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WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT

SECOND MEETING  
Jakarta, 27-29 March 1985

WCED/85/11

Item 7 of the Provisional Agenda

INFORMATION STRATEGY OF THE COMMISSION

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INFORMATION STRATEGY

NOTE BY THE SECRETARY GENERAL

1. At its Inaugural Meeting, the Commission launched a major discussion of its information strategy and programme. As a general overriding principle, it decided that it would conduct its work as openly as possible, inviting, and providing opportunities for, the active participation of governments, IGO's, NGO's including institutes, industry and voluntary organizations, and the public at large. The Commission clearly felt that its information strategy should embrace all of the audiences to whom its conclusions and recommendations will be addressed in all regions - North, South, East and West. With this in mind, it requested that certain work be undertaken immediately and it agreed to return to the entire question of information strategy at its next meeting.

2. This paper is designed to provide a point of departure for further discussion by the Commission on this critical matter.<sup>1)</sup> It begins with a discussion of the priority audiences for the Commission's work and recommendations, seeking to reconfirm the sense of the Commission's first brief discussion of this important question. It then goes on to consider these audiences in each of four parts: Relations with Governments; Relations with Intergovernmental Organizations; Relations with Non-Governmental Organizations; and Relations with the Media, Opinion Leaders and the Public. Each part begins with a brief report on work undertaken and contacts to date and then goes on to discuss how relations might be strengthened. A number of specific suggestions are set out for consideration by the Commission, especially in paras 10, 26, 27, 33, 34, 36, 41, 42, 49, 50.
  
3. Finally, the paper concludes with a brief introductory discussion of the form of the Commission's final report. Some ideas are put forward, both for the official report and for reaching a mass audience through TV and radio. Guidance is sought to assist the Secretariat in preparing a form proposal for the Oslo meeting.

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1) This paper is not designed to consider the broader field of education and communication as instruments in their own right to achieve environment and development objectives. That is a subject in itself that will be treated separately and later under various items of the Commission's agenda.

4. Following consideration by the Commission, this paper will be revised to provide guidance for the Commission's future work.

WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT

DRAFT INFORMATION STRATEGY

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## I. PRIORITY AUDIENCES

1. At its Inaugural Meeting, the Commission had only a brief opportunity to discuss the priority audiences for its work, report, conclusions and recommendations. This is a critical question for any information strategy and, before moving ahead, it would be useful for the Commission to reconfirm its views on it.

1.1. Given the Commission's mandate, it seems evident that governments represent the priority audience for the Commission's work and its ultimate report, conclusions and recommendations. This, of course, includes governments organized collectively in various intergovernmental bodies, global and regional. Thus, intergovernmental organizations (IGO's) are also a primary audience for the Commission's work. By the same token, both governments and intergovernmental organizations are primary sources of support for and participation in the Commission's work.

1.2. Non-governmental organizations are also important participants in the Commission's work. This term (NGO's) is intended to include scientific and academic institutes, industry and the business community as well as citizen action groups and private voluntary organizations. Apart from being a critically important source of ideas, many of them act in a close advisory capacity to, and have a major influence on, governments and intergovernmental organizations.

1.3. In the longer run, of course, a heightened public awareness is the principal instrument of change on policies affecting environment and development issues. The media, therefore, (press, radio and TV, specialized journals, etc.) are also critically important participants in the Commission's work, both as opinion leaders and as instruments of education.

Initial Contacts: The Mandate Report

2. To be effective, the Commission's information strategy must embrace all of these audiences and, beginning with the Inaugural Meeting, the Commission initiated significant contacts with them all.
3. Shortly after the Inaugural Meeting, the Secretary General wrote to almost 1000 Ministers and Senior Officials, heads of governmental and non-governmental organizations, scientific institutes, citizen groups, the media (press, radio and TV) and others informing them of the Commission and enclosing a copy of the report on "Mandate, Key Issues, Strategy and Workplan". Since then, requests for nearly 1,500 copies have been filled. In addition, most members of the Commission requested bulk orders for distribution to NGO's and others in their region.
4. The widespread distribution of the mandate report was unique in the history of Commissions. It was concrete evidence of the Commission's open posture and readiness to receive advice, support and participation as an independent, global body of inquiry. The response to it has taken many forms, both general and specific.



## General Response

5. The report has been commented on favourably in informal reviews, thoughtful letters and other communications. Comments focus mainly on the report's wide horizons and close reasoning. The "alternative agenda" receives general endorsement. Typical is the environmental sceptic who wrote that he found the report "surprisingly sane and even exciting".
6. In private meetings with the Secretary General, however, many caution against trying to do too much and plead for more concentration. While priorities for concentration vary greatly, few fail to stress their great concern about the effectiveness of many current forms of international co-operation and their hope that the Commission will focus a lot of attention on means to strengthen international co-operation on environment and development issues . One widespread view is that the Commission represents perhaps the only chance that the world community will have in this century to generate some new initiatives to strengthen international co-operation on these issues. The Commission will no doubt want to consider this carefully.
7. The distribution of the report has also assisted relations with governments, intergovernmental organizations, NGO's and the media and has facilitated, if not led to, initiatives from them. These are taken up in the following discussion which invites the Commission to consider the direction of its information work and how it should be extended and intensified between now and the fall of 1987 when its conclusions and recommendations will be considered by the General Assembly.

## II. RELATIONS WITH GOVERNMENTS

### Consultations to date

8. Governments represent the primary audience for the Commission's work and recommendations, and contacts with governments are well under way. The Chairman has had consultations with all Nordic governments and, together with the Secretary General, has paid an official visit on the Swiss Government in Berne where she met the Foreign Minister and senior officials. The Vice Chairman has undertaken a tour of North Africa visiting five governments, and the Secretary General has visited seven governments to date, meeting with Ministers and senior officials.
- 2) Several Commissioners have had consultations with their own governments at head of government and ministerial level, concerning the work of the Commission and support, financial and otherwise, for that work. In some cases, this has preceded or followed letters from the Chairman or Vice Chairman requesting financial support.<sup>3)</sup>

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2) Netherlands, Sweden, Switzerland, United States, Canada, United Kingdom and the European Communities.

3) To date, the Chairman and/or the Vice Chairman have written to thirteen countries: ie. Canada, Cameroon, Denmark, Ethiopia, Finland, Gabon, Fed. Rep. of Germany, Italy, Kenya, Norway, Sweden, United States, Zimbabwe.

9. These visits have afforded an essential first opportunity to meet with Ministers, Members of Parliament and Congress, and senior officials to acquaint them first hand with the objectives and strategy of the Commission and to obtain their views on the issues that the Commission should address. While it is too early to draw firm conclusions from these visits, it is fair to say that their impact has been generally positive. This is evident from the subsequent decisions of certain governments to support the Commission's work financially and in other ways.<sup>4)</sup>

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4) Visits to Ministers, it should be stressed, result in a need for prior briefings which have to be prepared by deputies and senior officials, so knowledge and assessment of the Commission penetrates the governments concerned. This is especially true when the visit involves a Head of State or Foreign Minister.

Strengthening Relations: Some Suggestions for Discussion

10. While time consuming, these visits and other forms of contacts with governments are vital to the Commission's mandate and the Commission will wish to consider how they may be extended and intensified throughout the life of the Commission.

10.1. To date, the Chairman has plans to visit two countries in Latin America in the spring and two in the fall. The Secretary General also intends to visit several countries, in Latin America and elsewhere.

10.2. Other members of the Commission should also become more involved in consultations with governments on the Commission's mandate and programme. Many opportunities for such consultations will arise in the future and they should be fully exploited. Eg:

- Commission Meetings, such as that in Jakarta where the host government has arranged private discussions between members of the Commission and their ministerial counterparts from different sectors: economic policy, forestry, energy, etc.;
- Advisory Panel Meetings, when hosted by governments, could provide similar opportunities, although on a smaller scale;

- Certain Commissioners may be able to assume a special responsibility for consultations with governments in their region, either on their own or in company with the Chairman, Vice Chairman, Secretary General or other Commissioners when they visit the region;
  
- In this context, beginning with the Oslo meeting, those Commissioners who can provide an extra day or two could be asked to visit a government en route to the meeting or en route to home.

III. RELATIONS WITH INTERGOVERNMENTAL ORGANIZATIONS  
(IGO'S)

11. Consultations with intergovernmental organizations are being pursued vigorously. To date the heads of eleven UN agencies, including the Regional Economic Commissions, and related bodies, have been invited to provide their views to the Commission and to identify ways in which their organizations can most effectively support the work of the Commission. <sup>5)</sup> In addition, the heads of five organizations have been able to accept the Commission's invitation to engage in direct dialogue and consultations with the Commission; and it is hoped that others will be able to attend in the future. <sup>6)</sup>
12. Relations with the IIPC have been put on a productive footing. The Chairman has addressed the IIPC on two occasions to date, in May 1984, following the informal organization meeting

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<sup>5)</sup> Prior to the Inaugural Meeting, the Commission received submissions from FAO, UNEP, WHO, WMO, and UNESCO. Prior to the Jakarta Meeting, it should receive further submissions from Habitat, ESCAP and UNFPA.

<sup>6)</sup> It is intended that the following should be invited to participate in the Oslo meeting: ILO, WHO, FAO, UNCTAD, ECE, and UNESCO.

and again in November 1984, following the Inaugural Meeting. The Commission has received a report from the IIPC setting out their expectations and the Chairman of the IIPC, H.E. K.K.S. Rana, has been invited to address the Commission's meeting in Jakarta.

13. The Chairman also addressed the special meeting on environment convened by the Interparliamentary Union in Nairobi in November 1984.
14. The World Bank has offered its co-operation to the Commission and the Secretary General has pursued this in two meetings with senior officials at the Bank. Recently, the Chairman wrote to the President, Mr. Clausen, inviting him to consider several specific forms of co-operation and support.
15. The Secretary General has also begun to meet with the Heads of bodies representing various groups of countries to request their co-operation and support.<sup>7)</sup> The Executive Secretaries of ESCAP and the ECE have been invited to make submissions to and to attend the Commission's meetings in Jakarta and Oslo respectively. Both will make written submissions and the Executive Secretary of the ECE may also participate in the public hearing in Oslo.

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<sup>7)</sup> Commonwealth Secretariat, Economic Commission for Europe, OECD

16. The Secretary General has also been invited to participate in meetings of the ECE Senior Advisors on Environment and the OECD Environment Committee. These meetings provide opportunities for dialogue with senior officials from a large number of countries and, being held in Geneva and Paris, they can be cost effective.
  
17. Given its mandate to explore measures to strengthen international co-operation on the critical issues of environment and development, it would be difficult to over-estimate the importance of consultations with intergovernmental organizations. The Commission will therefore wish to consider how these consultations should be broadened and intensified as its work unfolds.



IV. RELATIONS WITH NON-GOVERNMENTAL ORGANIZATIONS  
(NGO's)

18. In its Mandate, the Commission solicits the views of institutes, industry, business, trade unions and other NGO's concerned with environment and development, and it offers to facilitate their participation in its work. Special attention is to be paid to the views of youth. The importance that the Commission attaches to this was stressed on several occasions during the Inaugural Meeting, including the Chairman's opening address. In furtherance of this concern, the Chairman has appointed a senior Geneva official, Mr Olivier Segond, as Special Advisor to the Commission on Youth.
19. How are these relations evolving ? The answer, frankly, is unevenly and the Commission needs to give further attention to this.

Invitation to Participate: Contacts to Date

20. As noted above, immediately after the Inaugural Meeting, the Secretary General wrote to approximately 200 NGO's enclosing a copy of the Mandate report. Invitations to them to advise him on how specifically the Commission might benefit from their background, experience and views on the issues have been reiterated by the Chairman, Secretary General and other members of the Commission on many occasions, formally and informally.

21. In fact, long before the Inaugural Meeting, the Chairman, Secretary General and certain members of the Commission were active in establishing contacts with leading personalities in the NGO movement. Immediately after the Inaugural Meeting, the Secretary General responded positively to a proposal that he host a meeting of NGO's convened by WRI as a follow-up to the Wye Conference on the Global Possible. Chaired by Maurice Strong, the meeting was held in Geneva on 17-18 November 1984, and included fifteen leaders of institutes, industry and citizens groups. It provided an excellent opportunity to exchange views with certain NGO's and to reiterate the above-mentioned invitation to participate in the Commission's work. This now-called "Geneva Group" has since met once informally (in Nairobi during the recent Environment Liaison Centre Conference) and will meet again in Geneva in late April.

22. Also, immediately after the Inaugural Meeting, the Chairman and Secretary General took up invitations to address three key NGO's meetings: i.e.

- IUCN's General Assembly, Madrid, November 1984, was addressed by both the Chairman and the Secretary General;
- The WICEM, Paris, November 1984 was also addressed by both the Chairman and the Secretary General;
- The ELC Conference in Nairobi in February 1985 was addressed by Maurice Strong on behalf of the Chairman.

### Response to Date Mixed

23. The Commission has received positive responses to its invitation to participate in its work. A number of institutions have submitted firm proposals for co-operative arrangements, and others have requested further information or guidelines. We have now entered into formal arrangements with institutions, as indicated in the draft work programmes.
24. While the response to date has been good from institutes in North America and Western Europe, the Secretary General has been concerned about the response from other regions. As a result, following the recent ELC Meeting in Nairobi, he wrote to each of the 116 NGO's represented there, inviting them to identify the issues on which their background of experience and work could be of value to the Commission and inviting their participation. In a number of cases, this will be the second invitation and it will be interesting to see what response is forthcoming.

### Future Opportunities to Participate

25. At the Inaugural Meeting, the Commission decided to provide several different types of opportunities for NGO participation and consultation, and some of these can only now be put in place. This includes, for example:

- The Advisory Panels: which will include several people with backgrounds in institutes, academics, business and industry; and attempts are being made to include people with a background in citizen action groups.
  
- Public Hearings: will commence with the Jakarta Meeting and, hopefully, become a major feature of Commission meetings. Indeed:
  - The Chairman has established a Nordic-wide NGO Committee to advise and assist in the arrangements for the Oslo meeting in June 1985
  
  - The Latin American members of the Commission have been considering regional activities that might support public hearings at the meeting planned for that region in 1985.
  
  - The Canadians have already appointed a national figure to advise and assist NGO's to prepare for the hearings that will be an important feature of the Ottawa meeting in the Spring of 1986.
  
- Public Hearings Independent of Commission Meetings: Commission meetings need not be the only occasion for hearings on the issues. Indeed, it is known that certain members of the Commission from countries with strong NGO movements are considering the feasibility/desirability of arranging hearings separate from meetings of the Commission.
  
- Site visits: should also become a permanent feature of Commission meetings and it may be desirable to invite NGO participation in some of these.

Strengthening NGO Relations: Some Suggestions

26. Thus, given the decisions already taken, NGO's should have increasing opportunities to participate in the Commission's work. The experience of the past few months suggests, however, that these opportunities will not be sufficient and for several reasons:
- The large number of NGO's with an interest in the Commission's mandate and agenda;
  - The small number of NGO's with the financial, institutional or political capacity to participate;
  - The divergent interests, views, attitudes and constituencies of NGO's.
  - The demand of NGO's to be "represented" in Commission activities; coupled with the inability of NGO's to agree on "representatives" or to recognize anyone as "representative".
27. In light of this, the Commission will wish to consider further measures to strengthen relations with NGO's. They could include, eg:
- 27.1. Commissioners, where appropriate, might assume responsibility for relations with NGO's in their region,
- directly or, where possible,
  - supported by a member of their staff or, where possible,

- supported by a local NGO.

27.2. The capacity of the Secretariat to relate effectively with NGO's might be increased by having the Secretary General

- appoint a Geneva-based Special Advisor for NGO Relations; or

- appoint a Geneva-based member of the staff, part-time or full-time, with responsibilities for NGO relations; or

- support liaison with NGO's on some other basis.

27.3. In addition, the views of NGO's on the issues might be canvassed using one or more short, well designed questionnaires. This might be coupled with some variation of 27.1 and 27.2.

### III. THE MEDIA: OPINION LEADERS AND THE PUBLIC

28. A heightened public awareness is essential to effect the changes in current approaches to environment and development issues sought by the Commission's mandate. Preventive action, in advance of visible crises and demonstrable economic damage will always be politically difficult, both within countries, and internationally. Curative action, even after visible crises and demonstrable economic damage, still remains politically difficult in countries with a heightened public awareness. It is almost impossible in countries without it.
29. If a crisis is large enough, of course, nations can marshal the political capacity to respond, however late and inefficiently. Witness the shift in European attitudes towards acid rain since massive forest die-back became visible, and the response to the current emergency in Ethiopia/Sudan since it obtained the focussed attention of the world's media, especially TV.
30. If the politics of cure are unreliable, the politics of prevention have yet to be invented. Clearly, however, they will depend on an aware, educated, articulate and demanding public. The media, therefore, are critically important participants in the Commission's work, both as instruments of public education and as opinion leaders in their own right.
31. The Commission discussed this at its Inaugural Meeting. It agreed that a number of measures should be initiated, and that further measures should be considered at its next meeting.

Media Interest: From Trough to Peak

32. The strategy adopted by the Commission for its work includes a number of "events" that provide, or can be designed to provide, significant interest for the media. One can define three distinct stages in the future work, and the interest that the media takes in these events should grow as the Commission moves through these three stages.

32.1. From the spring of 1985 through to about mid 1986, the Commission's dominant posture will be that of a Commission of "enquiry". Media interest in its work should grow as it moves from that posture to one of "synthesis" and "prescription", between late 86' and the spring of 87'. It should increase further, as the Commission moves into its later posture of "recommendation" and "advocacy", which will run from the release of its report in the spring of 87' to the presentation of its recommendations to the General Assembly in the fall of 87'.

32.2. Put another way, media interest should grow as the substance of the Commission's work moves from a focus on programme planning (spring - summer 85'), into issue analysis (summer 86' - spring 87'); and then into final recommendations and advocacy (spring 87' - fall 87').

32.3. Put a third way, the interest should grow as the substance of the Commission's work moves from the issues themselves (what needs to be



done) into forms of international co-operation on those issues (how can it be done more effectively).

Major Events: Spring 85' - spring 87'

33. Between now and the spring of 87', the major events on the Commission's calendar are:

- Commission Meetings, including site visits and public hearings; (85' - 87')
- Advisory Panel meetings; (mid 85' - mid 86')
- presentation and release of selected issue papers; (mid 85' - mid 86')
- presentation and release of the Advisory Panel Reports; (mid 86')
- preparation of the Commission's report, including negotiations on draft recommendations; (mid 86' - spring 87')
- release of Commission's report in the various forms discussed below (spring 87').

34. In addition to events now on the Commission's calendar, a number of associated events can be anticipated, or indeed, flesh and spirit willing, created and put on the Commission's calendar. These include:

- country visits by the Chairman, Vice Chairman, Secretary General and Commissioners ( see para 8 above);
- speeches by the same to major meetings of parliamentarians, political parties, NGO's, scientific bodies, trade, industry and consumer associations, etc.;

- public hearings sponsored within a country by an individual Commissioner, in association with a Panel of his own choosing,<sup>8)</sup> organized and supported by one or more interested NGO's, and financed by voluntary contributions from local foundations;
- seminars sponsored within a country or region by an individual Commissioner, in association with an institution of his own choosing, and financed by voluntary contributions from that institution or from local foundations;
- articles in special interest journals of international affairs, politics, law, sciences, business, industry and trade unions;

#### Major Actors

35. The major "actors" in these events are the Chairman, Vice Chairman, Members of the Commission and the Secretary General; the Chairmen and members of the Advisory Panels, heads of state and ministers of host governments, advisors and consultants; and the participants in public hearings. The extent to which these events, in

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<sup>8)</sup> Other Commissioners in the region might be invited to participate in one or more such hearings. Submissions to such "national" or "regional" hearings should be referred to the appropriate Advisory Panel, but could be edited and published separately.

fact, generate media interest depends on many factors, only some of which are under the Commission's control. But the bottom line depends on whether and how the events can be designed to attract media interest, and whether and the extent to which the main "actors", and especially the Commissioners, are able and willing to devote some time to this.

Suggestions for Strengthening Media Relations

36. With this in mind, the Commission will wish to consider a number of suggestions; eg.

36.1. Appropos Commission meetings:

- that, where possible, Commissioners arrange to be interviewed by representatives of their national media before going to, or after returning from, Commission meetings; and, of course, agree to be interviewed during meetings;
  
- that representatives of the media be invited to cover opening ceremonies, public hearings and all site visits. This would include representatives of the written press, journals specialized in the issues concerned, radio and TV, including domestic and foreign producers doing special features on the Commission's coverage of the issues (see below).

36.2. Appropos Advisory Panels:

- that the Chairman and Members of the Commission should be encouraged to meet the media, before, during and after meetings; both on-the-record and off-the-record for background briefing on the issues;
- that their reports to the Commission should be conceived, prepared and presented to the Commission with media interest in mind.

36.3. Appropos Issue Papers:

- that issue papers presented to the Commission via public hearings be released on presentation, under the responsibility of the author;
- that papers commissioned by the Secretariat be referred to the Advisory Panel concerned and, if deemed of merit, be released under the responsibility of the author;
- that the authors of the papers on issues of special or topical interest be asked to transform them into articles for journals.

36.4. Appropos of Special Meetings:

- that Commissioners be asked to identify special meetings in their region which they, their colleagues or the Secretary General might be invited to address;

- that, where necessary, the Secretariat be asked to arrange for such invitations;
- that Commissioners be encouraged to accept such invitations.

36.5. Appropos special public hearings and regional seminars, etc.

- that Commissioners be encouraged to examine the feasibility of and, if possible, to secure support for, and to organize such hearings and regional seminars;
- that the Secretariat be asked to ensure that the output of such events are fed into the processes of the Commission.

36.6. Appropos of country visits

- these can be the occasion of press conferences, with Heads of State and Ministers, briefing lunches with individual journalists, invitations to participate in "talk shows" on radio and TV, etc..;
- prior to a visit by the Chairman, Vice Chairman, Secretary General or Commissioner, the Secretariat could be asked to contact the "host" Commissioner, and with him/her undertake to arrange appropriate media opportunities.

36.7. Appropos articles in special interest journals,

- that Commissioners be asked to identify a journal, international or national, in their field of special interest, and offer one article on the Commission for publication in 1985. Another journal might be offered an article for each of 1986 and 1987;
- that the Chairmen and members of Panels be invited to do likewise;
- that in this process, opportunities be identified for special editions in 1987 on "environment and development", using the Commission's report as a source;
- that, for example, the Secretariat be asked to approach Scientific American (which has editions in Japanese, German, French, Spanish, Italian and, soon, Chinese) with a view to devoting its September 1987 single subject edition to "environment and development".

Spring 1987 - Fall 1987

37. The Commission's report and recommendations will be presented to the General Assembly in the fall of 1987. Prior to that time it is crucial that the report and the recommendations have been fully considered by the Commission's priority audiences. When approved by the Commission, this information strategy will provide several opportunities for continuing consultations with governments and intergovernmental organizations through

the fall of 1987. It is equally important that such opportunities be created for the period between the presentation of the Commission's report to the IIPC in the spring of 1987, and its presentation to the General Assembly in the fall of 1987.

38. It is of interest to note that even at this early stage, certain governments and NGO's have begun to explore such opportunities with the Commission. While these discussions have not advanced far enough to be included in this report, the Commission will want to be brought up-to-date on them in Jakarta. And it will wish to consider guidance to the Secretariat on the posture it should take concerning further initiatives of this kind which may be expected.

## VI. THE COMMISSIONS'S REPORT

39. The Commission had a brief discussion of its final report at its Inaugural Meeting and decided that it should be considered fully at its third meeting in Oslo. In the meantime, the Secretariat was encouraged to explore novel forms and styles for the final report, which would be aimed essentially at the General Assembly, Governments, IGO's, NGO's, institutes, opinion leaders and the informed public. It was also asked to explore the possibilities of conveying the essential messages of the Commission's analysis and recommendations to a much wider audience through a popularized version of the official report and through television and radio. This is moving ahead, and it would be useful to have a further discussion of it in Jakarta.

### The "Official" Report: Official Version

40. The Commission will want to ensure that its official report is both read and understood by its primary audience of political leaders and officials as well as those who seek to advise and influence them. These people are very busy: Their environment suffers from information overload. And their attention tends to get focussed on the immediate and urgent.
41. Past experience suggests three options for the Commission's official report, but none of them is noted for grabbing the attention of busy people with clarity, readability and action-oriented relevance to their major pre-occupations.



- One is the typical UN report, written in language designed to obtain consensus whilst obscuring disagreement: long, inaccessible and unreadable. (Fortunately, there are exceptions).
- The second is the study-type report, often employed by Commissions of Enquiry. It can be well written, but tends often to be academic, deductive, with heavily nuanced language marked by professional jargon. Conclusions and recommendations usually get buried in the narrative, although they are sometimes featured at the end of chapters with executive summaries bringing all recommendations together.
- The third is essentially the same as the second, except that it is briefer and may appear in a pocket-book format.

42. Exploration has revealed other formats, however, which merit consideration.

- One would be modelled after a management consultant-type report. It would begin with the Commission's major and overriding conclusions and recommendations, followed by the argumentation presented tightly, perhaps even in point form. Each chapter would feature the same format.
- Another would enlarge on this, punctuating the argumentation with colour graphics and pictures. The official final report would thus be a decision document embodying the most modern techniques of presentation in written and graphic form.

The Official Report: Popular Version

43. The desired readership of the Commission's final report and recommendations extends beyond the small circle referred to above. The Commission's aims include raising "the level of understanding and commitment everywhere", and one of its target audiences is the worldwide general public. The Commission's final report can be an agent of such an outreach, but not without considerable effort at popularization.
44. In this regard, there are two modern trends in the world of 'documentary' books that might be relevant. One is lavishly illustrated and printed in large format style. It is associated with the names of the pioneers of that genre of publishing - Mitchell Beasley - now widely copied in the US, FRG, and Japan. These books are designed for international printing and distribution in many languages. A big investment is made in colour graphics which do not use words. Printed text is added later to standard grids.
45. The second is associated with developments in cartography where the 'atlas' has become a convenient hook for forms of international comparison which do not rely on words but on graphics and numbers. These presentations vary from the conventional 'National Geographic' style, to the recent Oxford Atlases, to the 'State of the World Atlas' by Segal and Kidron. Somewhere between these two may be a format for mass sales of the Commission's report and recommendations.

46. The Commission's official report would then exist in two forms:

- A clearly layed out and tightly argued set of conclusions and recommendations for action. This would be intended only for ministers and senior officials, leaders in IGO's, NGO's, development banks, industry, academies, etc. It would not be popularized at all.
  
- A popular, colour-graphic exposition of the alternative agenda of the Commission tracing the network of policy causes-environmental effects, with the Commission's diagnosis and recommendations. Communication and impact would be achieved through words, graphics and pictures.

If this option were followed, it would represent a striking departure from the tried and worthy path trod before. While preliminary exploration of feasibility is encouraging, a full proposal would need to be developed before feasibility could be determined.

#### Reaching a Mass Audience through TV and Radio

47. At its Inaugural Meeting, the Commission expressed great interest in exploring ways and means to ensure that the essential messages of its analysis and conclusions reached a mass audience through radio and TV. It asked the Secretariat to pursue this, if necessary with the assistance of an ad-hoc group of personages eminent in the field.

## Television

48. Considerable interest has been elicited on the part of UK based producers: eg.

- Mr. Richard Keefe - a respected London based producer specializing in documentary films and television programmes on development issues.

He has in the planning stage a 10x half hour series on environment and development covering case studies at the grass roots level which relate to the Commission's alternative agenda. He is likely to be funded by Norwegian Television and the BBC and some parts of UN but would like the Commission to help to secure participation by other countries including Indonesia. A paperback book by Earthscan and development education package is part of the project. Negotiations with Television for the Environment (TVE) are in progress to assure worldwide distribution in English, French and Spanish.

- Thames TV - scheduled for January '87 a three part series requiring sequences of Commission public hearings with NGOs in Jakarta and Oslo. The thrust of the programmes again reflects the Commission's interest in the policy-source-environmental-effect connection.
- Channel 4 - a project for international co-production on environment and development by a political reporter team.

49. Most of the above are attracted by the chance to reflect a new development perspective, including policy analysis and economic and social commentary, in the usual TV environmental menu which tends to lean heavily on wildlife, habitat loss, desertification and pollution.
50. The initiatives noted above are certainly encouraging, given the early date. The absence of any initiatives involving countries in the Third World and Eastern Europe is unfortunate, however, although most collaborations in view imply international co-production, Commissioners will want to consider how this might be overcome. More than advice, the "good offices" of Commissioners from these countries will be helpful.
51. As initiatives move from proposal to reality, the Commission will become involved in facilitating the logistics essential to such productions. This will include:
- facilitating entry visas for film crews and filming permits, where required;
  - facilitating visits to sites for filming;
  - facilitating interviews;
  - etc.

#### Radio

52. In the sphere of radio costs are lower and outreach is greater especially to rural audiences in developing countries. A variety of initiatives are underway of which one may involve radio round tables with national NGOs to discuss in the presence of a Commissioner or Senior Advisor selected agenda items of interest. One of the first would be transcribed and mailed to

broadcasters around the world to induce them to repeat the formula.

53. A major press initiative is being researched. It centres on a "mid-term seminar" for March 1986 in which a group of largely Third World newspaper editors would be invited to brief members of the Commission on the attitudes and concerns of their readership. Reader response would have been stimulated beforehand by each newspaper following its own style using issue briefing texts prepared by the Secretariat or by questionnaire. The aim would be to make available to the Commission grass roots views and ideas by a direct path. The editors would then in turn be briefed by the Commission on progress thus far.