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**For Further Information, Contact:**

**Shawn Moorhead**

[shawn@foet.org](mailto:shawn@foet.org)

**+001-301-656-6272**

**ECONOMIC THEORIST, JEREMY RIFKIN, WILL DELIVER A KEYNOTE ADDRESS ON MARCH 26<sup>TH</sup> AT GERMANY'S "ENERGY TRANSITION DIALOGUE" SUMMIT HOSTED BY GERMAN VICE CHANCELLOR AND ECONOMIC MINISTER SIGMAR GABRIEL AND FOREIGN MINISTER FRANK-WALTER STEINMEIER AND ATTENDED BY GOVERNMENT MINISTERS AND OFFICIALS FROM SIXTY-SEVEN NATIONS**

**MR. RIFKIN ARGUES THAT GERMANY'S HISTORIC TRANSITION TO ZERO MARGINAL COST RENEWABLE ENERGY SIGNALS THE DAWN OF THE THIRD INDUSTRIAL REVOLUTION AND A SUSTAINABLE POST-CARBON ECONOMY**

**RIFKIN WILL URGE GOVERNMENT OFFICIALS FROM THE SIXTY-SEVEN NATIONS ATTENDING GERMANY'S ENERGY TRANSITION SUMMIT TO ERECT A WORLD-WIDE INTERNET OF THINGS INFRASTRUCTURE THAT WILL ALLOW FAMILIES, COMMUNITIES, AND BUSINESSES TO GENERATE THEIR OWN RENEWABLE ENERGY AND SHARE THEIR GREEN ELECTRICITY WITH OTHERS ACROSS A DIGITAL GLOBAL ENERGY INTERNET**

**WASHINGTON, DC – MARCH 19<sup>TH</sup>, 2015** - Economic theorist, Jeremy Rifkin, will deliver a keynote address on March 26<sup>th</sup> at Germany's "Energy Transition Dialogue" summit hosted by German Vice Chancellor and Economic Minister Sigmar Gabriel and Foreign Minister Frank-Walter Steinmeier and attended by government ministers and officials from sixty-seven nations (see the attached report by Mr. Rifkin entitled "The German Energy Transition: The Internet of Things, Zero Marginal Cost Renewable Energy, and the Third Industrial Revolution" from which his keynote address was taken). Mr. Rifkin argues that Germany's historic transition to zero marginal cost renewable energy signals the dawn of the Third Industrial Revolution and a sustainable post-carbon economy. Rifkin will urge government officials from the sixty-seven nations attending Germany's Energy Transition Summit to erect a world-wide Internet of Things infrastructure that will allow families, communities, and businesses to generate their own renewable energy and share their green electricity with others across a digital global Energy Internet.

To grasp the enormity of the economic change taking place in Germany and around the world, we need to understand the technological forces that have given rise to new economic systems throughout history. Mr. Rifkin points out that *"Every great economic paradigm requires three elements, each of which interacts with the other to enable the system to operate as a whole: new communication technologies to more efficiently manage economic activity; new sources of energy to more efficiently power economic activity; and new modes of transportation to more efficiently move economic activity."*

In the 19th century, steam-powered printing and the telegraph, abundant coal, and locomotives on national rail systems gave rise to the First Industrial Revolution. In the 20th Century, centralized electricity, the telephone, radio and television, cheap oil, and internal combustion vehicles on national road systems converged to create an infrastructure for the Second Industrial Revolution.

Today, Germany is laying the ground work for the Third Industrial Revolution. The digitalized Communication Internet is converging with a digitalized renewable Energy Internet, and a digitalized automated Transportation and Logistics Internet, to create a super-Internet of Things (IoT). In the Internet of Things era, sensors will be embedded into every device and appliance, allowing them to communicate with each other and send data in real-time to the Communication, Energy, and Transportation and Logistics Internets, providing up to the moment information for managing, powering, and moving economic activity across the myriad value chains in a smart Digital Germany. Mr. Rifkin explains that *“In this expanded digital economy, private enterprises connected to the Internet of Things can use Big Data and analytics to develop algorithms that speed efficiency, increase productivity, and dramatically lower the marginal cost of producing, storing, distributing, and using renewable energy to near zero, making German businesses the most highly productive and competitive in the global marketplace.”* (Marginal cost is the cost of producing an additional unit of a good or service, after fixed costs have been absorbed.)

Mr. Rifkin observes that *“The global energy transition brought on by the Internet of Things Third Industrial Revolution will revolutionize every commercial sector, bring with it unprecedented new economic opportunities, and put millions of people back to work. The digitalized Energy Internet is the core of the Third Industrial Revolution.”*

Rifkin concludes that *“Germany has taken us to the cusp of a promising new economic era, with far reaching benefits for humankind. What’s required now is a global commitment to phase-in the Internet of Things platform and facilitate the transition to zero marginal cost renewable energy, if we are to rejuvenate the global economy, avert catastrophic climate change, and create a more ecologically sustainable society.”*

If I can provide any further information or assistance, or if you would like to schedule an interview with Mr. Rifkin, please do not hesitate to contact me. If you would like to receive a copy of Mr. Rifkin’s book, *The Zero Marginal Cost Society*, I would be happy to send one to you.

Jeremy Rifkin is the author of *The Zero Marginal Cost Society* and *The Third Industrial Revolution*. Mr. Rifkin is an advisor to the European Union and to heads of state around the world, and president of the Foundation on Economic Trends in Washington, DC.