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Can Web 2.0 Outperform Duct Tape and WD-40?

At the

Burke Auditorium 195 Prospect St.

Lecture 4:30-6:00PM, February 5, 2009

Sponsored by the Industrial Environmental Management Program
Yale School of Forestry and Environmental Studies

4:30 - 6:00 p.m., Burke Auditorium 195 Prospect St. New Haven, CT
Free and Open to the Public, Reception to follow, Knobloch Center, 195 Prospect

Mr. David Rejeski, will speak at the Yale University School of Forestry & Environmental Studies on Thursday, February 5th, at 4.30 p.m. in the new Burke Auditorium, 195 Prospect St. His talk, entitled “*Can Web 2.0 Outperform Duct Tape and WD-40?*” is sponsored by the Industrial Environmental Management (IEM) Program.

The talk is part of the 2008/2009 IEM Speaker Series sponsored by the Yale IEM Program. In its 19th year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year’s lecture series explores Web 2.0 and its use in environmental management.

David Rejeski asks the question ‘Is the environmental promise of the Web more hype than byte?’ Almost ten years ago, Mr. Rejeski gave a lecture at the Yale School of Forestry and Environmental Studies on the possible impacts of the Internet and computer revolution on environmental management. He returns to revisit some of his early assumptions. He will discuss both the challenges and opportunities that the environmental community needs to tackle over the next decade and explore how the evolving information infrastructure has the potential to help.

David Rejeski directs the Foresight and Governance Project, Project on Emerging Nanotechnologies, and Synthetic Biology Project at the Woodrow Wilson International

Center for Scholars in Washington, DC. He is the co-founder of the Serious Games Initiative, which focuses on the application of video and computer game technology to public policy challenges (www.seriousgames.org). He has been a Visiting Fellow at the Yale School of Forestry and Environmental Studies, worked in the White House Office of Science and Technology Policy, the Council on Environmental Quality, the Environmental Protection Agency, and has written extensively on issues in science, technology, environmental policy, and strategic planning. He holds degrees from Harvard, Yale, and the Rhode Island School of Design.

The IEM Lecture Series is supported by the Joel Omura Kurihara Fund. For more information about the lecture series, please contact Melanie Quigley, program coordinator, at 203.432.6953 or Melanie.quigley@yale.edu.

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