

# OUTREACH

Providing you an insightful lively critical analysis and news



BUILDING PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

THURSDAY 21 APRIL

## Gorbachev Presents 2005 Alan Cranston Peace Award to Ted Turner

By Zak Bleicher

In a ceremony marked by several standing ovations and general goodwill, former USSR President Mikhail Gorbachev presented businessman Ted Turner with the 2005 Alan Cranston Peace Award, on behalf of the Global Security Initiative.

The award honors leaders who, through their actions, demonstrate commitment to global security and nuclear nonproliferation and disarmament. The award is named for the late US Senator Alan Cranston who was an active proponent of peace and nuclear disarmament for all countries throughout his career.

Both Gorbachev and Turner advocated a **strong United Nations and an active and potent civil society** to take on the issues of peace, security and the environment.

President Gorbachev - in his first public speech at the United Nations since his historic "glasnost" address to the General Assembly in 1988 - praised Turner for representing civil society well in his efforts to promote peace, security and environmentalism.

Gorbachev called the UN the "**hope of mankind for a peaceful future.**" He called on all people and governments to seek to strengthen, to renew and to support the UN.

He said that mankind has a chance in the 21<sup>st</sup> century to eliminate nuclear weapons and move towards security. He called for the establishment of a "new world order" in which the response to threats is conducted in a multi-lateral manner with the UN Security Council as the coordinator. He also called for a renewed commitment to nuclear disarmament, which he found to be especially appropriate on the eve of the Nuclear Non-Proliferation Treaty talks.

**"A nuclear war can never be won, and must never be fought,"** he said.

Of special interest to CSD participants, Gorbachev said that **without the active participation of civil society, any attempts to solve environmental crises will not be possible.**

He pointed out that five years into the process, the prospect of achieving many of the MDG commitments look bleak. Gorbachev said that all people must work to build a global civil society to take on the world's problems. He cited Mr. Turner as a pioneer in this effort.

Mr. Turner echoed many of Mr. Gorbachev's statements and

argued strongly for nuclear disarmament, a stepped up effort on environmental crises, the strengthening of the UN system and made a general appeal to the audience's sense of humanity and fraternity.



Photo by Alexander Krstevsky

He went on to say that, **"the UN is just as good as the member states make it."**

Regarding all important issues, Turner called on civil society to strengthen itself and speak in a united and 'loud' voice. The consequences for humanity if we fail, he said, will be death from nuclear weapons or environmental catastrophe; and, he saw no reason that this couldn't happen within the next fifty years.

**"But, if get working, I see no reason that we can't live for another few million years. And I think that's the way to go because I think we're pretty terrific,"** he said.

### Stakeholder Forum's late night comments

By Mehjabeen Price

Delegates were busy negotiating the text till late into Tuesday night. Though some progress has been made - there still is some text left to negotiate. Delegates get together again Wednesday at 7pm to go over the remaining text.

Based on the recommendations that came out of UK stakeholder roundtables we strongly support retaining the following key points in the draft negotiating text and urge the governments to make every effort to ensure their inclusion in the final text.

1. the need to change unsustainable patterns of production and consumption
2. the need to protect and manage the natural resources base
3. the principle of common but differentiated responsibility
4. the importance of a pro poor approach
5. the need for debt cancellation
6. the importance of education for Sustainable Development

7. the crucial importance of securing adequate financial and other support for the UN water secretariat, UNEP and the CSD secretariat so that they can fulfil all their follow-up functions
8. the need for continuing stakeholder engagement in the follow up and the annual multi-stakeholder meetings for the follow up of the water and sanitation related decisions from CSD
9. the clause on the institutional reforms should be maintained and strengthened

In addition we strongly support the clause P6 that clearly shows the urgency of the problem and the limited time left to achieve the targets

The following points are still lacking from the text or are not emphasized and dealt with appropriately. We once again remind governments of the crucial importance of the following key points;

1. The text does not set any clear targets and bench marks to measure and monitor progress.
2. On the issue of financing the text fails to quantify how much money is needed and to identify where it should come from. The text should reaffirm the commitment to 0.7% ODA and a timeframe of no later than 2015 to reach that. The text should stress the need to put in place a mechanism to monitor that the commitment of support made by donor governments is turned into actual financial pledges.
3. The text should recommend an assessment activity to measure the scale of increase in investment spending that will be required over the next ten years to achieve the goals on water, sanitation and human settlement, and develop dialogue between donors as to how these sums are to be mobilised and how they should be best administered.
4. There is no mention of how to ensure that resources are distributed fairly in relation to needs. The text should include clear recommendations that 70% of Water and Sanitation ODA should go to least developed and low income countries.
5. The text does not deal with issues of governance adequately. The text should come up with concrete recommendation as to how governance structures could be improved and donor harmonization issue addressed
6. The role and responsibilities of all actors i.e. governments, donors, UN agencies should be clearly stated.
7. On the issue of technology transfer, we strongly urge dealing with it in a separate section to clearly demonstrate its importance.
8. In the Sanitation section the text should clearly identify how the policy options will be implemented.
9. Support to developing countries on waste water management should be strengthened
10. It should be the prime responsibility of governments to ensure the provision of basic water services to its citizens. The reference to the Government's primary role in the latest 2(d) is much weaker and should be replaced by 'government's responsibility'
11. Follow up action should request countries and other actors to input to a country-specific table of commitments that identifies policy outcomes, national responsibilities, activities that countries have to undertake, partners, the time frame for the commitments to be fulfilled and expected results.



## *I, On sport*

*By William T. Earley*

What's in a name? Obviously, plenty - plenty of money that is. Naming rights in sports is a huge "deal" (pun intended).

Didn't "Billy from the Thames" get it right when he had Juliet surmise that "a rose by any other name would smell as sweet"? Aren't the lights of Paris as beautiful whether the actual city name is Paris or Peoria? The Great Wall of China is as magnificent even if it was the Great Wall of Chandra - I think you get the point by now.

In the sporting world names are changing. We have finally become accustomed to arenas and stadiums being named after large national and multi-national corporations. Advertising and exposure drive that decision. Nationwide Arena. Qualcomm Stadium. The Fleet Center. The list could go on and on (but our editor, Virginia, would be less than happy, to say the least).

Sporting events themselves have run to the money tree. In golf we have the SONY Open. In women's tennis, the Acura Classic. American college football teams play in the Tostitos Fiesta Bowl and the FedEx Orange Bowl, among others.

Uniforms are advertising vehicles too. It used to be the familiar swoosh on the shoes. Then, a subtle logo or two on a sleeve. Now, athletes have become full-blown running, playing and breathing billboards. Case in point: Real Madrid. You would think that Real played in the Bundesliga, and not La Liga, given the word SIEMENS emblazoned across their chests. Vehicles are advertising "vehicles" too. Ever see a NASCAR race? Somewhere, behind all the adverts, a race is taking place...I'm certain of it.

But the biggest advertising adventure in sports today is in Major League Baseball here in the States. You all know where Anaheim is located, right (think Disneyland)? Anaheim is located less than forty miles from the heart of downtown Los Angeles. The Anaheim Angels, just a few years removed from a World Series Championship, decided to rename themselves...to the Los Angeles Angels of Anaheim. Are you kidding me? New ownership claims that without packing a single box and actually moving to Los Angeles, they can earn extra revenue by simply reclassifying their geography, and take advantage of charging the higher Los Angeles advertising rates. Brilliant? Deceitful? You tell me. More money? That's what they claim.

What would stop another team from doing the same thing? Who knows where or when this trend will end?

Lessons learned? What's in your name? How about selling your naming rights? Advertising on your suits, dresses, etc.? You think it sounds ridiculous, but how about those buttons and lapel pins...it is a slippery slope. Today's lapel pins, tomorrow's Los Angeles Stakeholder Forum of London sponsored by Diet Coke (actually, fuelled by café latte is more accurate!).

# Remembering One of Us- Manfred Schneider

JOSEF PRÖLL  
Federal Minister of Environment and Agriculture



lebensministerium.at

To all Staff Members of  
the Austrian Ministry of Environment and Agriculture,  
the Federal Environment Agency as well as  
to Friends and Colleagues  
from other Ministries and International Institutions

Vienna, April 2005

Ladies and Gentlemen,

Four months after the tsunami disaster in the Bay of Bengal our thoughts are still with those who lost their lives or suffered an immeasurable physical or emotional harm through this terrible disaster. We express our deepest sympathy with all relatives of the flood victims.

Amongst those who died – this has now become a sad certainty – is also our colleague and dear friend, **Manfred Schneider**, known to many of you through his work as head of the Department for International Affairs in the Austrian Environment Ministry.

Manfred Schneider was respected – at home as well as internationally – as a compassionate man, strongly dedicated to his work and thus to the environmental cause. While we grieve for a friend, we are aware that our personal loss is only part of a larger loss.

In memory of the victims of the tsunami disaster and especially as a farewell to Manfred Schneider we will hold a commemoration ceremony at the Marble Hall of the Ministry of Environment and Agriculture (Stubenring 1, A-1010 Vienna) on Thursday, 28 April 2004, 11:00 a.m. to which you are cordially invited.

Yours sincerely,

  
Josef Pröll  
Austrian Minister of  
Environment and Agriculture



Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft, A-1012 Wien, Stubenring 1  
Tel. (+43 1) 711 00-6706, Fax (+43 1) 712 07 10, E-Mail: josef.proell@lebensministerium.at



## Remembering one of us

By Felix Dodds

So many people lost their lives and livelihoods in the Tsunami and so many people's lives were touched by watching the TV programs. The general public showed their generosity **whereas** in many cases governments were slow to respond – perhaps shocked by the enormity of what was a terrible natural disaster. The world community now has a chance to show that we intergovernmental bodies, governments and stakeholders alike will spend that money raised responsibly and try and build back **the affected region** much better and securer.

Perhaps it isn't surprising to find that with so many lives lost, that one of those should be one of our colleagues.

It was only recently that they were able to identify **Manfred Schneider** from the Austrian Government, a colleague who contributed substantively as well as to the life and energy (and the smoke!!) of the Commission on Sustainable Development. **Manfred** was one of the older hands here, who was always available for a chat with stakeholders – provided he could have a smoke! Personally I have many fond memories of sitting with him in the Vienna café discussing the state of the text, where the process might go and how we might stay honest to the vision from Rio. But most of all I will remember him not as someone to lobby but as a warm and kind person who we already miss.

Manfred's body was found only recently and he will be buried today at a private funeral. Today perhaps **it would be appropriate for all of us** take a moment today to remember a fallen colleague who will be missed.

*For every day they die  
among us, those who were doing us some good,  
who knew it was never enough but  
hoped to improve a little by living*

*W.H. Auden*

# Ethics for Life or Complicity With the Failure The Responsibility of CSD-13

By Rubens Born (*Vitae Civilis*),  
Temístocles Marcelos Neto (*CUT*) & Esther Neuhaus - repre-  
sentatives of *FBOMS* – Brazilian Forum of NGOs and Social  
Movements for the Environment and Development

The 13th Annual Session of the UN CSD, which covers issues of water, sanitation and human settlements, is taking place at a very particular moment – just after the launching, in March, of the International Water for Life Decade, and the preparations for the UN Millennium Development Goals Review Summit Process (MDG+5). All these events have the function, among various common points, to collaborate with the mobilization of all of us, governments, enterprises and civil society groups, to ensure the fulfillment of the targets



From <http://www.warmblankets.org.jpg>

associated with waters and sanitation that are defined in the eight Millennium Development Goals (MDG), established by the UN in 2000, based on commitments of the Agenda 21 (Rio 92), the Summit for Social Development (Copenhagen, 1995) and other important U conferences hold in the nineties.

One of the common premises to face these efforts is to make effective dignity of human life for all, which results in the guarantee of the right for food, health, education and also the right of access to a healthy environment, including the access to water in adequate quality and quantity. For us, Brazilians, that was sacred in our Federal Constitution, which establishes that all citizens have the right to a healthy and ecologically balanced environment. During the World Social Forum (WSF), we fixed the motto “A Sustainable World is Possible”, showing the commitment of NGOs and social movements with practical actions and consistent policies related to dignity and sustainability of life.

Meanwhile, these efforts might not achieve their objectives. First, because there are currently negotiations being carried out under the WTO regime aiming at the liberalization of sanitation and other services, that could put at even more risk the capacity of stakeholders and local governments, especially in developing countries, in offering better living conditions for their populations. Trying to conclude the Doha Round by the Ministerial meeting in Hong Kong in December this year, many rich WTO member countries also want to agree on NAMA (Non-Agriculture Market Access) products and services liberalization - including natural resources, with uncertain but serious consequences on the environment and living conditions of many local communities.

Second, according to the Millennium Ecosystem Assessment Report the planetary environment is seriously affected by degrading activities. As a matter of fact, many reports for this Commission already stressed that the MDG will not be reached by 2015 - if business-as-usual continues.

Third, because the Bretton Woods Institutions (IMF and World Bank) continue to promote policies and projects that are contradictory with various commitments of the Agenda 21 or the Johannesburg Plan of Implementation (JPOI), such as the expansion of energy infrastructure that make use of fossil fuels or that do not contribute to social and environmental sustainability.

Fourth, because some countries go on spending billions of dollars on arms and warfare, instead of investing in overcoming the ‘silent war’, which kills millions of people every year due to thirst, lack of nutrition or disease. In other words, they lack the investment, by means of international cooperation, for poverty eradication and for environmental sustainability, intrinsically connected.

Fifth, because the responsible ones for tax, budget and development policies of our countries continue not to pay attention the challenges defined in the Earth Summit (1992) and at the WSSD in 2002 and emblematically revealed by the MDGs. They believe that the challenges associated with sustainable development refer to the environment and human settlements ministers and sectors, trying to get rid of a political and ethical responsibility.

The government delegates at CSD should not be accomplices of failure, nor obstacles for the success of the MDGs or for the effective implementation of the Agenda 21 and the JPOI. They should not leave behind those commitments, in the name of a false harmony with the WTO agenda. Thus, a negotiated text that describes and reaffirms commitments done years before is not enough. In order to allocate funds, in an effective and responsible way, it is necessary to raise awareness among the highest authorities and decision-makers, both head of states and finance and trade ministers, especially in developing and oil-producing countries, to ensure life dignity for all by 2015. It is more than just a political responsibility – we are dealing with an ethical challenge, that is to prevent biocide, the destruction of human lives and of other live forms, and we have to show the courage to change concretely the manner to make and implement policies of global realm.

Our role, as NGOs and social movements, is to cooperate for the definition and implementation of programs and actions to make a sustainable, equal and fair world possible. We will not fail to assume that responsibility, even if we have, in order to achieve this, to point out conflicts and problems that difficult the governments and the CDS may have to fulfill their respective tasks and responsibilities.

# Putting the 'Global' into 'Global Governance'

By Parag Khanna

Parag Khanna is Project Manager of the World Economic Forum's Global Governance Initiative.

[www.weforum.org/globalgovernance](http://www.weforum.org/globalgovernance)



The MDGs may have a target date of 2015, but devoting sufficient resources to achieve them should have begun the moment they were announced. For the past two years, however, the World Economic Forum's Global Governance Initiative (GGI) has been tracking the levels of effort and cooperation among the key sectors—governments, international organizations, the private sector and civil society—with respect to the Millennium Declaration's goals (the MDGs as well as security and human rights) and found that such resources are severely lacking. At present, scarcely a third of the necessary effort is being committed system-wide towards these crucial goals, compounding the challenge of catching up in subsequent years. As the international community gathers in 2005 both to review progress since 2000 and strategize the path ahead, it must think and act far more boldly.

To do so we need to expand our conception of global governance to involve everyone with a contribution to make. As UN advisor John Ruggie has written, "Going forward, everyone can and will be judged by concrete results in meeting an integrated set of goals and targets, assessed by specific performance measures." But the structures needed to support and channel those efforts are weak. The world has a number of inter-governmental organizations, but they depend for resources and mandates on member governments that often show little interest. Moreover, governments, inter-governmental organizations, and advocacy groups are all set up to deal separately with issues that in reality are deeply intertwined. Though there is no doubt that the primary responsibility for achieving the goals lies with governments, they cannot do the job alone.

For all these reasons, this year's Global Governance Initiative report pays particular attention to the role of the private sector in this emerging milieu of issues and actors. Indeed, perhaps the most important—and certainly the most under-recognized—flaw in our current approaches for achieving global goals is that structures and policies are not in place to channel the enormous energies of private enterprise. The private sector, when operating across efficient markets and democratic, well-governed societies, provides enormous opportunities to drive innovation, spread wealth creation, raise living standards and improve the quality of life for millions of people around the globe. Business cannot replace governments. Indeed, even the most socially committed business can accomplish little without the active collaboration of government. But the business community could, and should, be far more active in helping to achieve the world's goals. At a minimum, it is clear that business is expected to comply with laws and contribute to societal wealth through its core busi-

ness activities. Beyond basic compliance, there are three ways in which corporations can advance the world's goals: through profit-making core business activities, philanthropic and community development activities, and engagement in public policy issues and rule-making.

It has already been stated often enough that 2005 is a pivotal year for the future of the United Nations and international cooperation. We should therefore make sure that in this year we not only act to raise significant resources for the MDGs, but also evolve our mechanisms of global governance to match the challenges of the future.



The winners of the 'Seed Awards 2005' were announced on Wednesday, April 20 in a press conference at the UN. The award recognizes promising entrepreneurial, innovative and locally-driven partnership ideas for sustainable development.

This year's winners were:

*Agua Para Todos/Water for All (Bolivia)*

*Cows to Kilowatts (Nigeria),*

*A Global Marketing Partnership for SRI Indigenous Rice (Cambodia, Madagascar, Sri Lanka),*

*Harvesting Seabuckthorn at the top of the World (Nepal)*

*Madagascar's First Experimental Community-run Marine Protected Area (Madagascar)*

Each winner will receive a highly-flexible package of support, connections, and access to funders, rather than a financial prize.



# Human settlements for youth participation

By Sofia Larsson  
*Youth at the UNCSD-13,  
working for Iwanhousing.now in Sweden"*



The right to housing was stated already in 1948 in the Universal Declaration of Human Rights and this right has been restated over and over again in international, regional, national and local documents over the years. The right to have a place to call home today is something people in the north often take for granted. Having our own bed, a wardrobe to hang our clothes in and to be able to receive posted mail is considered something available for everyone. For many young people this is no longer a realistic expectation. The lack of housing in the cities is a growing problem that has consequences for the whole society. Young adults can not start to study nor take jobs because of the lack of affordable houses. Young people hesitate to put children into the world due to their insecure living situation. Due to the law-less jungle on the subletting market the only way to find affordable housing is to have good contacts - or to have lots of money. There is a great need to put up new renting and buying conditions for youth when it comes to housing.

In the south, the problems of housing and human settlement is certainly much more severe and in need of fundamental and faster change. Due to urbanization, and especially young people moving into the cities to find work, large areas of insecure settlements have emerged. This can and does mean slum dwellers, but also areas of housing that is not sustainable, dangerous and where the inhabitants can be thrown out any day at and at any time. There is often a lack of water, sanitation, communications, waste-management, sustainable energy and in general very poor homes where it is hard to develop and grow, to take part of society, policy making and other engagements that are so crucial for young people. This leads to (not to mention the obvious health problems) a feeling of being outsiders, with no real possibility to take part of the society. As I see it, this constitutes an important link between the north and the south; even though our lives and basic conditions are so different, youth all over feel this hopelessness when not having a place to call home. This is also devastating for the society and the whole world at large.

That's why one with great concern and worry watches the discussions in the CSD 13, which seems to forget that human settlements is not just only "another area to work with" but a crucial and non-negotiable right for all people. Most of the MDGs can be included within the area of human settlements, as has been successfully clarified and explained in a report launched by youths themselves, *Youth and the Millennium Development Goals*. If we want to create a new world, a safer, fairer, more sustainable world, youth have to be involved at all levels and in all ways.

To build societies; to construct, develop and rebuild the

same, are important processes in a non-stopping changing world. Young people are one of the most important stakeholders for city-planning, urban-rural development, access to water and sanitation. We have much to give in the processes of making policies, actions, plans and concrete change and this must to be recognized by governments and institutions on all levels. Youth can not do it all by themselves; we have to be helped to be able to help.

To recognize that children and youth are vulnerable economically, in a stage of growing up and forming our lives doesn't contradict the fact that we can be experts, consultants, communicators and helpful in the process of creating sustainable human settlements. If governments all around the world want to assure youth to be part of the entire process of organizing human settlements then financial support is needed. Within national policies and legal frameworks, and on regional, international and local levels, the support, such as loans and micro-finances accessible for all low-income households, especially for youth and women, could make a great difference. Not only because people should be able to lead their lives in dignity, but also for the achievement of fundamental human rights, particularly democracy and participation.

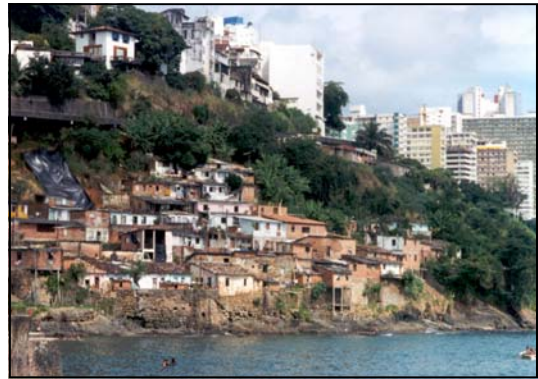


Photo from <http://www.fm-psd.ab.ca.jpg>

Therefore there are crucial points to be taken in consideration for the delegations here, to bring in to the CSD-13 and to take back home for implementation:

- Youth participation in planning, decision-making, implementing and evaluating cities and societies
- The strengthening of tenants' rights
- The rights of land and owning land and housing
- The accessibility of affordable housing; by micro-finance, loans and subsidies (for youth and women in particular)
- Slum dwellers' rights and access to all human rights, including participation
- The recognition of the right to affordable housing for all humans.

To create sustainable homes for everyone, especially for young people who will be responsible for the future, there has to be an understanding that the integration of a multitude of human rights within "human settlements" is a strength and a challenge. Let's at least try to face these challenges to set out means for action here and now at CSD-13.

# Patience & Tsunami = Sustainability in progress

By Can M. Sirin  
CEO Pure-O-Tech, Inc.  
(760) 480-4488



Pure-O-Tech, Inc., a privately owned San Diego based company, delivered its water purification technology to bring safe drinking water to the city of Nagapattinam, a village in the state of Tamil Nadu, India, devastated by the December 26<sup>th</sup> tsunami.

Pure-O-Tech's five (5) gallon per minute fully-integrated system is presently capable of producing 7,500 gallons of water per day. This system more than fulfills the potable water needs for all the patients and employees at the General Hospital of Nagapattinam.

The story starts in March 2004. Dr. Mirat Gurol, Blasker Chair of Environmental Engineering at San Diego State University (SDSU) along with her colleague Dr. G. Krishnamoorthy, a native of Tamil Nadu and a visiting faculty member at Anna University in Chennai, along with Pure-O-Tech representatives, made a visit to New Delhi to meet with President APJ Abdul Kalam. The discussions focused on the concept of providing clean water to the villages of India. Thereafter, at the direction of President Kalam, a demonstration was set up Anna University to prove the efficacy of Pure-O-Tech's water treatment unit by treating highly contaminated water stored on the building rooftop. The subsequent test results showed the system was able to completely disinfect and treat the highly contaminated water to the WHO standards. The program was continued with the cooperation of local officials, university representatives and the development of a business model by Pure-O-Tech. This work progressed to the point of identifying two villages in which Pure-O-Tech systems were going to be tested as a model for a larger water treatment plan.

After the tsunami struck, Pure-O-Tech jumped into action. As luck would have it, a water treatment unit was still in Chennai. It was then transferred to the hospital in Nagapattinam (which itself was damaged by the tsunami). It was installed under the direction of Pure-O-Tech personnel and with the very able assistance of the talented students and professors of the Periyar Maniammai College of Technology for Women. All these efforts and the relations developed showed the ability to succeed, even under the most challenging of times, as evidenced by the quick response and installation of the hospital water project. The system is presently in continuous use with the official inauguration set for mid-May 2005 with the expected presence of President Abdul Kalam as well as other local and state officials.

The groundswell of local assistance and the exceptional work done by the students and professors of Periyar Maniammai

College, especially as it related to infrastructure development, encouraged Pure-O-Tech to take on an ambitious role of moving forward with its 100 unit "Hospital Water Improvement Plan" initiative. This initiative has already been signed off by the President of SDSU and the Principal of the Periyar College. The plan is to have faculty members from the colleges of SDSU to be involved in the teaching and training of women engineering students of the Periyar College and local water and drainage board officials in areas of water conservation, water supply engineering, water quality sanitation and water treatment technologies, as well as mechanical, electrical and hydraulic engineering needed to successfully operate and maintain treatment systems. Periyar College will then serve as the training center for the potential operators of the water treatment systems in the hospitals with the hopeful extension of this concept out into the rural villages. In addition, Pure-O-Tech intends to indigenize the manufacturing of its systems in order to reduce pricing while bolstering the local economy.

The lessons learned through Pure-O-Tech's adventure is that sustainability development must take the form of relationship building, patience, perseverance and most notably the willingness to take a calculated risk. If the concept is good, especially one that meets the Millennium Development Goals, and the people are willing, it is worthy to take a chance to swim in dangerous waters. And all this comes from the story of an emerging small size company called Pure-O-Tech.



## Stakeholder Forum For a Sustainable Future

Would like to invite you to an evening of Jazz and Samba at **9:00 PM** at  
**The Garage**  
99 7th avenue (just south of 4th Street)  
Tel 212 645 0600  
Then **at midnight** to  
**S.O.B.'s**  
204 Varick Street (at W Houston)  
Tel 212 645 1703

# The WBCSD side event

By Mehjabeen Price



World Business Council on Sustainable Development (WBCSD) on Tuesday 19<sup>th</sup> April organized a very successful event on the topic of Business and Sustainable Water Management. The panel of speakers included Amos Masondo Mayor of Johannesburg, Jim Oatridge Group service director, Seven Trent, Ger Berkamp Water and Nature Initiative, The World Conservation Union and Robert Martin, Program Director, Water Project, WBCSD. The event was chaired by Derek Osborne, Chairman Stakeholder Forum.

The event focused on the role business can play as an active stakeholder in collaborative processes for water management and launched a discussion paper – Collaborative Actions for Sustainable Water Management – which highlights what business can contribute to improving water management around the world.

It is estimated that by 2020 around two-thirds of the world's population will be living in water-stressed countries. Global water use for human purposes can be split into three major categories: around 70 percent is used for agriculture, 20 percent for industry and the remaining 10 percent for domestic activities. Demand for water will increase in all three of these areas as populations grow and as countries become more industrialized.

The first speaker, Jim Oatridge, acknowledged the debate on how businesses engage with water and sanitation services – as both users and providers of these services - said that there is now a greater awareness and understanding in the business community of how sustainable management of water contributes to economic growth, social development and environmental protection. There is a willingness to engage in genuine partnerships with other sectors and also a clear internal challenge, within the business community, to engage with those companies that do not yet fully understand the importance of sustainable water management. It is the governments who have signed up to the MDGs and have the pri-

mary responsibility for achieving them; but, business has a role to play. To deliver progress towards the Millennium Development Goals, all stakeholders must contribute to open, innovative partnerships that ensure the more sustainable use of water. Mr. Oatridge stressed the fact that the challenge for CSD 13 is to identify actions that different stakeholders can take, working together.

Business cannot deliver solutions in this area on its own. If their contribution is to be effective, they need to work transparently with other groups, especially government and civil society.

Through the use of case of studies, the WBCSD discussion document identifies 14 Collaborative Actions in three areas: areas where business can take the lead; areas where business should work with civil society; and areas where business can work with governments to support good governance and development.



In 'areas where business can take the lead', Mr. Oatridge outlined how business can take a lead by undertaking the following activities: one, significant water using industries and businesses should introduce water management plans where they have not done so already; two, companies should take steps to reduce their water and waste water footprint – including the footprints of their products and services 'in use' by consumers; three, to reduce water use and improve waste water quality business should develop robust measurements of performance. Additionally, businesses should also undertake environmental impact assessments for ventures requiring significant amounts of water. Pollution should be tackled at its source, and 'end of pipe' treatments for pollution should be avoided. Business should advocate a demand management approach to ensure that the demand for water does not exceed the natural rate of replenishment.

Business needs to employ the best available and most appropriate technologies for its operations to ensure long term sustainability. In the same context, business should build the capacity of local industry to manage water and sanitation systems – so they can undertake operational, maintenance and renewal works – to avoid a potential dependence on imported skills.

## Outreach 2005

Guest editor: Virginia Prieto Soto  
[virprieto@netscape.net](mailto:virprieto@netscape.net)

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The second section of Collaborative Actions report focuses on two key areas where business can work with local communities to ensure better water provision. The first considers decision-making regarding water service provision to domestic, industrial and agricultural users. Stakeholder engagement is a key to transparent and inclusive business activities and strengthens a business's license to operate.

Second, where an existing industrial or agricultural activity proposes to increase its use of water and sanitation services, business should engage with local communities to ensure that decisions are made fairly and the needs of those communities are not overlooked. Again, such a process works best when business engages with local civil society organisations.

The third area of the Collaborative Actions document discusses governance and development.

It is vital that business is seen to be transparently supporting good governance when engaging with water and sanitation services around the world. Business should support Integrated River Basin Management, ensuring that it considers both the polluting effects of waste water and the risks of over-abstraction of water. Business should manage its land and water use to ensure that ecosystems are not exploited beyond their natural capacity.

For more information on the WBCSD you can refer to the website and review and participate in the online discussion of the collaborative report at [www.wbcds.ch](http://www.wbcds.ch).

# RIO GRINDS—the light hearted side of sustainable development

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**BUILDING PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT** TUESDAY 12TH APRIL

**CSD goes back to 1996**

By Felix Dodds

One of the sad things is that I have seen too many CSDs – everywhere – that are good aspects in the institutional memory that it gives rise to the movement of stakeholders in the CSD process. This CSD will be marked by a benchmark as far as stakeholder engagement and democracy is concerned in relation to the involvement of stakeholders in the workings of this Commission. Before I go into that let me share the general picture that we have had in the CSD over past years and this has always depended on the chair and the bureau.

We have had interactive involvement of stakeholders in inter-annual sessions, the CSD, the Forum and in Geneva and the Ministerial sessions. In the Forum discussions in 1997 NGOs were asked in the end-forms to present the case for and against the idea of a convention. In other processes such as the Global Water Forum and formal stakeholders were allowed to enter into the negotiations and if a government backed them the bid became an active bid.

So at this year's CSD involvement of stakeholders in the main sessions is nothing new and should not be presented as such.

The bigger problem of this year CSD is the loss of stakeholder engagement through multistakeholder dialogues with governments. The idea originally put to the UN through the General Assembly in November 1998 by NGOs, and then developed after the Rio+5 Summit by Felix Dodds, Jukka Häkkinen (Director OECD), Lucien Royer (ECPAT), David Clement Hunt (ICC), and Felix Dodds (Stakeholder Forum). The approach was based on how to arrange democracy through creating a space where stakeholders can share and debate their views, aimed at developing and enhancing areas of agreement and developing approaches to looking at areas of disagreement by engaging MSP processes such as the review of voluntary initiatives (CSD9).

An approach was developed that first had stakeholders agree four different areas that needed to be addressed in the subject matter which the CSD was discussing and which stakeholders could contribute substantively to. Background papers were developed by each stakeholder group on an agreed format. These papers required each stakeholder group to outreach to its members to agree a position within the group therefore creating a stakeholder forum.

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**BUILDING PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT** TUESDAY 19TH APRIL

**Are we returning to the "Killing Fields"?**

By Malcolm Hooper

Sunday – 11th April – was the thirtieth anniversary of the arrival of the notorious Khmer Rouge in Phnom Penh, the capital of Cambodia. Remembering the country Kampuchea, they proceeded to empty the cities and to force people to work on agrarian development in the countryside in what many of us would see as little short of a genocide through a process of relentless hard labour. Currency was abolished and a return to a would-be utopian "Year Zero" was announced by the Angkor – the renamed we have ever seen as George Orwell's "Big Brother" in his novel, "1984".

The end result was the death of an unknown number of people – estimates vary between 800,000 and 2 million (with upwards of 1 million probably accurate) as an estimate as is possible. Many died of hunger, disease and exhaustion, others through gruesome torture techniques used to extract "confessions" of disloyalty to Angkor.

We need never to forget what happened in Cambodia during the four years of Khmer Rouge misrule. We need, too, to support the efforts of the United Nations and others who are still seeking to bring to justice (on a specially authorized annual court) those Khmer Rouge leaders who are still alive.

But... are we now witnessing a new "killing fields" phenomenon, with nothing to do with the Khmer Rouge or evil regimes but with a widespread failure of adequate political will to the battle to combat debt poverty and gross injustice? UNICEF in its annual Human Development Report, UNICEF research books outside the UN family, development and environmental NGOs, trade union bodies and many others are producing the well-researched evidence of the avoidable deaths among the very poor which are not being prevented. And, just yesterday in a report, "Water, Facts and Reality", published by the World Business Council for Sustainable Development, it is stated that 1.8 million people die every year of diarrhoeal diseases, including cholera, which is the equivalent number of mortalities in 15 killer hurricanes per annum on the scale of the tsunami which erupted on 26th December.

By our less than adequate overall – there are some notable exceptions – commitment to an overtly action-orientated process at the CSD and elsewhere – and ultimately at the MDG summit in September – are we really showing the commitment and concern to the world's poor?

**WATER AND ENVIRONMENTAL SECURITY – AN AGENDA FOR CHANGE**

Stakeholder Forum will have three books out this year: the first, "Longer Guide to WBCSD" can be found at [www.wbcds.ch](http://www.wbcds.ch) and the second, "Water and Environmental Security – An Agenda for Change". The book is edited by Felix Dodds in collaboration with the UN Panel of Experts on Water and the MDG Summit as a contribution to the Stakeholder Forum and the World Water Council. The book is available for purchase at [www.wbcds.ch](http://www.wbcds.ch) and also for purchase from the UN Panel of Experts on Water and the MDG Summit. If you are interested in being informed then the book will be available in the near future.

**Editorial: Carlos Anzures Foreign Minister (Brazil), Khmer Rouge Executive Director UNICEF**  
Felix Dodds and Malcolm Hooper  
Felix Dodds and Malcolm Hooper  
Felix Dodds and Malcolm Hooper

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**BUILDING PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT** WEDNESDAY 20TH APRIL

**Water is a right.**

Dear Friends,

In spite of numerous conferences, statements and declarations made by various institutions, including the UN Millennium Declaration, words have failed to produce the much-needed water. For the 1.1 billion people who lack access to basic sanitation, this is an everyday reality. The UN Millennium Development Goals set the target of halving the number of people without access to water services by 2015. There is a danger that this objective will not be met unless the way this issue is dealt with changes.

Access to water is literally a question of life and death. I first learned this through my experience as Secretary for Agriculture for the former USSR, when I inherited a crisis caused by the decision to divert the rivers which fed the Aral Sea. Decades later, this decision continues to destroy lives and has left an environmental wasteland. On the other hand, changing water policies for the better can have a positive effect on the environment, public health and education, and give people jobs and the chance to lead better lives. The world is at a crossroads. This is the moment of truth.

Facing this reality, Green Cross International urges the international community to take initiative, to assume responsibility and to play their part in the mission entrusted in the Millennium Development Goals.

**Water is NOT a PRIVILEGE, IT'S A RIGHT!** This is the slogan we have chosen for the campaign and I am sure that everybody in their right mind would fully endorse it. And yet, the situation is far from simple.

The ultimate goal of the campaign is to contribute to halving the water crisis that reduces the daily lives of millions of people to misery, and is fraught with large-scale conflict and instability.

We must aim for universality of water and basic sanitation – anything less is a violation of our universal, human rights, and our morality.

From a practical point of view it is the lack of suitable international legal framework for resolving the global water crisis that

**US President Endorses Rights-Based Approach**

Washington DC

The US president strongly endorsed the rights-based approach to development in a speech that contrasted sharply with recent White House positions. He referred to the approach as "a second bill of rights" – among which, he declared, are:

"The right to a useful and remunerative job in the industry of the nation

"The right to earn enough to provide adequate food and clothing and recreation

"The right of every businessman, large and small, to trade in an atmosphere of freedom from unfair competition and domination by monopolies at home or abroad

"The right of every family to a decent home

"The right to adequate protection from the economic fears of old age, sickness, accident and unemployment

"The right to good education

"The best of our progress," the president said, "is not whether we add more to the abundance of those who have much, it is whether we provide enough for those who have too little." The rights-based approach to development is at the center of the 197 meeting of the UN's Commission on Sustainable Development, where Governments, Non-Governmental Organizations and other major groups are currently gathering. Rights-based language has been existing as an issue of contention between the Governments and Major Groups in the Chair's latest draft, rights-based language has been virtually removed from this report.

The president's statements came during the 13th meeting of the UN's Commission on Sustainable Development, which opened last night in Miami Springs, Georgia from a massive opening dinner. The draft report will have more than 100 days after the progress report.

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Available on the web at: [www.stakeholderforum.org/ebay](http://www.stakeholderforum.org/ebay)

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A M	8:30	Conf. Room 6	Closed Ministerial meeting With UN System
	10:00 1:00	Conf. Room 1	Turning Political Commitments into Action 10:00: Interactive discussions with UN organizations, Regional Com- missions, specialized agencies and Bretton Woods institutions 11:30: Invited speakers to lead-off interactive discussions/ Official Statements
P M	3:00 4:30	Conf. Room 1	Turning Political Commitments into Action Interactive discussions/ Official Statements
	4:30 6:00	Conf. Room 1	Interactive Discussions with Major Groups

**Side Events**

P M	1:15- 2:45	Conf. Room 2	Closing the Sanitation and Water Loops: Innovative Solutions for Livelihoods and Environmental Security Organized by the Govern- ment of Sweden
		Conf. Room C	Urban Eco-Systems: Disaster Preparedness for Freshwater Organized by Communications Coordination Committee for the UN
		Conf. Room 6	Water Supply and Sanitation in Africa Organized by African Ministers' Council for Water and UNEP
	6:15- 7:45	Conf. Room 2	'Water for Life' Initiative – Achievements and Looking Ahead Organized by the European Commission
Conf. Room 6		Interface of the Oceans and Coasts -Impact on Coastal Community and Sustainability Organized by the International Ocean Institute	

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