You are cordially invited to a public lecture by the Department of Environmental Sciences and Policy on:

**Sustainable Development: An alternative approach**

**By**

Mrs. Eva Kras

**International transcultural management specialist and writer, former president of the Canadian Society for Ecological Economics, president of the International Lerma-Chapala Foundation.**

Introduction: Noémi Gonda, PhD student, Department of Environmental Sciences and Policy

**21 November (Wednesday), 2012 at 5:00 p.m.**

**Budapest, Nádor utca 11**

**CEU, Tóth György room**

**Abstract:** The present modern Western Development model is in chaos, and many fear it is in fact broken. This lecture will examine the roots of this breakdown and propose an “Alternative Approach” to follow. Based on the wisdom of visionaries, both past and present, such as Einstein, Gandhi, Laszlo, Harman, and McGilchrist amongst others, the presenter will offer an alternative approach to our present development situation. This alternative approach involves the institution of a careful BALANCE between our present objective, quantitative approach to development, and a human, subjective, qualitative approach. This rebalancing of our development approach appears to affect every human behaviour and action, and thus forms an essential new foundational step in coming to grips with the present one sided objective, quantitative approach to all development.

**Presenter:** Eva Kras, a Canadian citizen, is an international transcultural management specialist and writer with 25 years of working and living experience in Mexico, South America and Europe. Her main areas of work include Transcultural Management and Sustainable Management Transformation in organizations. She has published 5 books in the US and Mexico related to her major areas of interest. Eva Kras is immediate past president (2009) of the Canadian Society for Ecological Economics (Canadian chapter of the International Society for Ecological Economics). She is also president of the International Lerma-Chapala Foundation (an international NGO). She currently resides in Canada.

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