

Suppose market
based instruments
don't work?

Suppose DTQ's Don't Work?

Got no permits
am I F**g
bowered?

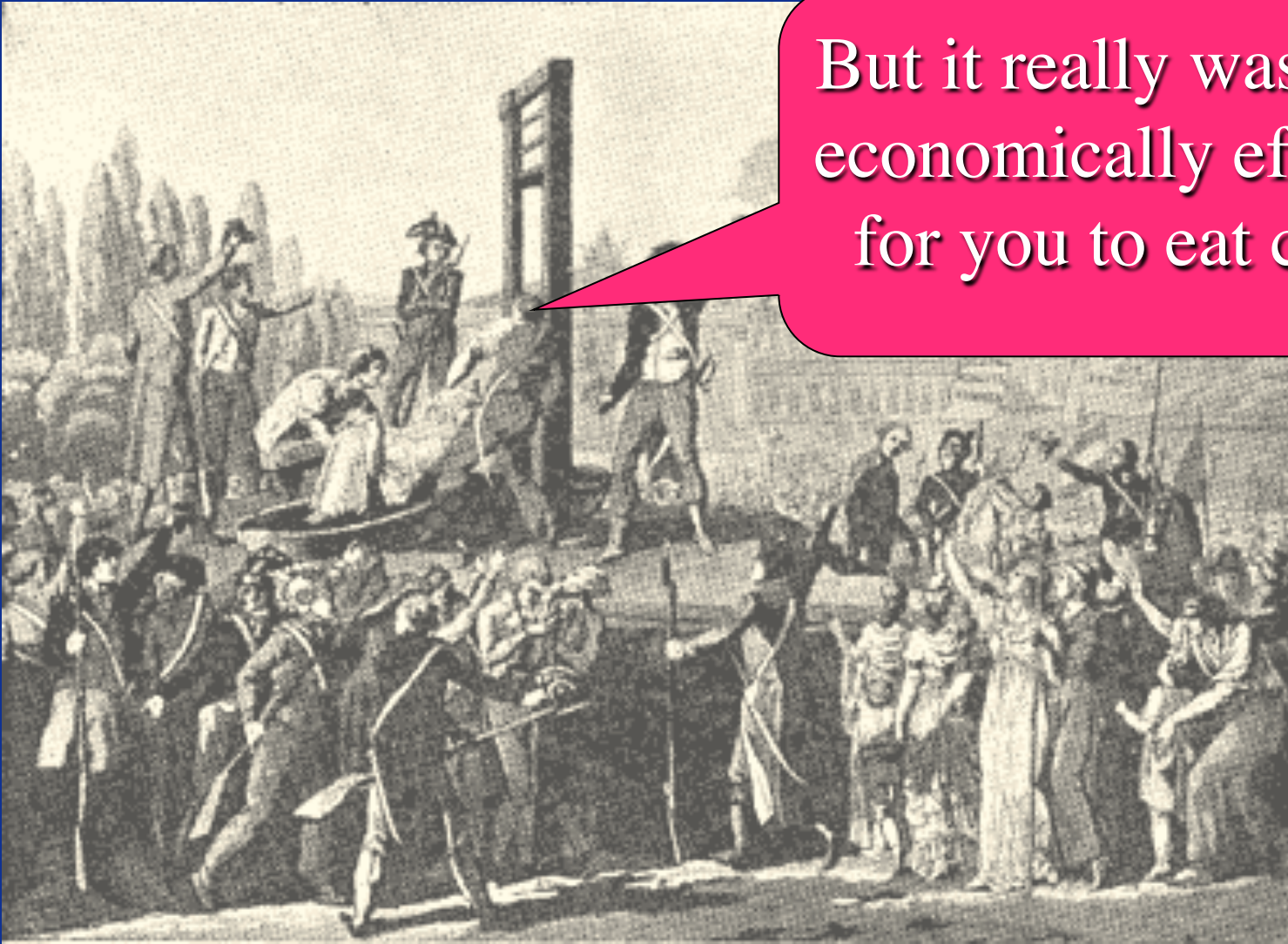


Argument

- Using an out of date model for demand
- Not preparing for the market collapse
- If you could do DTQ's you won't need them

Economic Efficiency is for the birds...

But it really was more economically efficient for you to eat cake!!



'Correct Prices' Give Piafian Policies



Je ne regret rien!

Edith Piaf

10^5 goods paradox



$\sim 10^{20}$ ways
of filling
for \$50

*How does
anyone get as
far as the
checkout?*

Consider

But The Great
MCA is actually
in Act III

So how did he
get that far into
the play without
making
choices?

He makes
decisions
according a
narrative

Kenneth Branagh Julie Christie Billy Crystal Gérard Depardieu Charlton Heston
Derek Jacobi Jack Lemmon Rufus Sewell Robin Williams Kate Winslet

SELECTION OFFICIELLE
CANNES 1997

UN FILM DE KENNETH BRANAGH

HAMLET

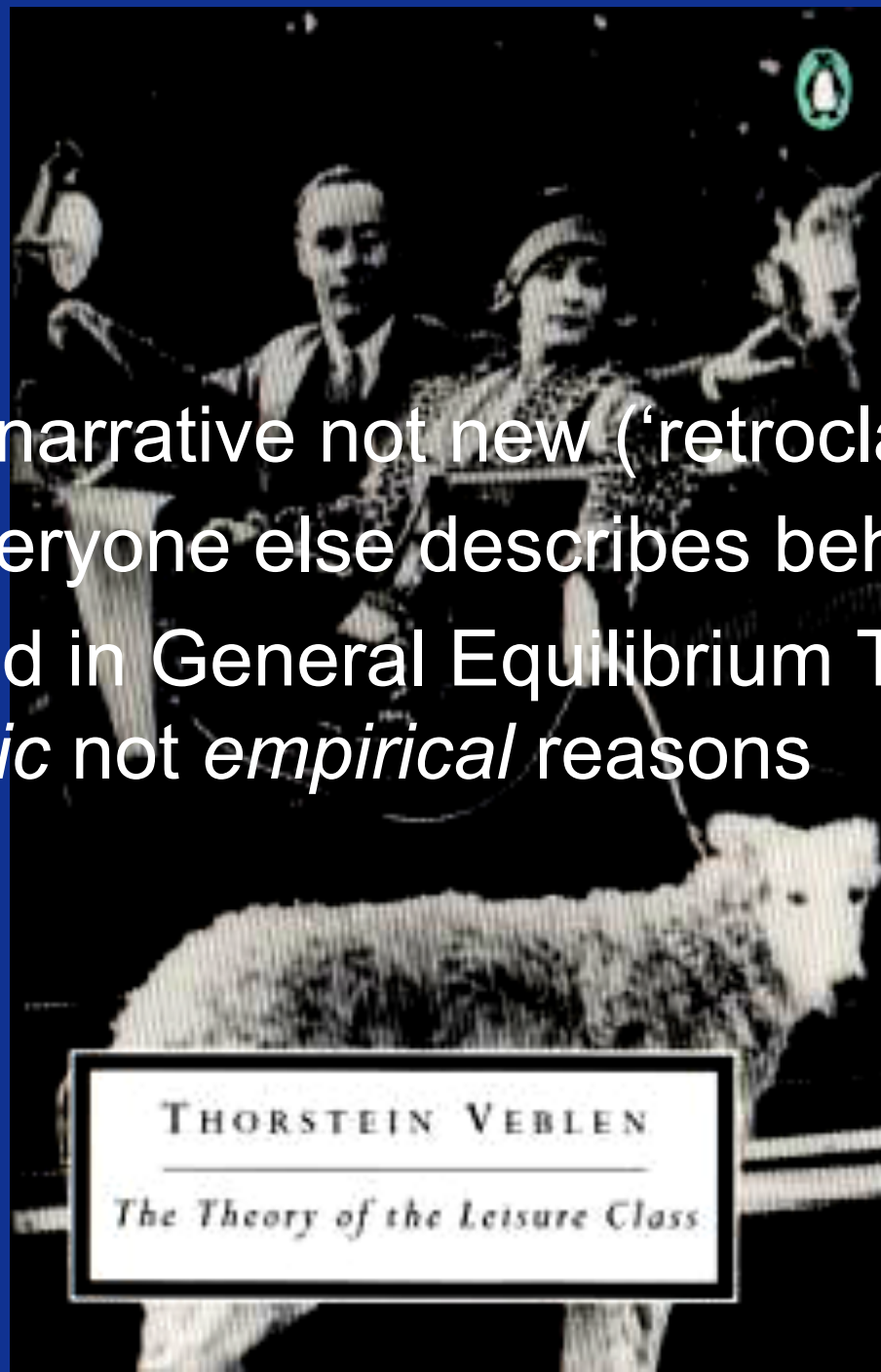
D'APRES WILLIAM SHAKESPEARE

CASTLE ROCK ENTERTAINMENT PRESENTS HAMLET KENNETH BRANAGH JULIE CHRISTIE
BILLY CRYSTAL GERARD DEPARDIEU CHARLTON HESTON DEREK JACOBI JACK LEMMON RUFUS SEWELL ROBIN WILLIAMS KATE WINSLET
PRODUCED BY PHILIPPE DE BROUILLON WRITTEN BY TOM HARRIS DIRECTED BY KEN THOMSON COSTUME DESIGNER DAVID BARRETT EDITOR KENNETH BRANAGH

To be or
not to be

narrative

- Idea of narrative not new ('retroclassical')
- How everyone else describes behaviour!
- Not used in General Equilibrium Theory for *algebraic* not *empirical* reasons

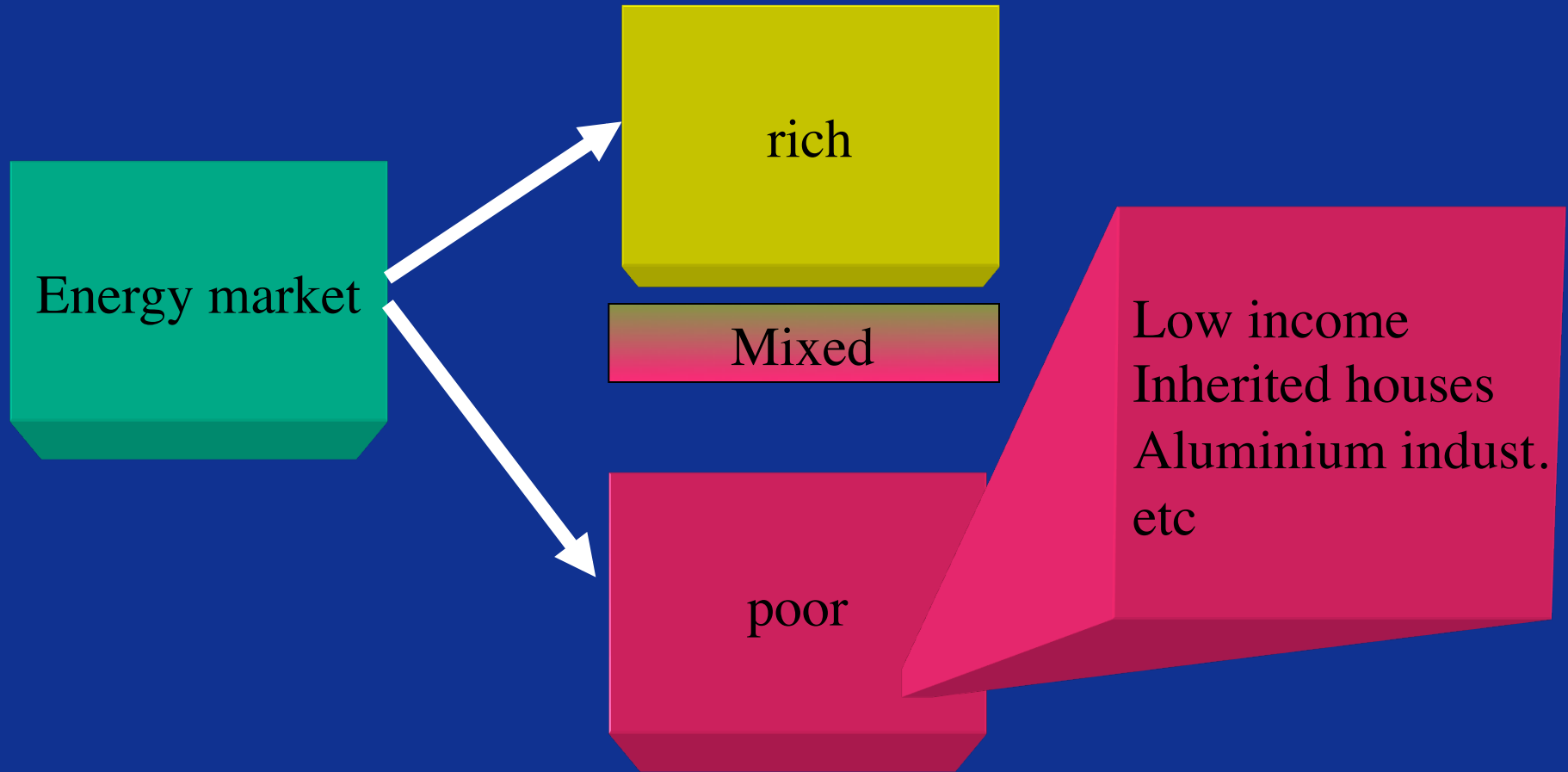


What's that architect doing in the bushes mummie?

Stop staring Daren - he's just maximising his utility function

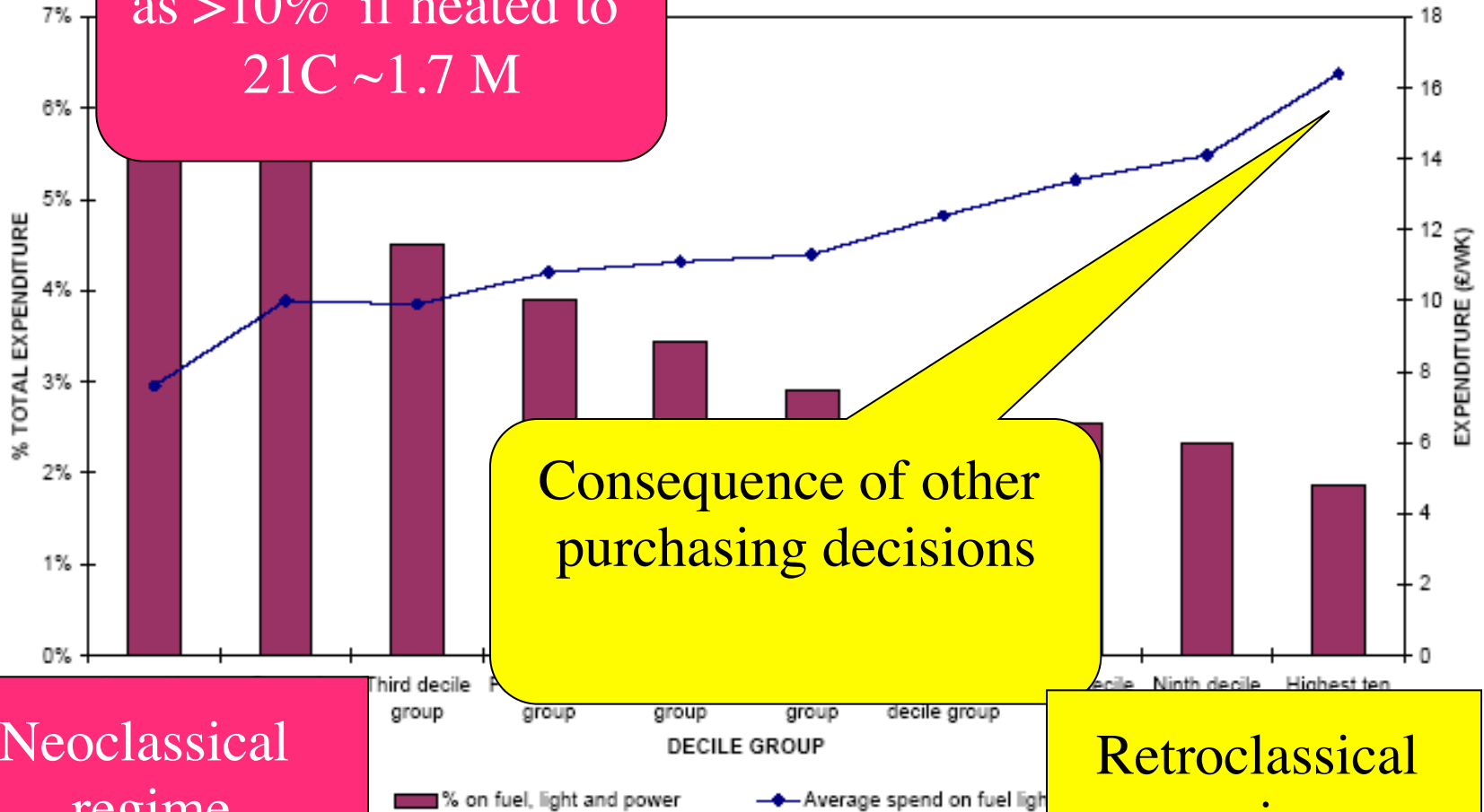


Developing the Theory



Fuel poverty defined as >10% if heated to 21C ~1.7 M

Fuel, light and power by income - 2001



Consequence of other purchasing decisions

Neoclassical regime

Retroclassical regime

Figure 5. Weekly expenditure and percentage expenditure on fuel, light and power by income – 2001.

Neoclassical advertisement



Mass: 50 gms
Mean Burning time: 8.561 mins
Time to ignition: 0.3 sec
Tension reduction index: +05
Carcinogenic uptake: 0.07 gms
No to kill a rabbit: 1046
Cost: 21.045p

The Beauty & THE BEAST

The Lotus Esprit V8 is the unrivaled British super car. There's simply no mistaking the beauty of its stunning, sweeping lines. Yet, underneath all this beauty lies the beast ... an all new Lotus V8 twin turbo. To find out how you can experience the phenomenal power and devastating performance of the Esprit V8, just call 1-800-24LOTUS.



ESPRIT

For more information visit our Internet World Wide Web site at <http://www.lotuscars.com> ©1996 Lotus Cars USA, Inc. Lotus and the Lotus logo are registered trademarks.

Retroclassica
1 Information

Neoclassical
Information

Central heating

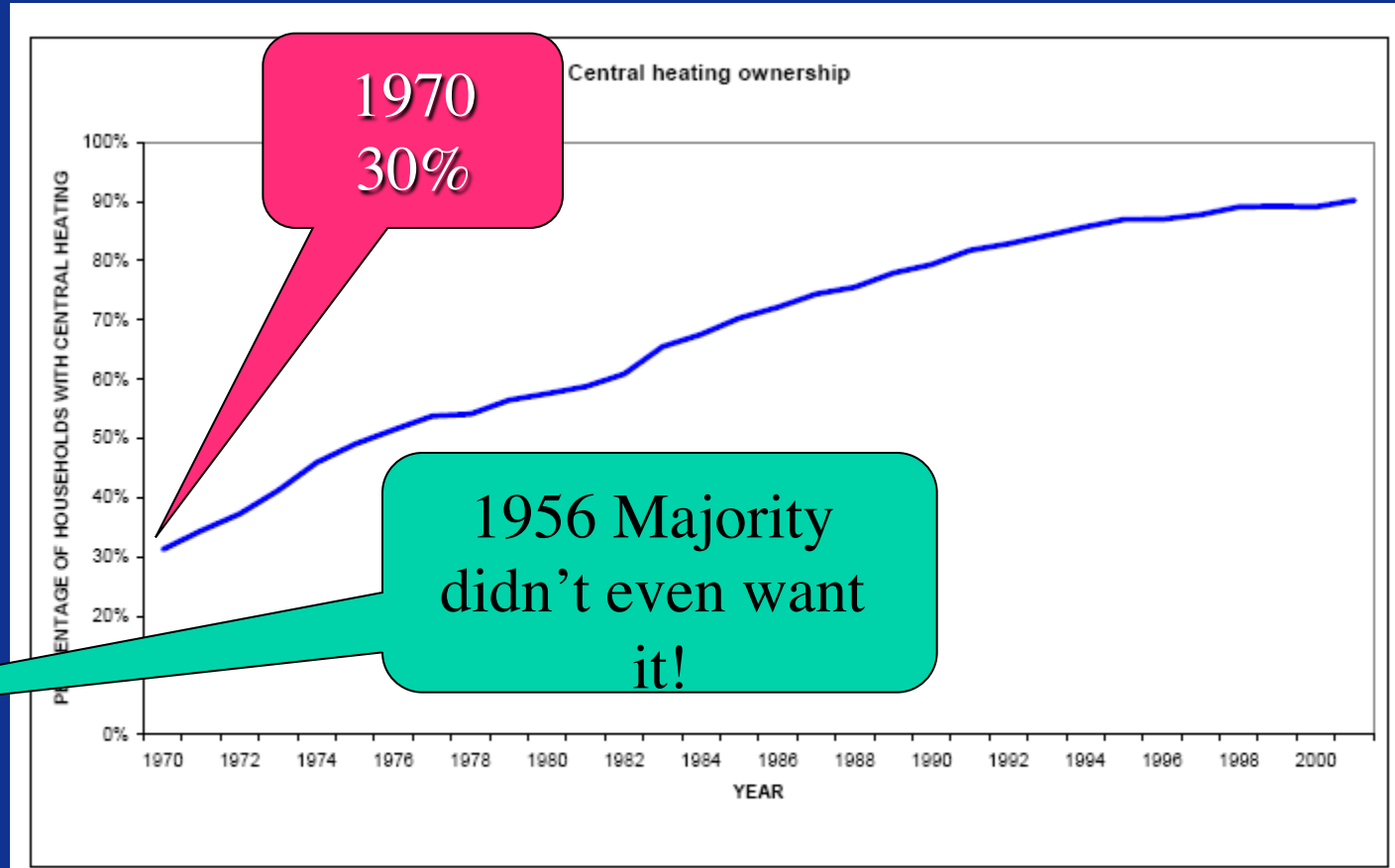
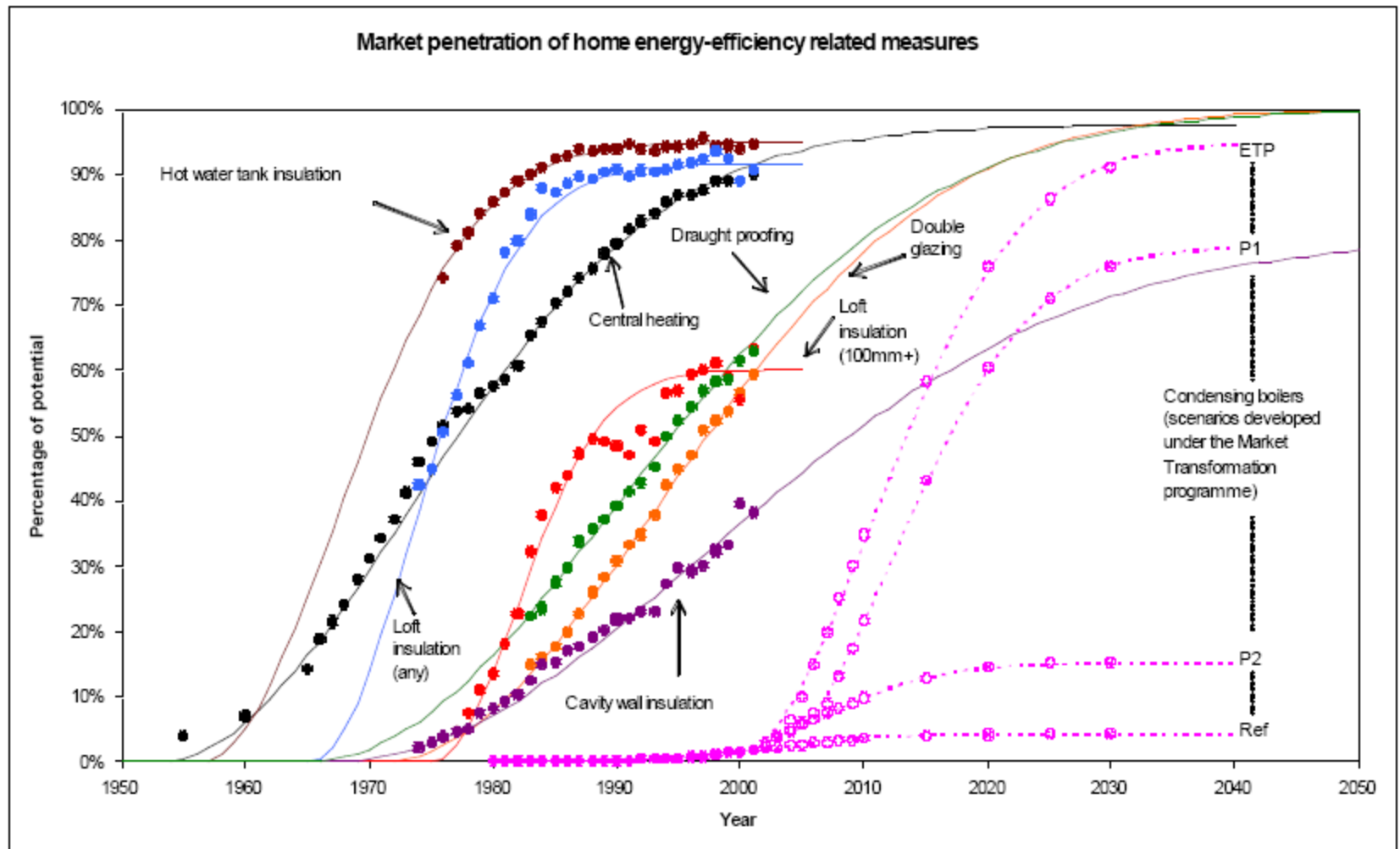


Figure 20. Central heating ownership

Figure N



District heating

I've got district heating

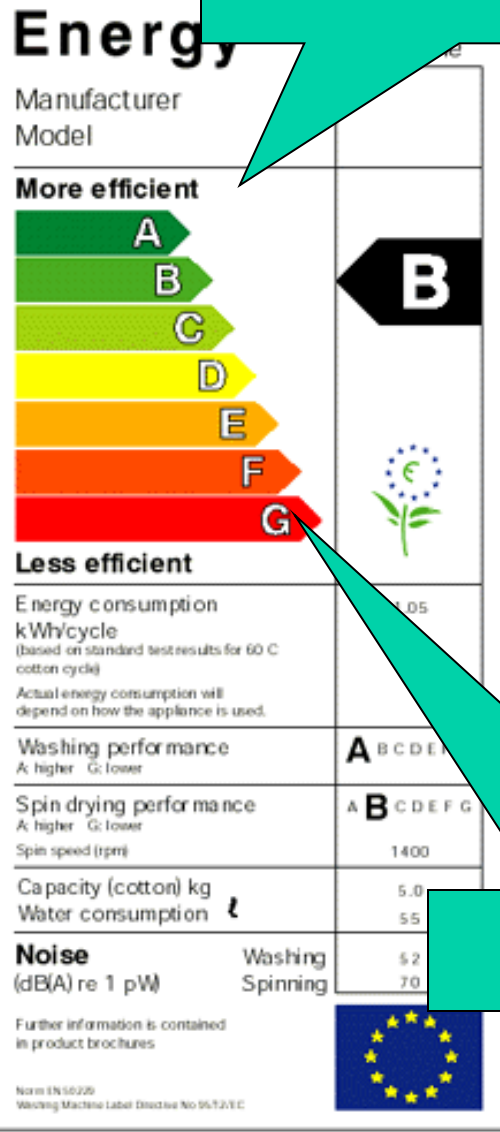
I've got central heating



Game, Set, match

Energy

Invented for life  **BOSCH**



Energy
Manufacturer
Model

More efficient

A B C D E F G

Less efficient

Energy consumption kWh/cycle
(Based on standard test results for 60 C cotton cycle)
Actual energy consumption will depend on how the appliance is used.

Washing performance A B C D E F G
A: higher G: lower


Spin drying performance A B C D E F G
A: higher G: lower
Spin speed (rpm) 1400

Capacity (cotton) kg 5.0
Water consumption ℓ 55

Noise (dB(A) re 1 pW)
Washing 52
Spinning 70

Further information is contained in product brochures

Norm EN 50226
Washing Machine Label Structure No 9472/1/1



• Why it works for 'fridges

• Why it doesn't work for cleaners

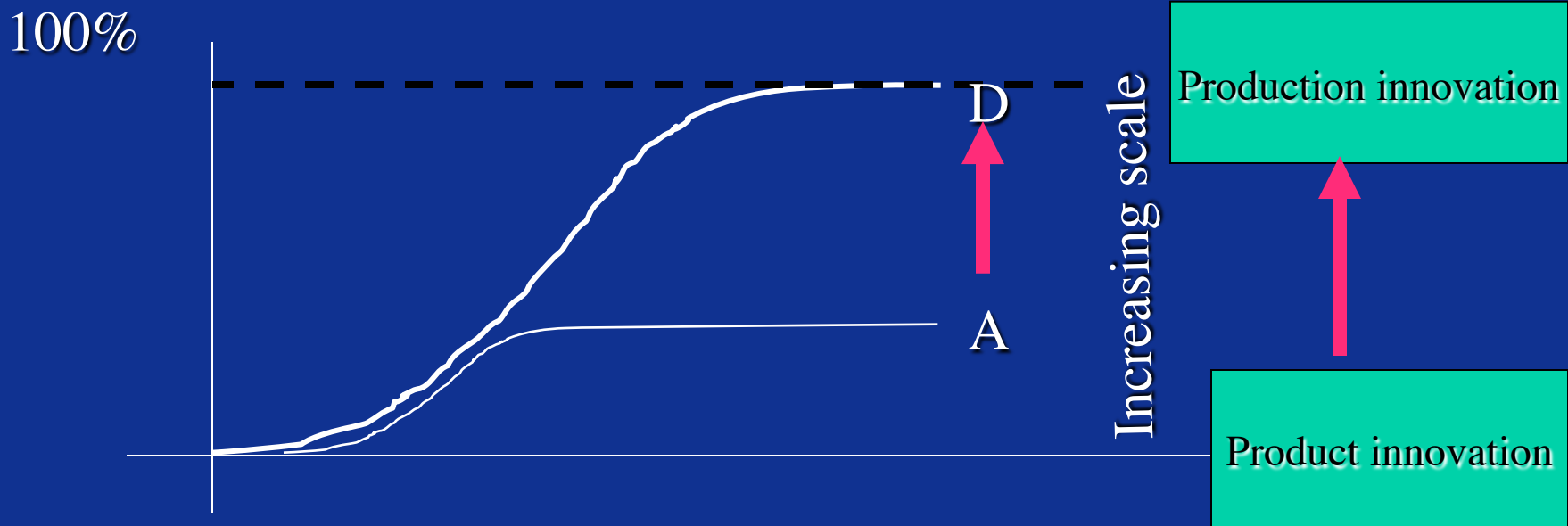
Crap

Top End Regulation?

3- Way Catalyst
Regulatory success



Narrative and the innovation trajectory



Narrative and the innovation trajectory

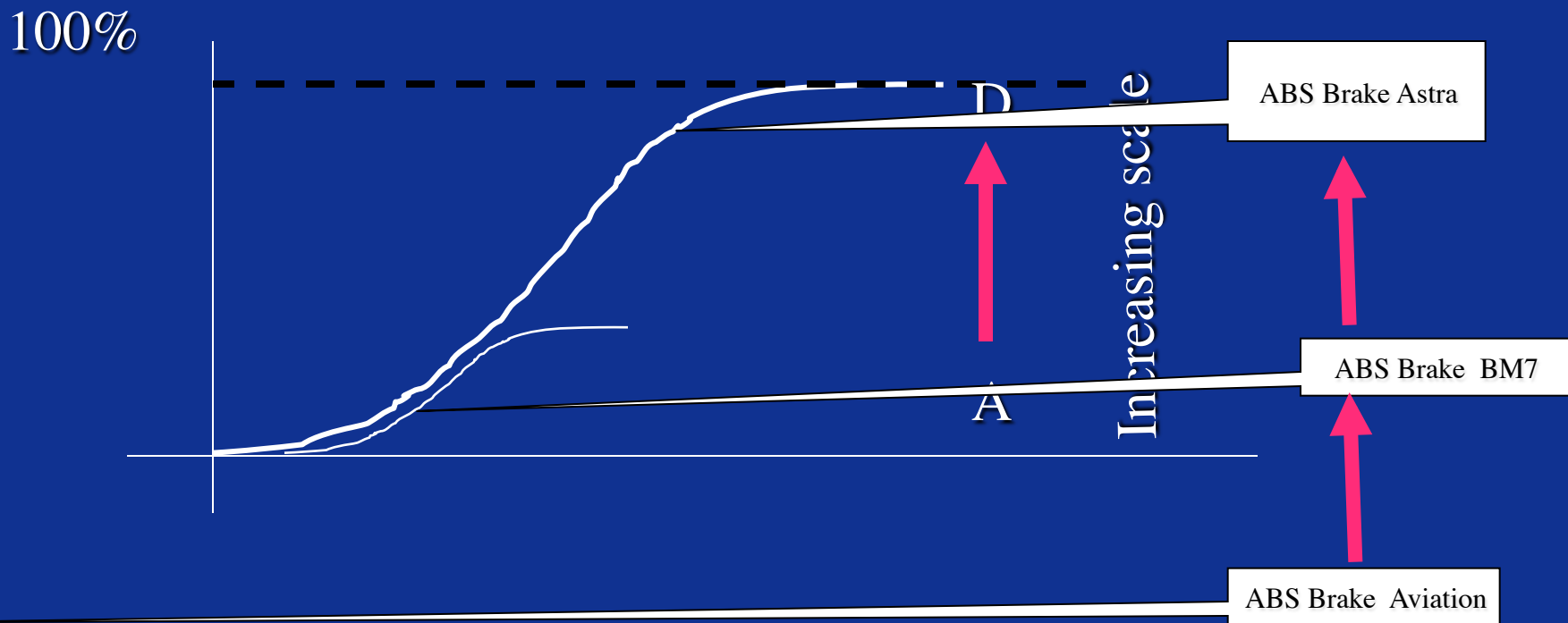
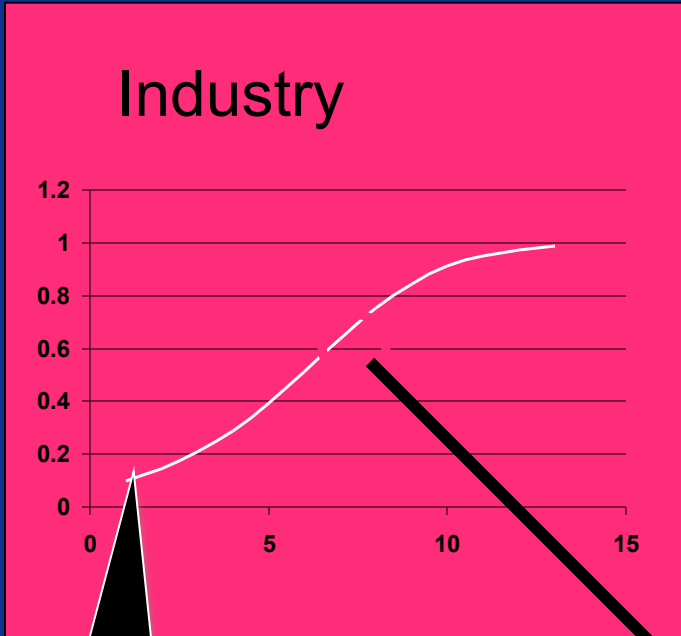
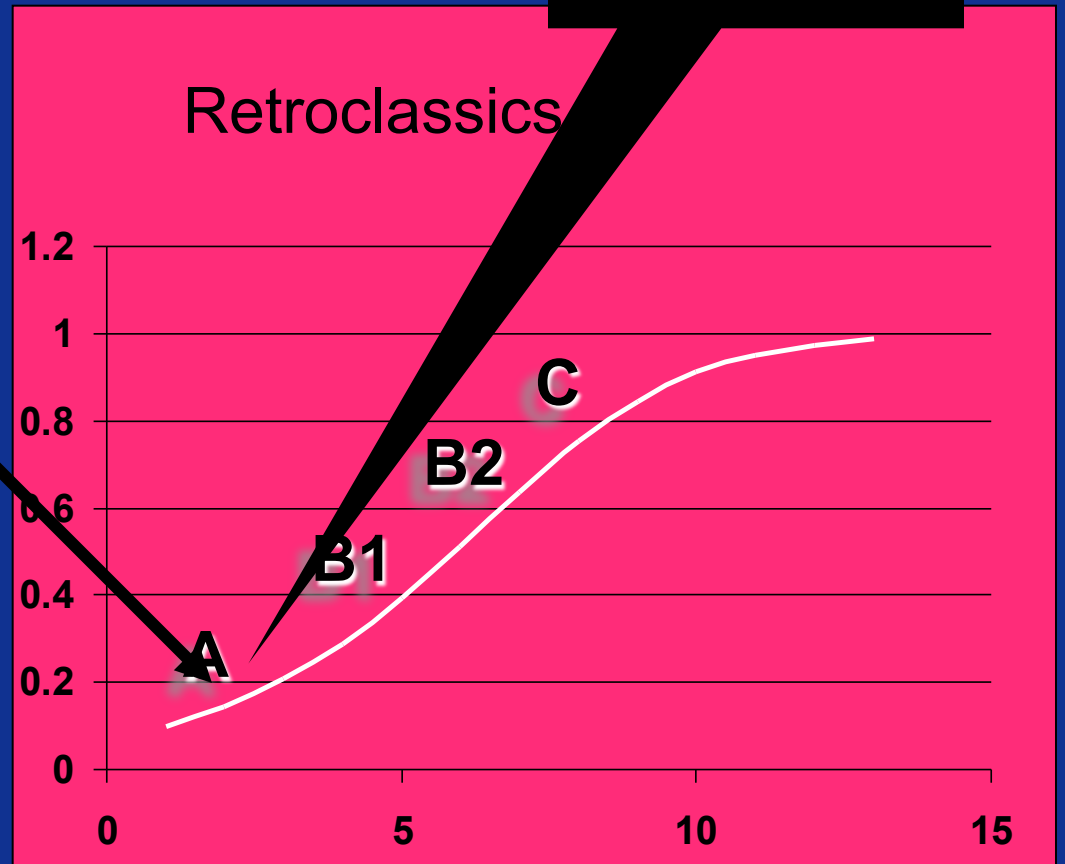


Photo voltaics

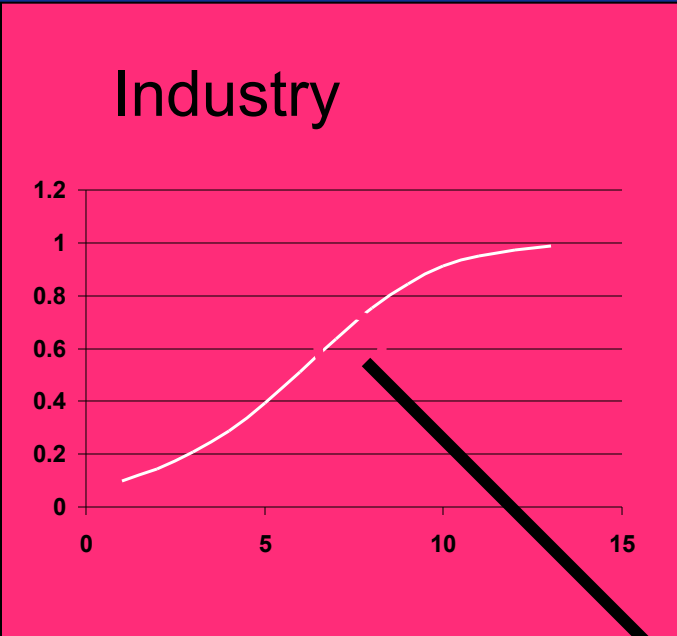


Space program



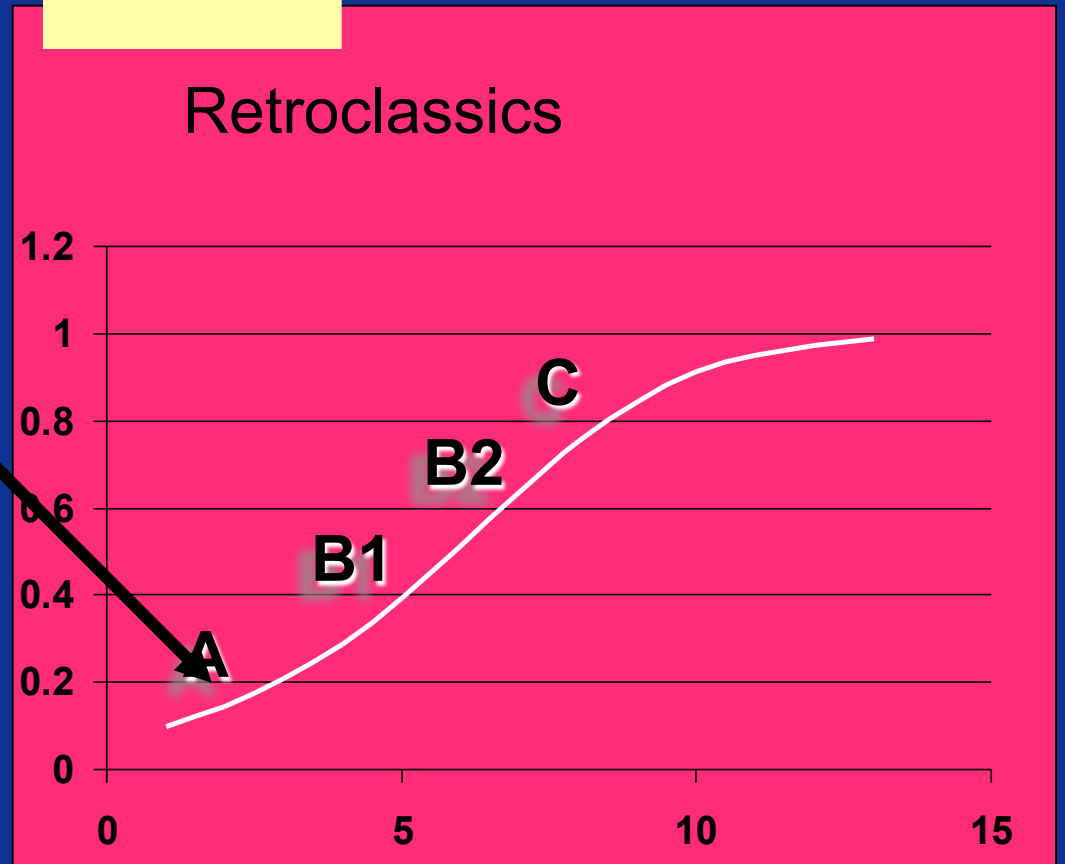
Santa Barbara Beach House

Vehicle



Increasingly
electric

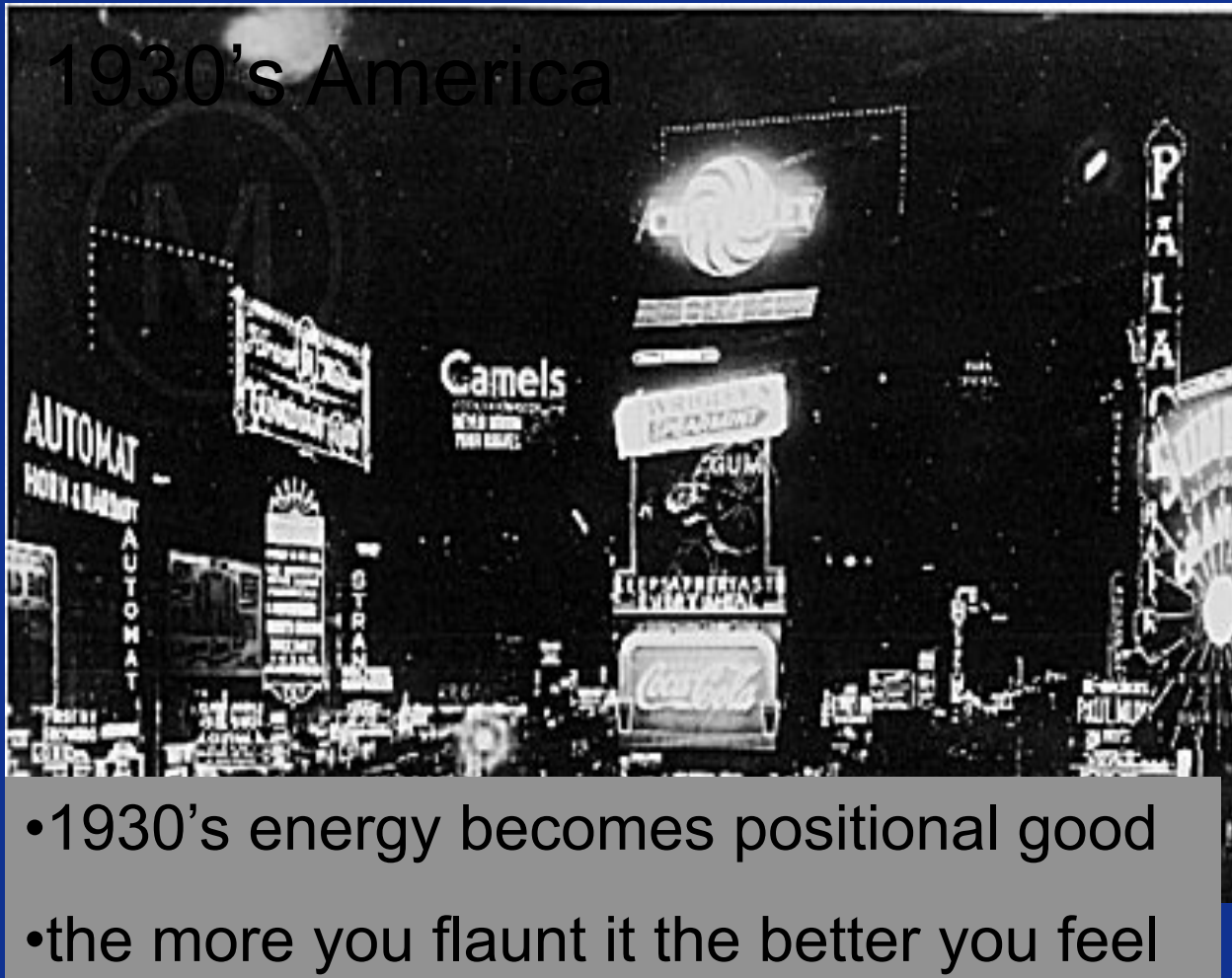
A large yellow arrow pointing to the right, containing the text 'Increasingly electric' in black, oriented vertically.



Construction Industry Missed Chances: No 189

11. Very occasionally the exceptional quality and innovative nature of the design of a proposed, isolated new house may provide this special justification for granting planning permission. Such a design should be truly outstanding and ground-breaking, for example, in its use of materials, methods of construction or its contribution to protecting and enhancing the environment, so helping to raise standards of design more generally in rural areas. The value of such a building will be found in its reflection of the highest standards in contemporary architecture, the significant enhancement of its immediate setting and its sensitivity to the defining characteristics of the local area.

Energy as a 'positional' good



Cultures are ephemeral - people are constants

School of English and American Literature

MA in Victorian Literature and Culture: Relocating Modernity



WIN! DKNY WATCHES WORTH R25 000!

TANIT: 'IT'S OVER - ROLAND CHEATED ON ME...'

PLUS! A R60 000 TRIP TO NEW YORK!

This week's hottest celebrity news
R14.95 (incl. GST) • 7 October 2005

heat

EVERY TUESDAY!

20 BIKINI DISASTERS!

- SAGGY BROEKS!
- HUNGRY BUM!
- POPPING OUT!

SEE WHO THEY ARE INSIDE!

PLUS: Interview with Ryk Neethling!

CAUGHT ON CAMERA!

Part L Revealed

The greenhouse as paradox

'Greenpeace scenario

But if politically feasible...

...why have these the same elasticity?

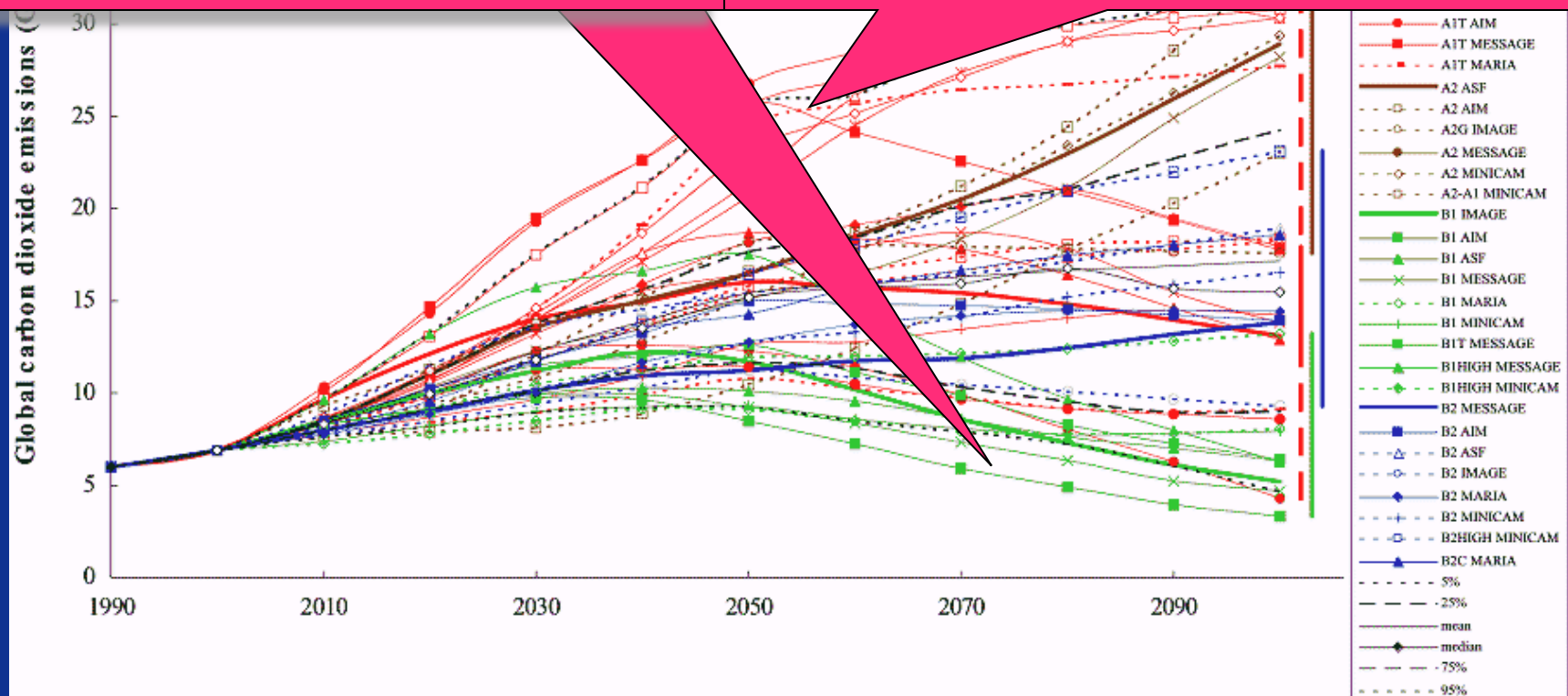
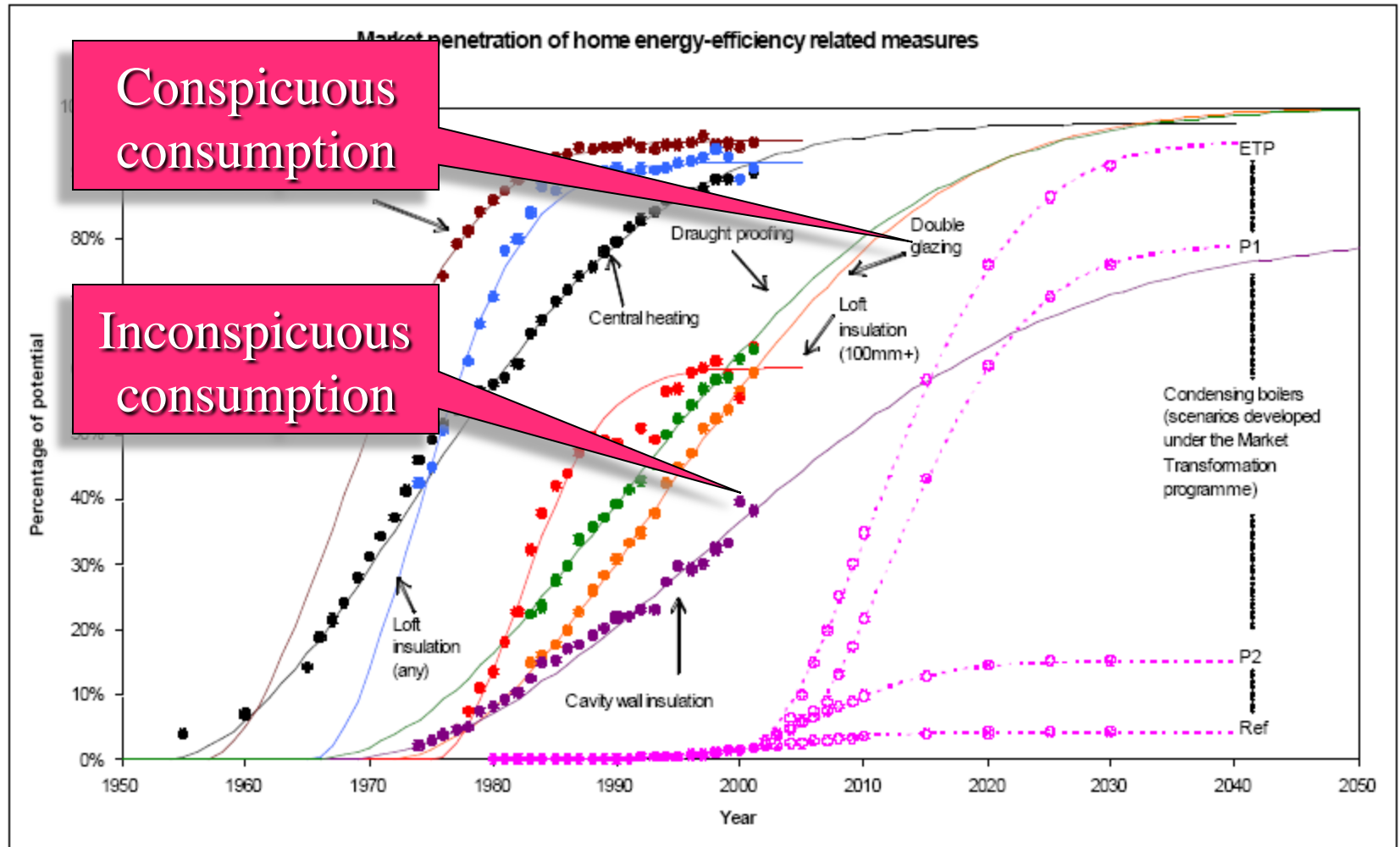


Figure N



2030:

- Climate models used in every day business
- Global temperatures well above history
- Climate change seen by the naked eye
- At least one big oil and gas supply crisis

2030:

Think Carbon Emissions Think Fur Coats

-60% a threat but not to the planet



The image shows a screenshot of the BBC News website. The top navigation bar includes links for Home, TV, Radio, Talk, Where I Live, and A-Z Index. The main header features the BBC NEWS logo and a navigation menu with options for UK version, International version, About the versions, and Low graph. The main headline is "Kodak to slash 10,000 extra jobs". Below the headline is a sub-headline: "Eastman Kodak is cutting up to 10,000 more jobs than previously announced as its traditional film business continues to struggle in the digital world." To the right of the text is a photograph of a Kodak camera. Below the photograph is a caption: "The shutters are coming down on traditional film-based cameras to speed up its move into digital." The main text continues: "In January last year, Kodak said it would cut its global workforce by up to 15,000, but now its wants to cut more jobs to speed up its move into digital." Below this is a paragraph: "Restructuring costs pushed Kodak into a net loss of \$146m (£84m) in the second quarter, after a \$136m loss last year." The final paragraph states: "However, digital sales in the quarter rose by 43%, the company said."

Home TV Radio Talk Where I Live A-Z Index

BBC NEWS

UK version International version

Last Updated: Saturday, 2

E-mail this to a friend

Fear as glass f

Concerns have been expressed about the of manufacturing in after news of 400 job Cardiff.

Nippon Electric Glass Limited is closing as de products - like glass fo sets - has fallen.

The union Amicus said manufacturing jobs be beaten by the cheap

Home TV Radio Talk Where I Live A-Z Index

BBC NEWS

UK version International version About the versions | Low graph

Last Updated: Wednesday, 20 July 2005, 13:34 GMT 14:34 UK

E-mail this to a friend Printable version

Kodak to slash 10,000 extra jobs

Eastman Kodak is cutting up to 10,000 more jobs than previously announced as its traditional film business continues to struggle in the digital world.



The shutters are coming down on traditional film-based cameras to speed up its move into digital.

In January last year, Kodak said it would cut its global workforce by up to 15,000, but now its wants to cut more jobs to speed up its move into digital.

Restructuring costs pushed Kodak into a net loss of \$146m (£84m) in the second quarter, after a \$136m loss last year.

However, digital sales in the quarter rose by 43%, the company said.

But to You?

Hunter:Dunning

R e c r u i t m e n t

Search For: [Advanced Search](#)
Job Type:

- :: Home
- :: Job Search
- :: Candidates
- :: Clients
- :: Jobs By Email
- :: About
- :: Contact

Home



Hunter Dunning Recruitment

Architectural Jobs & Architecture Recruitment.

Job Search for Architects, Technicians, Assistants etc.

:: Architecture Recruitment Specialists. Start your Architectural [jobs search](#) now ::

Have you a proven record in delivering a building to its asset rating? Can you do natural ventilation design? Have you won prizes for daylighting? Can you meet the 5V office standard for safe electricity? How good are your PV powered swimming pools and hydrogen powered homes?

Then even in today's tight employment market we may still have a job for you

The types of roles that we recruit for typically include: