically **different approach** to economics and our notions of prosperity. They trace the history of the developed world's desire for economic growth and examine the consequences—as well as those in the future—and offer **13 politically feasible proposals** that reduce unemployment, inequality, and the pace of climate change—and also allow for further economic growth, if society wishes.



On Amazon <http://tinyurl.com/ReinventingProsperity>

"An essential guide to those who want to change the world for the better". Ha Joon Chang, University of Cambridge. "A fascinating data-rich look at some of the most fundamental questions our species has ever faced", Bill McKibben, American environmentalist. "A wakeup call of historical significance", Ruud Lubbers, former Prime Minister of the Netherlands.



# "THE END OF PROGRESS:

## How modern economics has failed us"

Nominated for the Financial Times and Goldman Sachs Business Book of the Year Award 2011

**A cold, hard look at how modern economics has failed us and why we need a new measure of progress.**

Modern economics has fallen short. It has widened the **gap** between rich and poor. It has not allocated the world's **resources** fairly. It has brought the West to the brink of **financial ruin**. It has placed **short-term gain** before **long-term progress**. And it has made us focus on the individual, not society.

In *The End of Progress: How Modern Economics Has Failed Us* Graeme Maxton looks at **what has gone wrong**, and **what we can do** to get ourselves back on track. It looks at where our societies are headed. There are a number of difficult **challenges** ahead which will constrain **humanity's progress** and we need to respond to these.

A **thought-provoking, informative** book, *The End of Progress* looks at what got us into our present mess, and shines light onto the road ahead.

*"Maxton is one of the first observers to note that world economic growth has reached hard limits. We ignore this shattering news at our peril. "The End of Progress" is a vitally important and highly readable book—read it and have your eyes opened!"* Richard Heinberg



Available at  


<http://tinyurl.com/maxtoneop>

Available in English, German, Romanian, Czech and Chinese

# GRAEME MAXTON

His thoughts on modern economics

## **Wrong-headed economic thinking is behind many of the big challenges we face.**

Because societies focus on output growth, they use more resources and energy each year. This creates more CO<sub>2</sub>, the major cause of climate change. Modern economic thinking is also behind the rise in inequality, today's extreme individualism and the weakening of many democratic principles. It is the cause of over-population. It has even warped our ideas of charity, social responsibility and progress.

**There is a better way.** Without change, we risk system collapse. Our climate problems will worsen, with the risk of runaway change that we will be unable to stop. Poverty, conflict and inequality will grow. In much of the world hopes for development will not be met and businesses prospects will stall. Maxton believes that there is a better way. He shows that we can solve these problems, improve living standards and make businesses properly green – and a part of the solution. He shows how we can put ourselves, our societies, and nature back at the core of all our thinking.



# GRAEME MAXTON

## key facts

Currently ...

- Advisory Board Member of **UNECE Pathways Project**
- Author of several environment books including *A Chicken Can't Lay a Duck Egg*, and *Change!* a no.1 best seller in Germany
- Co-author with Jorgen Randers of "*Reinventing Prosperity*"
- **Author** of *The End of Progress*.
- Working on a new book, *A Global Emergency and why democracy has reached its limits*, which will be published in German in early 2020.
- Professional **speaker** and **expert moderator** and **chairperson**.

Formerly ...

- **Full Member** and Secretary General of **The Club of Rome**
- Regional Director with the **Economist Group** in Asia
- Strategy Consultant with **Booz.Allen & Hamilton**
- Visiting professor at **Cass Business School** in London
- In banking with Citibank and American Express

Flies from **Taipei**

Speaks to audiences around the world, at top level conferences, client forums, corporate strategy meetings and an expert moderator



### Sample speaking topics:

**Climate change:** what is really at stake for businesses and society.

**'Green' business:** what business leaders need to do to ensure that they are really part of the solution, not part of the problem.

**Sustainability:** building long-term thinking into the organisation, to be part of developing a truly sustainable economic system.

insightful ▪ thought-provoking ▪ influential

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## what people say

*Maxton is a thinker of astonishing **depth** and **breadth**, one to speak the **tough truths** that many other academics, politicians and commentators avoid.*

**Huffington Post**

*The content was **thought-provoking** ... and that is exactly what we're trying to achieve; for our leaders to think about what risks and opportunities may be ahead.* **APM Terminals**

*I attended the Global New Partners' Meeting in Beijing and was **extraordinarily impressed**. Your views were enlightening and I've returned to several of your points in my mind over the past ten weeks since I heard you speak.* **KPMG**

*Graeme does everything with the highest possible degree of professionalism ... his moderating was **simply flawless!*** **Adam Smith Conferences**

*We had a **terrific session** yesterday.* **ABN Amro Netherlands**

*Graeme hosted an internal strategy event for us on the Chinese market and his knowledge and insight was tremendous – don't expect your normal view on China from Graeme; **he gives you what you really need to know**, not what your Board wants to hear.* **Ernst & Young**



## Useful links for Graeme Maxton:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)



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