

WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT

SEVENTH MEETING
Moscow, U.S.S.R.
December 6 - 12, 1986

WCED/86/41

MEMORANDUM

TO: All Members of the World Commission on
Environment and Development

FROM; Jim MacNeill

DATE: 5 December, 1986

RE: Public Information Programme: January - October,
1987

Attached to this memo you will find a chronological schedule of the main events currently planned during the upcoming public information phase of the Commission's work. The principle objectives of the programme are to bring the report to the attention of as many governments as possible with a view to obtaining their support for its recommendations before the debate in the General Assembly next fall and to build a body of support for the Commission's recommendations and conclusions within the NGO community and the public-at-large.

You will note from the attached schedule that there are five principle elements involved in the programme:

- (i) the launch and ceremonial presentation of the Commission's Report in London on April 27, 1987;
- (ii) the transmission of two major T.V. series related to the Commission- the BBC "Only One Earth" series and the Channel IV/IBT "Battle for the Planet" series;
- (iii) the presentation of the report to the IIPC in March of next year and to the UNEP Governing Council in June;
- (iv) regional meetings of the Commission in all five regions of the world during which the Commission's final report will be presented to, and discussed with, ministerial representatives of governments, NGO representatives and the press; and
- (v) presentation and debate of the Commission's report at major NGO conferences.

The program outlined in the attached schedule is the minimum programme which needs to be implemented if we are to create the degree of governmental and public awareness necessary for the endorsement of the Commission's recommendations. Naturally, the implementation of any public information program will carry additional financial commitments and the financial implications of the programme we have proposed have been reflected in the Revised Cashflow Forecast attached to the Budgetary paper (WCED/86/42). In that regard, you should note NORAD has already made a pledge of half of the funds required to implement it. Discussions are currently being held with other Nordic governments in the hopes of securing the remaining half.

It has been suggested by several Commissioners that a much more ambitious public information programme than that proposed in the Public Information paper would be appropriate and that such a programme could best be implemented by a professional public relations firm. The Secretary General and Commissioner Ruckelshaus have had discussions in Washington with Hill & Knowlton, the world's largest public relations firm with offices in 57 countries; and they are interested in designing and implementing a world-wide program for the Commission. Such a programme would, of course, entail a much greater financial commitment than we have envisaged and funds to implement such a programme would have to be found.

The program we have proposed is a very charged one and to accomplish the objectives we have established will require a major effort on the part of the Secretariat and the Commission. During our discussions in Moscow agreement on the programme needs to be reached so that preparatory work on these meetings can begin. We cannot, of course, expect all Commissioners to participate in every regional meeting; and in any event, we do not have sufficient funds to assure every Commissioner's attendance. Set out in the attached schedule is a suggested group of Commissioners for each of those meetings, using as the basic criteria the necessity of having at least one Commissioner from each region at each meeting. We have also tried to take into account, the proximity of Commissioners to the location of the meeting. The groups listed are, of course, only provisional at this stage and are not intended as final. Indeed, this is one of the items which will have to be decided during the Commission's discussion on this agenda item.

WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT

PUBLIC INFORMATION PROGRAM

SCHEDULE OF EVENTS JANUARY TO OCTOBER, 1987

| <u>DATE</u> | <u>LOCATION</u> | <u>EVENT</u> | <u>COMMISSIONERS</u> |
|----------------|-----------------|---|--|
| January 29-30 | Berlin | Special Meeting of the Commission | All Commissioners |
| February 23-28 | Tokyo | Final Meeting of the Commission - Issuance of Tokyo Declaration | All Commissioners |
| March 1-2 | Beijing | <u>REGIONAL PRESENTATION MEETING</u> (Hosted by Chinese Government) - Presentation of Commission's Report to Senior Chinese Government Officials | Brundtland/Khalid, Hauff, Lang, Ma, Neto, Okita; Ruckelshaus, Sahnoun, Singh, Stanovnik, and/or other Commissioners who are available to participate |
| March 10 | Nairobi | Delivery of English manuscript of Final Report to the IIPC | |

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| Mid-April (tentative) | Interlaken | <u>NGO MEETING</u> -Presentation and discussion of Commission's Report at European Conference on Industry and Environmental Management | To be invited by the Conference |
| April 27 | London | Publication of Final Report Media Launch of Commission's Report - including: -formal ceremony before audience of dignitaries during which the Commission's report will be presented to selected youth representatives from the five regions of the world who have participated in Public Hearings -Press Seminar for selected journalist from the five regions | Brundtland/Khalid Neto, Okita, Ramphal Ruckelshaus, Salim Singh, Sokolov, Strong and/or others |
| | London | Opening of IIED "Only One Earth" Conference | |
| | London and various other countries | Launch of BBC "Only One Earth" Week and first program in week-long series of environmental films | |

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| April 28 -31 | Capitals in Commissioners' Countries | Ceremonial Presentation of Commission's Report to Heads of State and Senior Government Officials | All Commissioners |
| April 30 | London | European broadcast of first film in Only One Earth week series - this film will introduce the Commission and be followed by live studio debate from London on Commission's report | |
| May 4-5 | Brussels | <u>REGIONAL PRESENTATION MEETING</u> (Hosted by the EEC) - Presentation of Commission's Report to the Ministers of the EEC and EFTA Discussion on Commission's Report with representatives of European NGOs and Press | Brundtland, Agnelli, Botero, Chidzero, Hauff, Ruckelshaus/Singh, Strong, and/or others, etc. |
| May 8-9 | Stockholm | Presentation of Commission's Report at Nordic Conference on Development Aid | Brundtland |

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| May 11-12 | Budapest | <u>REGIONAL PRESENTATION MEETING</u> (Hosted by Hungarian Government) - Presentation of Commission's Report to Minister from the CEMA countries | Khalid, Lang, Neto, Singh, Sokolov, Stanovnik, Strong/Ruckelshaus and/or others |
| | | Discussion of Report with scientific community, environmental groups and press from CEMA countries | |
| May 13-15 | New York | <u>NGO MEETING</u> - Discussion on Commission Report at "Only One Earth" Conference sponsored by Rene Dubos Center | Brundtland, Ruckelshaus, Sahnoun, Strong and/or others selected by the Rene Dubos Centre |
| June 4 | Nairobi | Presentation of Commission's Report to African Environment Ministers | Brundtland, Khalid, Chidzero, Salim, Sahnoun, Shaib, Strong |
| June 9-14 | Nairobi | Presentation of Commission's Report to UNEP's Governing Council | Brundtland, Khalid, Botero, Chidzero, Sahnoun, Salim, Shaib, Stanovnik, Strong, and/or others |

REGIONAL PRESENTATION MEETING (Hosted by Indian Government) - Presentation of Commission's Report to Ministers from countries in South Asia - Prime Minister Gandhi to open

Brundtland/Khalid, Botero, Okita Ramphal, Ruckelshaus Sahnoun, Singh, Sokolov, and or others

Discussion of Report with NGOs from South Asia

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| Late July | Addis Ababa | <u>REGIONAL PRESENTATION MEETING</u> - Presentation of Commission's Report to African Heads of State, OAU Summit | Brundtland/Khalid, Fadika, Sahnoun, Shaib, and or others |
| Early September | Montevideo* | <u>REGIONAL PRESENTATION MEETING</u> - (Hosted by the Uruguayan Government) - Presentation of Commission's Report to Ministers of Latin American governments. Discussion of Report with scientific community, NGOs and press from Latin America. | Brundtland/Khalid, Agnelli, Botero, Hauff, Neto, Ruckelshaus, Salim, Stanovnik, and/or others |
| Early September | 11 countries | Launch of Channel IV/IBT "Battle for the Planet" series, with live studio debates and discussions on Commission's Report | |

* to be confirmed

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| September 16-18 | Denver | <u>NGO MEETING</u> - Presentation and Discussion of Commission's report at International Wilderness Congress (representatives from over 1000 environment and development NGOs. | Brundtland, Khalid, Ruckelshaus, Strong |
| October | New York | General Assembly Debate | Brundtland, Khalid, Botero, Sahnoun, Salim, Singh, Stanovnik, Strong and/or others |