

THE GLOBE SERIES: DEALING WITH ENVIRONMENTAL CHALLENGES

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GLOBE (**GL**lobal **O**pportunities for **B**usiness and the **E**nvironment) is a series of international Conferences and Trade Fairs designed to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting related business opportunities and responsibilities. The GLOBE Series focuses foremost on the role of industry in the achievement of sustainable development, and promotes the innovation of industry-driven solutions to environmental challenges that are in keeping with proven business strategy.

The Trade Fair is a marketplace for the environment industry, promoting both the sale of state-of-the-art environmental products, services and technologies, as well as the strategic alliances essential in global trade. The Conference is a meeting place for the presentation of practical solutions and case studies demonstrating the principles of sustainable development.

GLOBE'90, the first event in this series, was convened in March of 1990. It proved an international success with participation from over 70 countries. GLOBE'92, to be held from March 16-22, 1992, will explore the ways in which technological know-how, market forces and cross-sectoral cooperation can be mobilized to address environmental challenges. The importance and increasing relevance of the GLOBE Series is underscored by its inclusion in Canada's recently developed Green Plan

I. GLOBE'90

Introduction

The last decade of the twentieth century is a time of accelerating ecological change of growing concern for the future of our planet. Climate warming, reduction of stratospheric ozone and loss of biological diversity have become critical issues for all countries and all people. Simply stated, we live in a world of increasing risk that is of our own making.

This is a time of bleak forecasts and fundamental choices-but a time of great opportunity as well. A clear statement of global problems and possibilities for addressing them is contained in *Our Common Future*, the report of the World Commission on Environment and Development. The report underlines the fact that environment and development are interlocking issues that transcend the boundaries of politics, geography and socio-economic structure and affect the well-being of the entire human family. It recognizes that more sustainable forms of economic development are necessary to avert further environmental deterioration and social disintegration. *Our Common Future* also offers a blueprint for a path of development that can enhance both the environment and the quality of life for everyone.

Sustainable development, in the now familiar language of the Commission, "meets the needs of the present generation without compromising the ability of future generations to meet their own needs." This path to a common future requires that we live within the constraints imposed by ecology and resources. It also involves narrowing the widening gap between the rich and the poor of the planet. Human poverty and environmental degradation are inextricably linked in developing countries. The pursuit of sustainable development incorporates and balances the concerns of economics, ecology and ethics. Striking this balance must involve all interests and parties, including both the public and private sectors, environmental organizations concerned about the impacts of growth, and local communities directly affected by change.

GLlobal **Op**portunities for **B**usiness and the **E**nvironment'90 (GLOBE'90) provided a forum and marketplace for these ideas in the form of an international Conference and Trade Fair.

GLOBE'90 built directly on the conclusions of the Bruntland Commission and Canada's National Task Force on Environment and Economy. Both stress the importance of adopting an integrated and proactive approach to the implementation of sustainable development. The mission of GLOBE '90 was to promote and demonstrate this approach.

The event was, in the words of its chairman, Patrick Reid, "the hurry-up commencement to a turnaround decade for the environment. " It was organized as an international meeting and marketplace, combining a Conference and Trade Fair. The focus of the Conference was on the concepts and strategies of sustainable development; the Trade Fair displayed state of the art products and approaches of sustainable development.

The specific objectives of the GLOBE '90 Conference were to:

- promote sustainable development and provide practical examples of such development;
- emphasize the importance of strategic planning and the role of advanced technologies in the development, conservation and protection of the environment; and
- foster development of the environment industry by identifying the products, services and technologies required to achieve sustainable development.

The objectives of the GLOBE'90 Trade Fair were to:

- provide a marketplace for leading-edge products, services and technology;
- create an environment to promote joint ventures and licensing and co-production agreements essential in the global marketplace; and
- facilitate the transfer of appropriate technology to developing countries.

By emphasizing practical solutions, GLOBE'90 served to underline the leading role of the private sector in achieving sustainable development. This practical focus was also intended to help promote the worldwide development of the environment industry and to facilitate cooperation between developed and developing countries. Special attention was given to the Asia-Pacific region on recognition of its growing economic and political importance within a global context. Policy and business leaders from many of the developing countries of this region attended GLOBE '90, assisted by support from the Canadian International Development Agency and the Asia Pacific Foundation.

From the beginning, GLOBE'90 was an exercise in partnership building. It was a joint public-private sector venture between the Government of Canada and Major Event Management Inc of Vancouver. It was planned and structured to encourage government, industry, business and environmental organizations to work together to promote and implement sustainable development. This consultative approach was overseen by an International Advisory Board and Steering Committee. Working groups comprised of representatives from different sectors planned the various Conference streams to ensure a dialogue representing a broad spectrum of interests, perspectives and expertise.

GLOBE'90, the international Trade Fair and Conference held in Vancouver in March 1990, was a path-breaking initiative in several respects. It was designed to integrate business and the environment. It was a Canadian initiative with participation from around the world. It brought together government, industry and environmental groups to identify practical solutions to the pressing problems that confront the national and global communities.

Participation

As a first time event, GLOBE'90 exceeded all expectations, and achieved impressive results (forecasts indicated in brackets): 70 (40) countries, 3,000 (2,000) Conference delegates, 550 (400) speakers, 600 (500) Trade Fair Exhibitors, 21,500 (15,000) Trade Fair

visits, 550 (300) media. There were approximately 2000 foreign participants.

"Canada was a wonderful host and gave moral and ethical leadership in an unparalleled scale and truly earned its precedented position as host to the world's first international scale environmental event," said William J. Cairns of WJ. Cairns and Partners Environmental Consultants, Edinburgh, Scotland.

Of primary interest to Canada was the significant international attendance at the event. Many countries, both developed and developing, were exposed to Canadian environmental expertise and knowledge, as well as the products, services and technology of its environment industry.

GLOBE'90 also attracted senior representatives from international agencies and lending institutions such as : United Nations Environment Programme, United Nations Industrial Development Organization, World Health Organization, International Labour Organization, Food and Agriculture Organization, The World Bank, the Asian Development Bank, the International Monetary Fund and the Inter-American Development Bank.

GLOBE'90 also acted as a catalyst, as many organizations and associations scheduled meetings that took place before, during or following GLOBE'90. For example:

- the Canadian Council of Ministers of the Environment held its semi-annual meeting at which every Canadian Environment Minister attended;
- the Partners of the Centre for Our Common Future, consisting of representation from over 40 countries held a planning meeting to develop an agenda for orchestrating its input to the 1992 United Nations Conference on Environment and Development (UNCED);
- the Council of Round Table Secretariats held a planning meeting to finalize plans for a national meeting of members of all provincial and territorial round tables;
- the newly formed International Institute for Sustainable Development held the inaugural meeting of its Board of Directors;
- the Environment Committee of the Canadian Manufacturers' Association held its annual meeting;
- the International Association for Impact Assessment held a North American regional seminar on "Science, Assessment and Sustainability"; and
- many other spontaneous and informal meetings sponsored by various international institutions, foreign governments, federal and provincial governments, and industry associations.

Accomplishments

Partnership and Constructive Dialogue

The GLOBE'90 Conference provided an international meeting that brought together, for the first time, representatives from industrialized and developing countries, governments, business, industry and non-governmental organizations to discuss practical solutions and seek common ground in achieving sustainable development. Developing the Conference Program involved initiating a consultative process designed to provide balanced representation of all key players in the environment/economy milieu. The percentage breakdown of speakers by sector reflects this critical balance: Industry 37%, Government 29%, Environmental Non-Government Organizations 10%, Academics 17%, International Agencies 5%. Clearly, the presentation of a balanced program was essential to the credibility of the event and to stimulating constructive dialogue. As the B.C. Environment Network summarized in its spring 1990 Report:

"The realization that all parties, business, government, Aboriginal, Third World and ENGO, should be a part of the process to bring about sustainability, helped make GLOBE '90 a success. GLOBE '90 gave a rare opportunity for all groups to sit down and discuss the options. "

In a follow-up editorial to the GLOBE '90 Conference, the Vancouver Province added:

"The trick now will be to keep this dialogue - which until now has been vague and ill directed- going. GLOBE '90 offered a focus for the dialogue, and the offer seems to have been accepted."

Instead of advertising confrontation and conflict between the various stakeholders in the environment, the Conference was designed to create an atmosphere for maturing cooperation and partnerships. An example of such cooperation was the development of an "Action Plan for Sustainable Tourism" produced by the Tourism Stream participants during the week of the Conference.

Practical Solutions and Business Opportunities

The GLOBE'90 Conference was unique in its approach to promoting sustainable development. By focusing on practical solutions to meet environmental challenges, the Conference moved beyond discussion of sustainable development as a concept, to its practical application. In this respect, GLOBE'90 acted as a catalyst for the implementation of sustainable development. While some speakers offered proposals, platitudes and recommendations, many streams featured concrete examples of practical solutions and business opportunities. Not everyone agreed on the policies and practices proposed, however, the overwhelming consensus was that the dialogue was useful and constructive.

Practical solutions discussed at the Conference covered a broad spectrum and included

examples of innovative policy initiatives, marketing and financing strategies for environmental education and training.

By focusing on practical solutions and business opportunities, GLOBE'90 provided momentum and international exposure to the Canadian Environment Industry. Indeed, over 150 Trade Fair Exhibitors made presentations at the Conference which also aided the integration of the two events. This approach helped to legitimize the role of business as a key player in the transition to sustainable development. It became increasingly clear through the course of the Conference that business has the resources and ingenuity to develop new products, services and technology required to achieve sustainable development.

David Buzzelli, Chairman of the Canadian Chemical Producers' Association said that Inco could have installed scrubbers to reduce sulphur dioxide emissions, but it chose to spend more than \$100 million to research and develop an industrial process that also reduced other pollutants and slashed energy consumption.

Quality and Diversity of Participants and Speakers/Networking Opportunities

One of the most notable accomplishments of the Conference was its ability to attract a remarkable calibre and breadth of national and international participation providing an excellent networking opportunity for all participants. International leaders included Gro Harlem Brundtland, former Prime Minister of Norway and Chair of the World Commission on Environment and Development; Mostafa Tolba, Executive Director of the United Nations Environment Programme; Jiro Kondo, President of the Science Council of Japan; and Earle Harbison, President and Chief Operating Officer, Monsanto Company. Other participants « included a wide range of corporate Presidents and Chief Executive Officers, entrepreneurs, youth, environmentalists, politicians, native groups, financial institutions, labour representatives, bureaucrats and academics from over 70 industrialized and developing countries.

National participation at GLOBE'90 was also substantial. Every major industrial association, every provincial and territorial government, 21 federal agencies and the Canadian Environmental Network which consists of over 1800 groups, all had representatives.

Youth and Public Programs

The GLOBE'90 Youth Forum and Student Sponsorship Program allowed Canadian high school and university students and the public and opportunity to interact with international leaders participating in the Conference. These events were definite highlights of the Conference with over 400 high school students attending the Youth Forum, 100 university students participating in the Student Sponsorship Program, and a high level of public participation in the Public Forums including one on CBC-TV.

"I wish to say thank you for the opportunity to have attended the GLOBE'90 Conference as a student. I was very much astonished and impressed with the concern with the environment and the desire to do something. The amount of potential ability contained in Canada Place was awe inspiring. It shall be very interesting to see how this develops. I shall be contributing my small bit to the community I live in."

Canada's Leadership Role/Government and Industry Initiatives

GLOBE'90 consolidated Canada's role as an international leader in the field of sustainable development and environment. In addition, Canada's government and industry environmental initiatives were given international profile at GLOBE'90. For example:

- the announcement of the establishment of Canada's International Institute for Sustainable Development to be based in Winnipeg by federal Environment Minister, Hon. Lucien Bouchard and Manitoba Premier Hon. Gary Filmon;
- An accord between federal and provincial Environment Ministers that provides a framework for establishing environmental regulations and standards for major projects that have an effect on the environment;
- The public launching of the federal government's new Environmental Choice Program, which is designed to encourage consumers to buy environmentally conscious products. Licenses were issued to 10 Canadian products to display "Ecologos" designating them as environmentally sound;
- The endorsement of a "national packaging protocol" by federal and provincial Environment Ministers to reduce packaging by 50% by the year 2000; and
- The signing of an agreement between Canada and Hungary to build a municipal information system for the city of Budapest for managing the environment.

Dialogue between the Developed and Lesser Developed Countries

The GLOBE'90 Conference also achieved important North/South dialogue through the participation of over 50 speakers from developing countries such as the Philippines, India, Zimbabwe, Kenya, Costa Rica and Brazil providing a definite link to the United Nations' Conference on Environment and Development to be held in Brazil in 1992. This served to emphasize that environment must be addressed in the context of improved relations between industrialized and developing nations. As Maurice Strong, Secretary General of the 1992 United Nations Conference on the Environment and Development remarked in the Opening Plenary:

"Developing countries must become full partners in management of our planet for economic reasons, for moral and humanitarian reasons and for security reasons."

Trade Fair Accomplishments

The GLOBE'90 Trade Fair was positioned as the first multi-sectoral trade fair for pollution prevention and control technology in North America. It had an unprecedented international perspective, a strong Asia Pacific focus and was the first in the world of its kind to focus on the business opportunities resulting from sustainable development, a concept which provides a co-operative framework for industries that in the past have not been seen to have much in common.

Exhibitors

395 Canadian companies exhibited providing a major boost to Industry Science and Technology Canada's program to develop and coalesce the Canadian Environment Industry and also to promote diversification in Western Canada. One hundred and five companies from the USA exhibited making it the largest first time event ever certified by the Department of Commerce in Washington. Sixty-nine European and 11 Asia Pacific exhibitors representing 13 countries participated, making it one of the most international trade fairs ever staged in Canada. Results of an on-site preliminary survey indicate that 80% of exhibitors will "definitely" or "most likely" exhibit at GLOBE'92 and only 2% expressed dissatisfaction (These statistics were 90% (3%) and 86% (0%) respectively for companies from western/eastern Canada). Exhibitors were attracted from all the key target environmental management sectors and serviced all the key attendee categories.

Key stakeholders in the environment /economy partnership, many of whom had not received prior exposure to this type of event, were provided the opportunity for participation e.g. Asian Development Bank (first trade fair ever), Canadian Environmental Network, Nishga Tribal Council, United Nations Environment Program, Financial Institutions (ethical funds), etc...

"The Nishga Tribal Council "found the experience at GLOBE '90 was of great value and made worthwhile contacts for inward investment projects of an environmentally responsible nature."

Visitors

Total visits (21,500) and visitors (15,000) exceeded expectations and were comprised of the key target groups. All industry and environmental management sectors were well represented.

The proportion and quality of international visitors was extremely high, these factors were a source of repeated positive response from exhibitors. This was unquestionably a direct result of the highly effective CIDA sponsorship and EATIC incoming buyers programs.

II. GLOBESERIES

Given the success of GLOBE'90, the GLOBE Series of biennial international conferences and trade fairs was inscribed in Canada's Green Plan, which took effect in December of 1990. The mission of the GLOBE Series is to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting related business opportunities and responsibilities. The Series affords a regular opportunity to demonstrate Canadian leadership and commitments to environmentally friendly technology and sustainable development to a diverse international audience. It also provides the Canadian environment industry a direct route to world-wide markets. And so the GLOBE Series was born and the GLOBE event will occur in Vancouver every second March and will become an international tradition much like the Cannes Film Festival and the Paris Air Show.

GLOBE involves a triangular relationship between the users and the suppliers of environmental technology and the investors or financiers of technology. It is a highly interdependent relationship and GLOBE brings these groups together and stimulates vital interaction.

For example, manufacturers and producers of goods are constantly facing challenges resulting from increased responsibilities to practice environmentally sustainable economic development. Industries such as mining, oil and gas coal, manufacturing, chemicals, forestry, pulp and paper, even tourism are creating and having to deal with these new challenges. This in turn is creating a booming environment industry.

The environment industry - suppliers of environmental products, services and technology - is at the moment a 110 billion dollar industry in North America alone, and growing at a rate of 10% per year. It is a 75 billion dollar industry in Europe with expanding markets now opening in Eastern Europe.

The investment sector and financial community also are beginning to have an integral role to play in this triangular relationship. The commercial banks and the international lending agencies are now establishing new policies and establishing internal expertise to ensure investment funds and loans are financing environmentally sound development initiatives. As well, investment opportunities associated with the development of environmental products, services and technology are expanding.

At the core of the GLOBE concept is the principle that environment and economy are partners of a common currency of sustainable development. The GLOBE Series is directed at an "across the board" integration of business and the environment. Above all, GLOBE incorporates an approach to translating this principle into practice. The overall objectives of GLOBE are:

- to define the challenge of sustainable development in terms relevant to business and

industry;

- to evaluate and demonstrate proactive strategies and practical solutions for integrating environment and economy;
- to develop and communicate a market-oriented framework for implementing sustainable development; and
- to promote cooperation and strategic alliances among those involved in that process.

GLOBE seeks to establish strategic alliances with organizations and individuals who can fundamentally influence and assist in the development of mutual environmental aims. GLOBE wants the users, suppliers and investors in technology to work with it, using the GLOBE venue, to test and advance thinking, and to present and discuss current trends. The rationale behind this is that strategic alliances are 1) conducive to the consultative process desired in the development of the GLOBE Series, 2) serve to reinforce the individual efforts of the various organizations, and 3) contribute to the recognition of the GLOBE Series as a scheduled international venue at which to highlight plans and accomplishments. The GLOBE Series now provides a regular meeting time—every two years—for such discussion and a large, diverse audience to receive the message.

GLOBE is not just a conference and trade fair, it is a regular occurrence that all of the various participants will help to build. And a "Report Card" framework has been developed to evaluate the state of Business/Environment relationships. For example, the reporting process established for the Conference Program will play an important role in ensuring the program agenda, participant inputs and proceedings can be packaged into useful conference products.

The report card will be designed both as a research and management tool for developing continuity and coherence in Conference program reporting and as a promotion and marketing tool for disseminating the results of the Conference program widely and in an easily understood format. This report card will be a living document that will be evaluated every two-years-reflecting GLOBE's long term and evolutionary vision.

GLOBE's current priority is "Helping to make the 1990s the turnaround decade for the environment through economic initiative. " By the year 2000, it will be possible to measure the progress that has been made and to see whether the 1990s were indeed a turnaround decade for the environment. From this information, a course can be charted for 2010.

The GLOBE Series has four achievables. It will:

1. Be a force for change and responsiveness to market needs;
2. Help develop and communicate an understandable and feasible market-oriented framework for implementing sustainable development;
3. Link the theory and practice of sustainable development through the integration of the Conference and Trade Fair; and
4. Be founded on a consultative process and will promote partnership building among all sectors as a key to environment/business integration.

III. GLOBE '92

Each biennial Conference and Trade fair will have a signature theme that focuses and advances the GLOBE mission and objectives. And so, GLOBE'92 will continue the momentum to achieve "across the board" integration of business and the environment and to promote practical solutions.

At GLOBE'90 the theme of the Conference was "In Business for Tomorrow: The Transition to Sustainable Development." For GLOBE'92 the theme of the Conference will be "Instruments of Change for Sustainability: Towards an Agenda for Business and the Environment."

GLOBE'92 focuses on the four instruments of change against which progress in achieving sustainable development can be measured: (1) Policy and Legislation, (2) Economics and Finance, (3) Technology and Research and (4) Communications, Education and Training.

There is great uncertainty about how best to apply these instruments to direct and control resource exploitation and environmental management. There are no time-frames to guide business and industry or formal mechanisms against which progress can be monitored.

The GLOBE'92 Conference will concentrate on these complex issues and encourage participants to assess and evaluate the extent to which these instruments of change are being applied to industrial, international and urban development activity around the world. The emphasis will be on creating realistic political, economic and technological commitments for addressing the key issues that confront the private sector.

GLOBE'92 will be held on 16-20 March, 1992, four months before the United Nations Conference on Environment and Development (UNCED) in Brazil. GLOBE'92 management therefore keeps in close contact with UNCED organisers and the Canadian delegation to UNCED. GLOBE'92 is being developed as one of the "stepping stones" to the UNCED. It is understood, furthermore, that the GLOBE Series will help to develop the wherewithal, in industry and government, with which to meet UNCED conventions and targets. The Secretary General of the UNCED, the Canadian Maurice Strong, will be the Keynote Speaker at the Conference.

The GLOBE'92 Trade Fair will feature over 20 national pavilions and over 700 international exhibiting companies. Already GLOBE'92 is well ahead of GLOBE'90's schedule.

In order to better serve Trade Fair exhibitors and buyers, and to provide them with every opportunity to connect and do business with each other, GLOBE'92 has developed a series of business programs. Some of these innovative programs are 1) an International Business Centre which brings together government representatives, international lending agencies, exhibitors and buyers at dedicated meeting and demonstration areas. 2) A Business

Dating Service handles pre-event screening, information exchange and scheduling of meetings between exhibitors and buyers who have been identified as having mutual interests. This ensure a productive first time encounter between representatives of exhibitor and buyer companies. 3) Sophisticated Information Systems in the form of an expanded database and user-friendly terminals on the Trade Show site, will be available to assist buyers find the exhibiting companies that can best serve their needs. 4) Expanded facilities for Technology Demonstrations will allow exhibitors to showcase leading edge technologies. 5) Product Application Seminars held at the Trade Fair enable the presentation of in depth information about technologies offered by companies. 6) Technical Streams at the Conference provide another valuable opportunity for the exchange of information about applications of technologies.

Throughout all of the Conference and Trade Fair activities, GLOBE'92's one priority will be-finding practical and workable solutions to environmental problems.