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Multilingual digital book

A n t h o l o g y 2 – 2001 – 2014

Content:

- 1. THE SUSTAINABLE (DEVELOPMENT) FUTURE OF MANKIND -
PRESENTATION**
- 2. TEH CLIMATE CHANGE SYSTEM**
- 3. SUSTAINABLE (DEVELOPMENT) FDUTURE OF MANKIND - BOOK**

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2007 was year we continue with basic research in physics and sustainability. Our research on physics was nearing researching purpose. The climate change system research has been concluded and we commence work on putting together understandable description. The sustainability was focused on local and global communities. Interdependence, interaction, and co-operation as philosophy of our research with support of requisite holism, system thinking, global studies, complex problem solving, case studies, operational research, and classical research methodologies resulted with better understanding of the present of global community of humankind and host of the Homo sapiens society on the planet Earth – the Biosphere,

1.

Our presentation of the sustainability as first book was “The Sustainable (Development) Future of Mankind”. The book was in paper form with soft cover and in digital form as CD, The book is displayed at www.institut-climatechange.si The authors were 9 researchers and one lady with contribution and are as follows: Prof Dr Timi Ecimovic, Slovenia, John M Bunzl, England, Prof Dr Mark Esposito, USA and France, Prof Dr Warren Flint, USA, Sir Prof Dr Roger B Haw, Malaysia, Prof Dr Matjaz Mulej, Slovenia, Prof Dr H A Shankaranarayana, India, Prof Dr Peter A Wilderer, Germany, Prof Dr Lloyd C Williams, USA, and Ms. Roshni Udyawar, India, and many others were co-operating. The book was registered with Slovenian University and National Library – ISBN 978-961-91826-2-8, 2007.

Medosi, November 2007

The Sustainable (Development) Future of Mankind

The MOTTO - There is no future of mankind without World Peace

The presentation of the “The Sustainable (Development) Future of Mankind” is short presentation of past, present and future, and has been written by Prof. Dr. Timi Ecimovic^{1, 2}, for the International Conference held in 2007 on The World Peace Summit, Bratislava, Slovakia.

For³ over 12 thousands or more years of Homo sapiens evolution, human society was first scattered in the most suitable environments which offered security, water and food, later shelter and a fire place. Humans have progressed from a hunting and gathering tribal life, to

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² Riccardoe Di Done and Angela Ficca from OPCR, Montreal, Canada contributed to the quality of this presentation...

³ Presentation has been put together from new book “The Sustainable (Development) Future of Mankind”, Prof Dr Timi Ecimovic, John M. Bunzl, Prof Dr Mark Esposito, Sir Prof Dr Roger Haw, Prof Dr Matjaz Mulej, Prof Dr Warren Flint, Prof Dr H. A. Shankaranarayana, Prof Dr Peter A. Wilderer, Prof Dr Lloyd C. Williams, and contribution from Ms Roshni Udyavar, September 2007.



antiquity, medieval, pre-industrial, industrial, post-industrial, informative, innovative, and now to a global society. The synergy of this represents the leading edge of current existence; a reality borne of a fast changing environment in terms of the quality of the planet Earth's environment. The biosphere and the living environment have been changing from a suitable one lasting some 12.000 years to a threatening one as a result of recent evolution.

The notion of "Sustainable Development" has a history of rapidly growing use by all humans at the break of the third millennium, and has resulted in common use of the word "sustainability" in many contexts and combinations. It is probably the most often used terms by present day politicians, bureaucrats and global society at large.

The result of the human global society's evolution from the above-mentioned turning-point, to its present position is nearing a point of catastrophe threatening the very existence of humans on the planet Earth. Natural catastrophes are becoming more and more severe, with more and more people and properties suffering loss. Global human society has not learned from the past and present, and is simply concerned with wanting to fulfill its daily needs. As a result we have lost the ability to see, learn, and hear the warning signs from Nature and the biosphere.

It is essential for the survival of mankind that we understand the present, learn from the past and, stop one-sided actions, attitudes, and practices etc. We must stop the distressing outcomes caused by the national elites, and vested interests which are hastening the final approaching catastrophic end of humanity. We need a new approach⁴ for a better tomorrow for humankind based on scientific knowledge and not on the feelings of individual politicians or "important" people. The only important thing is human global society and its civilized survival!

The sustainable future or harmony of global society with the Nature of the planet Earth, and its coexistence with other creatures in nature as a part of the Earth's biosphere is the solution, to the best of our knowledge, which should be adopted as the vision for our survival. We need a society wide global approach, and not the dilution of scarce financial means, for ***it is impossible to buy the survival of mankind with a financial approach however great.***

With commencement of awakening of mankind in sixties of 20th century, on needed quality of environment, as basis for life of mankind and all creatures on the planet Earth, it is also commencement of sustainable development concept, strategy, and vision.

The first compliments are reserved for pioneers of the environmental movements and among them is The Club of Rome⁵. Its first report and publication entitled "The Limits to Growth". Other reports followed and collective awakening of global society commenced.

⁴ It is research of Prof Dr Slavko Kulic, IOM, from Zagreb, Croatia, who has established "new approach" in his work since 15 years ago.

⁵ The Club of Rome a nongovernmental and informal organization that earned a world-wide reputation thanks to its research project - reports to the Club of Rome with expertise on global studies. It has been established in 1968 by Aurelio Peccei, founder and first president. They established Standing Committee of thirty European scientists, and the membership was limited to 100 members. With co-operation on the National Associations basis from 1987 onwards (at present there is about 30 of them), they assist The Club of Rome to fulfil basic goal - Global Studies – issues, to work out solutions for global problems, and to draw attention of world public to them.



A few years later, in 1972 “Stockholm – 72” – a UN Conference on the Environment in Stockholm, Sweden, 1972, was another step. One of conference achievements was establishment of UNEP – United Nations Environmental Program in Nairobi/Kenya. More research and reports followed and it took humanity 20 years to prepare global conference on sustainable development – that conference was held in Rio in 1992.

In 1987, the term “sustainable development” was introduced by report “Our Common Future” or “G. H. Brundtland Report” from The World Commission on Environment and Development to the General Assembly of the United Nations. The report “Our Common Future” had a strong impact on the global society.

“Our Common Future” report under - Common Concerns – stated the following: “Those who are poor and hungry will often destroy their immediate environment in order to survive: They will cut down forest; their livestock will overgraze grassland; they will overuse marginal land; and in growing numbers they will crowd into congested cities. The cumulative effect of these changes is so far-reaching as to make poverty itself a major global scourge”.

“Failure to manage the environment and sustain development threatens to overwhelm all countries. Environment and development challenges are not separate challenges; they are inexorably linked. Development cannot subsist in a deteriorating resource base; the environment cannot be protected when growth leaves out of account the costs of environmental destruction. These problems cannot be treated separately by fragmented institutions and policies. They are linked in a complex system of causes and effects.”

Those statements have unfortunately been overlooked by the new generations. The spirit of complexity was just talks, and reality of the issues was ignored. The environmental quality of the Earth’s Biosphere was and is still neglected in 2007. Interdependences, interaction and co-operation of all matter, energy, information, particles, rays, powers and forces and yet not known contents of Nature were and are up till now, overpowered by needs of individuals, national elites, security concerns, the reproduction of money, bureaucracies, military requirements, wars, riots, genocides etc.

Sustainable development was defined in “Towards Sustainable Development” in “Our Common Future” report as: “Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. It is very noble, humanitarian, cosmopolitan, global goal, which after it had been invented/introduced was generally misused by countless politician, bureaucrats and numerous people who were preoccupied with their own agendas, and who had no humanitarian concerns, knowledge or ethics’.

There is another statement that is worth quoting from the “Our Common Future” report: “Many of us live beyond the world’s ecological means, for instance in our patterns of energy use. Perceived needs are socially and culturally determined, and sustainable development requires the promotion of values that encourage consumption standards that are within the bounds of the ecologically possible and to which all can reasonably aspire”. Many means individuals,



communities, countries, and we do not need to write more on this. The system characteristics of humankind are forgotten today!

“The world must quickly design strategies that will allow nations to move from their present, often destructive, processes of growth and development onto sustainable development paths”. This lofty goal was also completely ignored!

“Critical objectives for environment and development policies that follow from concept of sustainable development include:

- Reviving growth;
- Changing the quality of growth;
- Meeting the essential needs for jobs, food, energy, water, and sanitation;
- Ensuring a sustainable level of population;
- Conserving and enhancing the resource base;
- Reorienting technology and managing risk; and
- Merging environment and economics in decision making”.

These objectives stand even today. However, they have not really been ever taken into consideration by politicians, bureaucracies and national agendas.

A most significant statement can be found under “The Urban Challenge” – “In 1940, only one person in eight lived in an urban center, while about one in 100 lived in city with a million or more inhabitants (a “million city”)”

- “By 1960, more than one in five persons lived in an urban center, and one in 16 in a “million city”. By 1980, nearly one in three persons was an urban dweller and one in 10 a “million city” resident”.

Present numbers are even more catastrophic!

The Hon. Tom McMillan, Canadian Minister of Environment, stated the following at the WCED Public Hearing held in Ottawa, on May 26-27, 1986: “The challenge ahead is for us to transcend the self-interest of our respective nation-states so to embrace a broader self-interest the survival of the human species in a threatened world”.

Dr. Gro Harlem Brundtland declared that: “This commission’s report, Our Common Future, contains a message of hope and opportunity”.

What is the result 20 years after “Our Common Future” report was accepted? In our view, the outcomes and successes were smaller than expected. And now we come to the 1992 Rio Summit.

Representatives from 179 countries attended the 2nd UN Conference on the Environment and Development CED-2, Rio de Janeiro in 1992 or the Rio Summit as it is commonly referred to. A massive document was approved and “Agenda for Change” and “Agenda 21” were adopted. While a number of documents were approved, none were ever implemented.



Finally, 10 years after the Rio Summit, the World Summit on Sustainable Development was held in Johannesburg in South Africa, and the failure to act was publicly noted.

The reason in our opinion was in the mishandling of “Our Common Future” report and its possible global impact to society.

The UN at that time did not make the right decision concerning the use of the report since it became agenda from UN to people, instead of the program from the UN to its **member states**. Member states never put sustainable development goals into action because their national priorities such as the wealth of national elite and other national state priorities override such objectives.

In the meantime, the United Nations, due to poor leadership and political mishap of member nations on the one hand, and global human society on the other hand, was not ready for sustainable development.

The role of the UN has not been adjusted to meet the needs of the challenges of our time – that is, the end of second millennia and the beginning of the third one. The restructuring of UN under the leadership of that time was impossible.

The common practice was and is for individuals politicians, bureaucrats, national elites, governments, media, show people, religious leaders, local community leaders etc., to meet their needs and the needs of their family for wealth and employment first, than after that, to address humanitarian issues. Furthermore, election practices dictate that there is never the time to consider humanitarian concerns.

They in practice never took care of “sustainable development” and new challenges of the third millennium. Actually we have never taken time to build new profile of the new ethics that are needed for the third millennium - humanitarian values must be adopted in order to be able to meet new challenges of nature, biosphere, and our environment. The need for new education, to have humans able to meet challenges was neglected. ***Homo urbanus took over civilization and did not took over long term responsibility but only short individual needs.***

It is appropriate at this point to quote Professor Flint: “We are the only reason our ancestors existed. Our children are hope for touching the future. Let our children’s children be the reason we act”.⁶

At present sustainable development and more specifically, sustainability, have become popular terms for politicians and politicians-like⁷ people. They wish to make impression on their listeners and public in general. It has become habitual to mention sustainable development, global warming, and climate change as important concepts of our time, but they do so without really understanding them in reality.

⁶ As stated by Prof Dr Warren Flint, Five E's Unlimited, rwflint@eeeeee.net, and www.eeeeeee.net.

⁷ Politicians like are politicians, bureaucrats, individual leaders from industry and commerce, educators, researchers, military leaders, religious leaders etc., people of influence but without humanitarian values, education, and ethics needed for global leadership.



Our present practices do not support “Sustainable development” as leading global society policy.

Our collective awakening regarding the difficulties that our Earth faces was excellent; however, it did not change most people’s short term values. The problems of sustainability of mankind and the planet Earth are much more complex than were understood at the end of the 20th century.

The first part of the “sustainable development” – “sustainability”, is much more important and has real value for the future of mankind. Second part, “development” is a term that is often misused from the industrial revolution and world of economics, and has nothing to do with Nature of the planet Earth. When we use the term “development”, we are referring to products, construction, man-made systems, repairs, machines, armaments, etc. Development is a part of human society of post-industrial era. Nature has no “development” whatsoever, and natural system works on contents and under the rules of *interdependences, interactions and co-operation*⁸ relations.⁹

Humanity has more possibilities for a better tomorrow because of the introduction of modern tools for thinking and researching of complex issues of human society and many natural contents of the nature of the Earth, the information theory of nature, system thinking, analysis, synthesis and system theory, in addition to the other many excellent tools that have been used up till now,

What is needed is a New Approach¹⁰ as the introduction of global society system relations, values, ethics, contents and mechanisms, which should assist as to transcend to a sustainable future of planet Earth’s human global society.

What is necessary for the survival of humankind is to introduce the concept of a sustainable future of humankind by attaining harmony with our environment and the nature, since present society have lost touch with the nature.

Sustainable future of local community leads to the sustainable future of mankind.

It would be easy to write at length on the concept of sustainable development concept, but that is not the purpose of this presentation. Our purpose is to transcend from sustainable development to sustainable future as concept, policy, technique that is needed for the survival of mankind.

The follow up from sustainable development should be accomplished with all possible co-operation of mankind to sustainable future, and by mitigations of the climate change system impact on the biosphere of the planet Earth.¹¹ The goal of sustainable future is a most complex

⁸ *Interdependence, interaction and co-operation* as constant engine of the Nature has been described at the book System Thinking and Climate Change System, please see www.institut-climatechange.si .

⁹ System Thinking and Climate Change System – Against a big »Tragedy of Commons« of all of us, 2002, Ecimovic. Mayur, Mulej, and others, and followed by “The Information Theory of Nature, and”, 2006, Ecimovic, are opening discussions for understanding present by our civilization, and this presentation.

¹⁰ New Approach as needs for restructuring of global society has been introduced by Prof Dr Slavko Kulic, IOM, from Zagreb, Croatia, but it is still within science, and is waiting for better time to be understood and used.

¹¹ Please see complementary book »Our common Enemy – The Climate Change System Threat« at www.institut-climatechange.si .



issue, which could be undertaken with consent of all humankind and with a real dedication to fulfilling its goals.

It is pertinent at this point to provide a short description of “sustainable future”: **Sustainable future of mankind is harmony of the humankind system/civilization with system of nature/biosphere of the planet Earth.**

It is a short description of a very complicated and complex concept of present global human society and its basis – the biosphere of the planet Earth. We believe that all good work of countless individuals towards achieving sustainable development should now be reoriented to the more complex concept of achieving a “sustainable future”.

The path is to work with local communities and with sustainable future of local communities to enhance the sustainable future or harmony with nature of our global society. The advances that we have made through the various reports and events such as Our Common Future, the Rio Summit as Agenda for Change and Agenda 21 processes etc., New Approach, Our Common Enemy – The Climate Change System Threat and all the other achievements of mankind in the present and in the past humans should be the anchor for a new approach for global sustainable human society. The major goal of our educational system should be to produce a new profile of humans, who are knowledgeable, and who can think independently. This is necessity in order for us to successfully transcend from the present to the future

Of course people should not put their heads into the sand and dismiss gender issues and the major role of the mother as first and most important educationist of children. Our prime target should be the education of women in order that they can better meet the demands of the new challenges for better educated children who are also well versed in ethics.

Being a mother is a full time job and instead of concentrating on fulfilling that role, many mothers must also work outside the home in order to fulfill the family’s need for food, clothing, shelter, and other basic necessities of life. We need a new social contract that recognizes the concepts, and policies that are needed.

However number of important issues have been mentioned, but not to forget, many more of them have not been mentioned. We believe that it is important to understand all simple and complex issues needed for transcend of present global society to sustainable future human society of the third millennium.

2.

The Climate Change System presentation February 2007 had 27 pages. We have included to this Anthology 2 only short version presenting 2007 year. We shall continue with coming year observations for the running year. Success or not it is a question.

Medosi, February 2007



The Climate Change System

This presentation “The Climate Change System” has been jointly written by Prof. Dr. Timi Ecimovic¹², Sir Prof. Dr. Roger Haw¹³, Dr. Elmar A Stuhler¹⁴, Prof. Dr. H. A. Shankaranarayana¹⁵, and Prof. Emeritus Dr. Matjaz Mulej¹⁶. The presentation has been written for SEMINAR on Development, Civil Society, and Third Sector: The Emerging Perspectives, at Mangalore University, India, 27th – 28th March, 2007

ABSTRACT:

This paper is a presentation of the methodology of the notification of complex societal problems and possible solutions by applying the system theory and system thinking. System theory and system thinking is working at the levels of concept formation, analysis, synthesis and case study. With rapid societal changes and consequent challenges from nature, a great impact is felt on the climate. To comprehend this and to evolve a methodology to adapt to this, our civilization should seek sustainable (development) future as an immediate goal. It is a slow and gradual process. World peace should become an ideal. As Gandhi stated, “Be the change you want to see in the world.” Thus, to attain such a harmony of one world, one peace, we have to move towards the concept evolvement of One Earth, One Government, and One Society and its evolution.

Food, water, shelter, clothing and science are the sum total of the basic achievements of our civilization. These are attained through human activities and are influencing our socio-economic system. These are basic needs, the gratification of which is fulfilled through nature, space and environment. These resources as water, land and air have become important issues. Science can become a part of these issues, at the individual, national or global levels.

A new approach has been instituted to tackle the complex problems of research, and scientific issues by adopting ‘Thinking Theory’ and ‘Case Study Research’. This approach has given rise to a more dynamic view of LIFE, its ORIGIN, the present and future. What is sustainable

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¹³ Sir Prof. Dr. Haw, Founding member of Ansted University, and Founder of the First kind of World Book of Records focus on Corporate Social Responsibility Practice and Social Responsibility aspects. He is International Academician from Penang, Malaysia, bnhaw@tmnet.my with address at: Ansted Service Centre, P. O. Box 1067, 10840 Penang, Malaysia

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(development) future or harmony with the Nature? How do we co-opt science to maintain the harmony of our civilization with the Nature of planet Earth?

The scientific background of the presentation is book “System Thinking and Climate Change System (Against a Big “Tragedy of Commons” of all of us)” ISBN 961 – 236 – 380 – 3, “Our Common Enemy (The Climate Change System Threat)”, ISBN 961 – 91826 – 0 – X, and “The Information Theory of Nature, and”, ISBN 961 – 91826 – 1 – 8, all are displayed at www.institut-climatechange.si, at “System Thinking and Climate Change System”, first mentioned the Dialectical System Theory (Mulej) and all other system theories have been reviewed.

Keywords

Methodology, Complex Societal Issues, Case Study, New World Order, World Peace, World Government, Water, Land and Air Environment, Science, Society, Civilization, Sustainable (Development) Future, Nature, Space and Environment Protection, the Climate Change System.

Presentation

Since the dawn of human civilization some 200,000 years ago – say from the last glacial period some 100000 - 16000 years ago, when the Scandinavian shield emerged from the ice and Baltic Sea re-appeared – our civilization has been writing its epic song of evolution. Whether a tribe or its chief, a spiritual leader, a showman, over the Stone Age or medieval to modern, technological to information and innovation societies have developed through the individual, and society’s ability to research and understand the basics of nature, space and environment as the background for our existence.

The rulers have used the religion as a tool to regulate the society from the time immemorial probably from stone ages when religion started originating in its rudimentary form. Later, it helped chiefs and kings. With sparse population in thousands or a million at the most, society was in its rudimentary form, and the economy, vulnerable. Science had just begun to emerge as an applied branch of knowledge. It began to accumulate knowledge and practices. Communication was in its rudimentary stage and knowledge, limited to what life and families were learning and teaching. As society evolved gradually, and science developed along with it, and an abundant storehouse of resources with a moderate lifestyle, ancient great kingdoms like China, India, Persia, Babylon, Egypt, Greece and Rome appeared and disappeared. Great achievements in the region of philosophy, mathematics, physics, and literature came to be known. Plato (427? – 347? B.C) and his pupil Aristotle (384 – 322 B. C.) played an important role in evolving human society. Communication improved, there was, exchange of information, and money as a transaction tool emerged. Religion became an important tool of rule for the kings and civilizations expanded with warfare, conquests, trade and commerce. Population grew in millions with prosperity. Education as an institution developed as a need and a privilege and learning became an asset.

In spite of the medieval ages being the age of many brakes scientists such as Galileo, Copernicus and Newton to mention a few, thought ahead of their times. They contributed a



major part of the scientific knowledge, and laid the foundation for further exploration. Communication skill remained the same, but slavery was seeing its natural end, and a rudimentary banking system evolved. Banking was developing rigidly to become a major force to reckon with in society.

The industrial revolution brought with it a snowballing effect in various spheres of life. The close connection between culture and scientific development is apparent in this historical process. Industrial revolution resulted in population explosion, applied and theoretical research, a complex building of socio-economic system, change in life style, and thereby quality of life, information exchange, commerce with money as important medium of exchange, urbanization, introduction of complex education system, destructive techniques of warfare on a large scale, and its concomitant activities of terrorism and genocide. Air, water, and land became recognized as common wealth meant for public consumption, and not an exclusive privilege of the rich. Large-scale indiscriminate utilization of resources led to deterioration of the natural resources. The natural resources were ruthlessly exploited and the environment got polluted due to the effect of industrial effluents, vehicular pollution, nuclear devices and its disastrous effects of warfare. An awareness of the interconnectivity of living and non-living was lacking. This web of life has been ruptured by imbalances, disharmony and ignorance.

The industrial revolution brought the old feudal slavery to an end. Bonded labor transformed slavery into an emerging work force, which stood out as the labor class. This led to urbanization, concomitant improvisation in quality and standard of life and to a commercial society that had an inherent mobility within classes; refined into actual system and all grew into features of the modern civilization. Importance was given to a monetary economy, which as a consequence created inequalities in society. Power was centralized into local, national, and international organizations. Bureaucracy started unfolding as a powerful ruling body. Specialization fragmented the branches of sciences and holistic vision was lost resulting in the “tragedy of commons of all of us due to lack of systemic thinking”. Industrialization became the basic expression of human society as the focus shifted from society to individual. Science has further extended out into evolved branches into physics (Einstein, Hawking, and many more), chemistry, mathematics, cosmology, rocketry, astronomy, nuclear technologies, genome research, nanotechnologies, quantum theory and mechanics, big bang, elementary particles – quarks and mesons, and Grand Unified Theory etc. Quiet minds are working in every field and it is difficult to enumerate the quantum of work in each field. On the one side we have a tremendous knowledge base, rapidly exploding and evolving in every known branch of applied and theoretical science – on the other, as a result of this expansion, the human population exploding beyond six billion. The needs of which have to be catered to, using the non-renewable limited resources. Consequently, there has been a deterioration of environment, space, quality of life, climate, biosphere, living conditions, atmosphere and the elements.

To highlight the problem take the example of water. By 2000 the Earth's water was distributed as follows:

- The Earth's surface has 510.1 millions of square kilometers of which 70.7 % is water and 29.3 % is land mass.
- The water within biosphere is fresh and salt water.



- The salt water – seas and oceans represent 97.5 %
- The fresh water is only 2.5 %.
- Out of 2.5 % of the fresh water glacial ice is 68.7 % (Arctic and Antarctic ice and mountain glaciers), underground water 30.1 %, and water in permafrost 0.8 % and surface and atmospheric waters 0.4 %. This 0.4 % of the Earths' water is what we humans think of as water, mainly.
- Out of 0.4 % of 2.5 % of the Earths' water, fresh water lakes are taking 67.4 %, water within surface of the lands – soil 12.2 %, atmospheric water 9.5 %, swamps and moors 8.5 %, rivers and streams 1.6 %, and biota waters or water within living creatures is having a share of 0.8 %.

It is clear from the above data that we are using only a small part of total planetary waters. Further interesting aspect of water is it is an essential part of our biota, and humans have different water content according to ages: human embryo three days old 97 %, fetus 3 months old 91 %, now born baby 70 – 75 %, youth and grown humans 60 – 65 % and old people 50 – 55 % of water within body mass.

In the third millennium the thrust has been on the creation of the global world. More and more societies have been exclusively guided by money that has become either a monstrous force or has telescoped into the unquestioned master. In this globalized world, the individual is a passive recipient of so many processes, accidental or otherwise. He is a witness to the vast banking system, international, national and local financial networks, systems, institutions and strong bureaucratic practices, etc. Money is more or less functioning as a totalitarian entity governing the practices of the bureaucrats and influencing policies thereby resulting in control of information, scientific work, military, security, education, culture, etc. In effect, we are ruled by an exclusively money-oriented world. Global world has dual masters - the power hungry bureaucracy and the totally neutral monetary economy. Democracy is a misnomer, abused more than used to camouflage hegemonic rule of the powers that be. It is money in practice that is propelling the world into an uncertain future making the world more and more undemocratic.

Science has gained the dubious reputation of becoming subservient to the demands of the military and security. A major chunk of the discoveries has been connected to the development of weapons for destroying the enemies within a global society. A scientist associated with the military projects is highly patronized and kept rich. Independent researchers are doing the tight ropewalk, trying to balance research, education, and family demands. In fact, independent researchers do not exist really.

We have thus entered the twenty first century with a population of over six billion. Two per cent of this population about 120 million, are geniuses involved in mathematics or are gifted with mathematical abilities. Hence technical fields based on mathematics and Physics have developed tremendously. The second branch that is doing very well is the social sciences. Natural sciences are doing their best to keep up the pace, but lag behind. Today the global world has made great strides in the region of:



- Nuclear technology should not have come out of the research lab. Though the constructive uses of this technology are in the field of energy, medicine, and power installations, more nuclear weapons have been devised to benefit the military dictators and bureaucrats. Therefore the dangerous side effects of this technology outweigh the constructive uses to which it is put. For the next two million years there is pollution through nuclear radiation and the biosphere is already facing the threat from it.
- In Chemistry, many synthetic chemical compounds have been artificially manufactured causing great damage to the environment. For example, CFC's destroying ozone layers. PCB's changing Gene structure, pesticides erode the fertility of soil and pollute water. This branch has gone so commercial that profit has become the only driving force for new discoveries in this field. Though these experimented compounds can be put to constructive use, many are dangerous to water, space and environment.
- Technical and technological advancement has resulted in the modernization of over a billion of combustion engines, computers and with it information explosion, war machine like tanks, aircrafts, ships, space-crafts, satellites, etc., and metropolitan cities with emerging infrastructures like roads, ports, townships, tourist centers, etc. These developments have led to the generation of non – degradable waste residual in urban areas causing increased pollution and permanent damage to environment.
- Scientific discoveries are in the region of Theory of Relativity, Quantum Theory, Nuclear discoveries, particles and rays discoveries, Grand Unified Theory, sensors, Nano-technologies, Big Bang Theory, Cybernetics, String and Theory of Everything, Thinking Theory and many more theories including recent Information Theory of the Nature. The nature of research of the Earth Biosphere and knowledge treasures of the Nature is less successful. But Social sciences development and information exchange research has great impact on global society. Environmental science as a newcomer is seeking the permission to enter the sphere of public awareness.

The impact of these strides on the biosphere, and its consequences could be described as follows: ¹⁷

- Pollution results from synthetic chemical substances and causes many side effects like pollution of all sorts from synthetic chemical substances (PCB's, CFC's and others), smog-producing substances, ground ozone, Nitrogen Oxides, whole package from petrol consumption residues, residues from medicaments including female hormones, and similar substances from plastic materials degradation, plastic materials in countless forms, etc. Drinking water sources have depleted and those that do exist do not conform to the international standards. There are vast quantities of effluents arising from the transport system, factories, etc.
- Waste is being produced in countless forms resulting in a demand for dumping locations, landfills, etc. The human society produces waste faster than it can dispose of it, and this is a major concern. For example, the automobile, just hundred years old, is a



major environmental hazard, as it is difficult to dispose the junk. In recent 150 years waste production is overtaking all other forms of production, which has become a controversial issue.

- The major pollutant of the biosphere is human population. In the 18th century as population had not exploded to alarming proportions due to high mortality rate, land, water, and air remained abundant resources. This lasted till the middle of 20th century. Only air as a resource, after middle 20th century appeared abundant. In the 21st century even air seems to be a scarce resource. The abundant resource today is human resource but it is destroying itself due to the rapidly deteriorating environment of the Earth and its biosphere.

Thus human interference has engineered destruction of ozone layer, global warming, degradation of quality of air, inequalities within interdependent systems, and imbalances in the symbiotic systems of nature and the biosphere, climatic changes¹⁸, etc. The internal and cosmic checks and balances provide guard and maintain the living conditions on the earth as a guardian. The **system theory** bases itself on practical evidences, thereby making it difficult to predict the changes in climatic conditions, whether for example, the new era will move to right (Glacial) or left (Global warming) etc. In any case, living conditions now are in a totality of precarious balance.

To provide solutions, one has to re-examine the relevant system. Research is being conducted on a massive scale to understand systems operating within our biosphere. The 'climate change system' has been introduced. This leads to studies of the system operating in the environment. Consequently the Information Theory of Nature has been established. To explain the systemic background of nature three operative but non-scientific words are needed – interdependences, interactions and cooperation. It is while talking about impact that we arrive at the 'Information Theory of Nature'.

The "Information Theory of the Nature" has been presented at Volume 6, and we shall see new frontiers of our achievements stated at the Mangalore presentation, and are as follows:

The climate change system – only to remember!

"The climate change system is provider, protector, guardian and maker of climate within biosphere of the planet Earth, which is powerful system of the planet Earth Nature, has got sufficient power for eventual change of present biosphere, and consequently strong destructive impact on our civilization, is much more understandable when using soft environmental approach as specialist approach, which is used at present."

On the civilization!

"Since we (our civilization) have lost touch with our origin, it was not lost connection, but we commenced building our own image/environment – human eco sphere. Today urban human Homo sapiens "*urbanus*" is anthropocentric/egocentric representative of humans, with new

¹⁸ Mentioning »climate change« means impact of the climate change system, which include global warming etc.



ethics (for third millennium), who recognize only one God – money. Rest of civilization – peoples of rural areas, mountains, small islands, jungle, arctic region, semi and other deserts, are minority without “human rights” in practice, due to pressure from bureaucracy, and only to bureaucracy understanding countless form’s and paths for ruling by power of not production, but ruling. During feudalism and before humans used to live from nature, and as part of it. It was easy to manage kings and noble people due to their small number, but today our civilization has less and less of productive population, and more and more of politicians, and administrative/bureaucratic supported families.”

On the Nature!

“The Nature does not repeat itself, but it always goes in only one direction - multidimensional dynamic evolvement ahead. Its direction is not known.”

On the life!

“From the selected viewpoint, the most important inferior system of our biosphere is life on the planet Earth. As soon as the primordial Earth was ready to host life, it appeared. In ocean waters the anaerobic bacterial life was the first to influence all later evolvements. Due to the exceptional reaches of ocean waters full of inorganic compounds the first bacterial cells had an excellent living environment. The ocean waters protected them from UV rays and the temperature of waters was suitable. The light and warmth from the Sun were at a lower radiation as today. All phases of the anaerobic life lasted from its commencement on from around 3.8 billion years ago until the appearance of oxygen in the atmosphere around 2 billion years ago. The bacteria have changed the Earth’s biosphere from an oxygen-free to an oxygen-rich one, from an environment unprotected against UV rays, to environment with ozone layer as UV protection zone. Sterile terrestrial lands changed to lands rich with life. After the change from the anaerobic to the aerobic life the biosphere changed, and many complex life forms evolved. The water cycle, the oxygen cycles, the carbon dioxide cycles, the sculpture cycle, and waste of organic compounds together with life itself have been an integral part of the biosphere’s environment. The basic influence was transferring of the fragile environments into life-friendly environments, and resulted in protection of the Earth surface against erosion and consequences such as destruction of lands, ocean water currents, and air movements that have been established as regular or temporary. The biosphere was evolving and became the space for life and living creature. Physical, geographical, chemical, biological and systemic interdependences/interactions and co-operation provided a possibility for an environment supportive of evolvement of life. Today, we may find at the same time within the Earth biosphere primordial conditions as well as any later evolvements, which followed them in time. Our present biosphere has a countless number of biological sub-systems, which are along with their synergies, ensuring the life continuity in the present and many other possible and changed environments.”

On the system thinking!

“The novelty to be attained – and to be made innovation – could be the ability of the current Homo Sapiens to think, understand, and learn, how to *requisitely holistically* manage our own



civilization affairs, e.g. to all humans food, water, air, and space for living. This task can be done better, if the systems thinking could be used.”

On the pollution!

“Our civilization’s settlements of near past and present (over-concentration of people and self-creation of the fragile environment – mega cities etc.) has caused the pollution of all waters in such regions, including areas as far as such polluted waters travel. Actually, the pollution has been a combined effect of pollution from city life (countless toxic substances – natural and synthetic chemical products, etc.) ending in the waters from individual kitchen outflows and sinks, toilets and sewage systems, and from the “natural” rivers flows. Secondly, the usual agriculture intoxicates lands and underground waters and further waters connected with intoxicated lands and underground waters. Finally all this is ending into coastal sea and ocean waters, which are in different stages of pollution/intoxication.”

From conclusions and recommendations!

“Scientific work, as a basic source of knowledge, needs special co-ordination at worldwide level and should be an integral part of the world governance. We need independent scientist, who works because of their scientific thinking, and acting ability, and not because of need for daily, monthly, and annual salary given to them by bureaucracy, or marketing, and profit oriented economy. The money system today has become a master of its own, a monster who rules the entire civilization. It would be nice to put it back, in the frame where it belongs – the servant of humankind. Now, profit is killing profit by causing side effects having crucial impacts, including humankind’s cost covered by company taxes.

To be able to understand the need for world governance, humans should understand the systems within which we exist, and systems we consist of and that we create. It is important due to the known fact that any system in nature will remain as it is, as long as all systems and relations within it are in a similar mode. Together they make a living system that is trying to be a viable system. If and when any major or minor part of the system moves, changes, whole system will commence to move, change. It is not possible to predict in which direction the system will move, change. This is what is happening with the climate change system. It is maybe answer to what is happening with human society at present.

The climate change system ultimately would change living conditions within the biosphere and geography of the Earth so much that our civilization will end. Therefore we are presenting the climate change system as common enemy of our civilization, and we are

RECOMMENDING

One planet, one government is our first recommendation. Of course, The Planet Earth Constitution is first and The Planet Earth Parliament and Government follow in line, after ratification of The Planet Earth Constitution.



Secondly we recommend a new approach to the *social order*, which has to reflect the present experience, and the establishment of a *new contract for humankind* living on the planet Earth.

The goal is to prevent explosion of humankind reproduction, enforce ethics and tolerance amongst peoples of the Earth, enforces (a globally holistic!) law and order, and with skillful governing allow the coming generations to live and have sustainable future¹⁹ on the planet Earth.

Thirdly we recommend *redirections of scientific work* from war armaments, too narrowly market-oriented and synthetic chemicals technologies, etc., to discovering viable global systems of nature, space, the environment and cosmos, as essential elements of knowledge needed for survival²⁰ and sustainable future or harmony of present mankind with present Nature of the Planet Earth.” The Mangalore presentation has been written just a step before to final works on the Nature research.

During discussion at Mangalore University in India we have established ground level for missing part of humankind life – **individual social responsibility** of all members of the global community of humankind.

3.

The book “The Sustainable (Development) Future of Mankind” was published. The Book is on Amazon.com and it is first book of trilogy on sustainability of humankind.

The authors are: Prof Dr Timi Ecimovic, Slovene, John M Bunzl, English, Prof Dr Mark Esposito, USA and France, Prof Dr Warren Flint, USA, Sir Prof Dr Roger B Haw, Malaysia, Prof Dr Matjaz Mulej, Slovene, Prof Dr H A Shankaranarayana, India, Prof Dr Peter A Wilderer, Germany, Prof Dr Lloyd Williams, USA, and Ms. Roshni Udyavar with contribution.

The book has 334 pages, paper, CD version and soft cover, ISBN 978-961-91826-2-8, 2007.

It was first book on sustainability after numerous presentations, talks, discussions and lectures on different gatherings all around the World from 1986 till 2007. Humanity has commenced new chapter for sustainability with first international conference for nature, space and environment protection in Stockholm, Sweden, 1972.

¹⁹ Sustainable future is harmony of humankind and the Nature/Biosphere of planet Earth.

²⁰ The scientists who contributed to this thinking by their work or ideas are as follows: late Dr. Rashmi Mayur, Mumbai, India; late Prof. Dr. Helmut Metzner, Tübingen, Germany; late Prof. Dr. George Pethes, Budapest, Hungary; Prof. Dr. Slavko Kulic, Zagreb, Croatia; Prof. Dr. Marjan Vezjak, Vrhnika, Slovenia; Dr. Elmar A. Stuhler, Freising, Germany; Richard Bartak, CSM, Prague, Czech Republic; Prof. Dr. Micheal O Suilleabhain, Cork, Ireland; Dr. Marion Hersh, Glasgow, Scotland; Dr. Glen Martin, USA; Prof. Dr. Nina Dorofjeva, Ukraine; Prof. Philip Isely, Lakewood, USA; late Yogi Shanti Swaroop, India; Prof. Dr. Elohim Jimenez Lopez, Mexico, and Mautendorf, Austria; and many others past and present members of the SEM Institute for Climate Change.



Prof. Dr. Timi Ecimovic

And

John M. Bunzl, Prof. Dr. Mark Esposito, Prof. Dr. Warren Flint, Sir Prof.

Dr. Roger B. Haw, Prof. Dr. Matjaz Mulej, Prof. Dr. H. A.

Shankaranarayana, Prof. Dr. Peter A. Wilderer, Prof. Dr. Lloyd C.

Williams,

And

Contribution by Ms. Roshni Udyavar

THE SUSTAINABLE (DEVELOPMENT) FUTURE OF MANKIND



Foreword – Executive Summary

For over 12 thousands or more years of Homo sapiens, the human society was firstly scattered along the most suitable environments which offered security, water and food, and later shelter

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and a fire place; humans experienced has progressed from a hunting and gathering tribal life, to antiquity, medieval, preindustrial, industrial, post-industrial, information, innovative and now to a global society. The synergy of this represents the leading edge of, current existence; a reality borne of a fast changing environment in terms of the quality of Planet Earth's environment. The biosphere and the living environment have been changing from a suitable one lasting some 12.000 years to a threatening one as a result of recent evolution.

A growing interest in deep ecology in the sixties was followed by an awakening of the post-industrial society during the second half of the 20th century. This includes the Club of Rome (1968) and its President Aurelio Peccei, their reports, and "The Limits to Growth", "Stockholm-72" UN Conference on Environment held in Stockholm, Sweden, 1972, "Our Common Future" or the "G. H. Brundtland Report" as report from the World Commission on Environment and Development, UN 1987, and the introduction of "sustainable development", UNCED "Rio Summit" 1992 with Agenda for Change, Agenda 21 etc., followed by 10 years after Rio, by "Johannesburg 2002" in South Africa and the recent evolution of human society towards a "Global Society". This could be a short CV of present human society concerning Earth's biosphere.

The notion of "Sustainable Development" has a history of rapidly growing use by all humans at the break of the third millennium and has resulted in common use of the word "sustainability" in many contexts and combinations. Probably it is the most often used terms by present politicians, bureaucrats and global society at large.

The result of the human global society's evolution from the above-mentioned turning-point, to its present position is nearing a point of catastrophe threatening the very existence of humans on the Planet Earth. Natural catastrophes are becoming more and more severe, with more and more people and properties suffering loss. Global human society is not learning from the past and, under the influence of daily needs fulfilling its needs, it has lost the ability to see, learn, and hear signs from Nature and the biosphere.

It is essential for the survival of mankind that we understand the present, learn from the past and, stop one-sided actions, attitudes, and practices etc.: that we stop the distressing results caused by the national elites, and vested interests which are hastening the final approaching catastrophic end of humanity. We need a new approach for a better tomorrow for humankind based on scientific knowledge and not on the feelings of individual politicians or "important" people. The only important thing is human global society and its civilized survival!

The sustainable future and harmony of global society and its coexistence with other creatures in nature and with the Earth's biosphere is the solution to the best of our knowledge, which should be adopted as the vision for its survival. We need a society wide global approach and not the dilution of scarce financial means, for **it is impossible to buy the survival of mankind with a financial approach however great²¹.**

Authors

²¹ It was John Bunzl contribution for the book 2007.



Executive Foreword by Sir Prof. Dr. Roger B. Haw

The title of this publication “THE SUSTAINABLE (DEVELOPMENT) FUTURE OF MANKIND” is trying to draw the awareness of mankind commitment and responsibility towards the changing world.

Therefore, we human beings have to be responsible to the effect of the changes that have been made by humankind and made our future generation to pay the highest premium while the present world is enjoying the benefits. It sounds as not logic, but we can see that the uncountable progresses in the world made by the human being are just to meet the needs of human beings’ desires.

They may not last eternally simply because the human being is trying to find room to improve and progress to meet the economic value. However, on the other hand we may neglect other things, which are beyond the human beings’ control; hence from this viewpoint this useful publication will give readers a platform of common understanding to embark, while we are working hard to make the world a better place to live in.

"The universe only exists when you are observing it," or so the popular theory goes.

This theory is an offspring of quantum physics. It says that, because the observer affects the outcome of experiments, the observer is the key to reality. The theory goes on to suggest that the universe only exists when you look at it; therefore you must be creating the universe from your consciousness.

This is actually not a new idea. The old Zen riddle, "If a tree falls in a forest with no one to hear it, then does it make a sound?" reflects the same style of thinking. It suggests that nothing happens in the universe without an observer being present.

There is some validity to this theory in that, at the deepest level of consciousness, you are Infinite Being. At that deepest level, you are that which creates the entire universe, and maintains it in motion.

However, at the everyday, human level of consciousness, the universe exists and runs quite happily without human intervention, whether or not anyone is watching it. The tree makes a noise when it falls, whether or not any human observers are present at the time.

Take, for example, the Pleiades, the star cluster which is also called the Seven Sisters. Often, on a clear night, you can see the Seven Sisters twinkling in the sky, even though they are five hundred light-years distant. Because of that distance, you are actually observing where the Seven Sisters were five hundred years ago; it took that long for the light image to reach your eyes. Basically, you are observing history in the night sky, not the actual, current position of the stars.



If you were creating the universe by virtue of being its observer, as the theory goes, then you would actually witness the Seven Sisters in their current position, and not in the position that they were five hundred years ago.

Nevertheless, the idea that we live in a conscious universe has been gaining ground steadily for a number of years. What does the term, "a conscious universe," actually mean?

The universe consists entirely of consciousness. The fabric of the universe is consciousness. The objects in the universe are all made of consciousness. Everything in the universe is fabricated from aspects of original consciousness, interwoven and set into motion.

Time is also a projection of consciousness. Time is a concept whereby the infinite parts of the All can engage in the appearance of movement. The underlying reality is still the eternal now, yet time makes change, and therefore an infinite variety of experiences, to be possible.

An everyday example of projected reality is a movie projected onto a screen. You know that the movie is just the projection of a recorded, dramatic scene, but it's easy to forget that as you become involved in the unfolding drama.

The movie appears like a real-life drama for as long as it absorbs your attention. Time and space were fabricated within the consciousness of the universe in order to set the stage for life as we know it. Because the universe is made of 100% consciousness, all things are within it, and therefore subjective.

Nothing is really "out there," even though life appears to be an objective experience.

All physical reality is a projection within your consciousness, not something outside of, or separate from, yourself.

I urge each reader to make a point to read this publication completely at least one time. After reading each chapter of this publication you will realize many things are inter-related and caused the authors to put all their thought and research works to show some useful facts for reference purpose to enable the publication will cover bigger scope towards the agenda of the "SUSTAINABLE (DEVELOPMENT) FUTURE OF MANKIND"

Happy reading! Have a nice day ahead.

Warmest regards,

Roger Haw

Fundamental Truths by Prof Dr Warren Flint

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Robust and generally acceptable answers to the question “what is sustainability” have remained elusive because all the issues it touches are entrenched in systems that are chaotic and complex (Patterson, 2000).

We can try to understand how these systems operate but, because of significant scientific uncertainty, we can never be sure how they are going to behave as conditions change – leading too much debate about the meaning and implications of sustainability and criticism of the actions of institutions claiming devotion to it (Marshall and Toffel, 2005).

Nevertheless, the diversity of theoretical ideas and applications that point to the need for sustainability approaches has often been driven by a list of basic truths. How do we best use these truths to advance the concept in the mainstream of sustainability discussions where people represent different special interest groups or possess different experiences?

First, it is important to distinguish here between the meaning of truths and what we will discuss later, principles. The statement of a truth represents a reality in our world, a fact that is supported by scientific certainty, irrespective of whether it is natural, social, or economic science.

A principle, on the other hand, represents a belief that forms the foundation of a fundamental doctrine (like sustainability) or serves as a rule, law, or assumption about the nature of a policy.

The work of Ferguson (2005) indicates why a common set of fundamental truths about sustainability can move society forward on a sustainability agenda. He suggests that the human brain might possess pathways that operate in a manner to inhibit logical faculties when a topic of discussion is contentious, like the diverse special interest groups and their discussion of sustainability, where persons have different pre-conceived opinions or the discussion subject



goes against one’s belief system. If this is the case then when the average person is presented with information about climate change, water shortages, natural resource declines, effects of population on global stability, pollution, energy problems, etc., there is ample reason to assume that active inhibition of a person’s logic can be caused by heavily invested opinions, emotions, and belief systems (often in the form of dogma). As much as anything else this can arise from a feeling of self-preservation (avoiding hysteria) implying that these issues are “somebody else’s problem, not mine.”



The possibility that human logic can be affected in this way does not bode well for sustainability advocates to convince the populace at large that our global situation has problems.

Therefore it is important that we go back to the fundamental, non-refutable basis of why there is a sustainability crisis in today's world. The many examples of stressed natural resources and unstable human societies, in and of themselves, are viewed by many as doomsday paranoia that is unfounded because of ideologies or myths that are perceived as unsupported facts.

To overcome this distorted view our conversation on sustainability has to be in touch with the basic truths that form the foundation for a sustainable future – those facts that pull us back to the roots of the problem. After all, facts you can cling to; emotions just float away. It is important the public at-large recognize these facts as irrefutable truths supported by our understanding of social, economic, and biophysical science. And these basic truths must be presented in a calm, peaceful, and emphatic way so that logic can prevail over pre-conceived opinions and emotional belief systems that are mostly false, but easier to live with.

Contribution by Prof. Dr. H. A. Shankaranarayana - Sustainable Development: An Indian Eco-Cultural Perspective:

The dominance of economics in the development literature resulted in the neglect of environmental, cultural and ethical dimensions of development. Conventional Economics treats the cultural and environmental issues as 'externalities' and development is viewed as economic growth, which ensures material well-being. Such an economic thinking is essentially western and is destroying many communities and societies, which are self-sustaining. The financial and technological leverage of the west is undermining the people's capacity to think, to act and to produce spontaneously. Thus 'culture of power' is undermining the 'power of culture' in the development process. However, in recent years, due to Global Third Sector Movement (GTSM), the culture of power is being challenged by the power of culture. The post-war development has brought success for the privileged few (nations, national elite and bureaucracies) and poverty and deprivation for many. Therefore, the time has come to explore the possibilities of evolving a people centered, culture embedded development process.

Whither Development?

The conventional development paradigm considers certain non-quantifiable, humanistic cultural, educational and ethical values as impediments to growth. It designates nearly sixty per cent of the global population as illiterate, ignorant, underdeveloped, poor, backward, etc., and views them as a drag on development process. It dehumanizes people in the development process and therefore it is inherently anti – developmental. Development thinking has colonized the minds of the people to think that they are under developed and incapable, hence they should be 'developed'. The need of the hour is to redefine the development and to de-colonialize the mind. We have to assign positive values to cultural, social, educational, ethical and other factors in the development discourse. We have to view development from a holistic perspective. Many aspects, which the conventional development economics treat as irrelevant



and negative need to be re-evaluated to construct a new paradigm of development (NEW APPROACH)²², which is; spontaneous, culture specific, localized and sustainable in the long run treating people as subjects and not objects.

Conventional economics views development as an atomistic and exclusive process. Such a view believes in the myth of sustained development. This results in reckless exploitation and exhaustion of resources that are limited in supply. This destroys life sustaining ecology and the freedom of the majority to think and to act creatively, resulting in mal-development. Therefore, we have to redefine development as a process of actualization of human existence in all its dimensions and its manifestations - Economic, social, political, cultural, ethical and spiritual. It should be the process of actualization of freedom. Development cannot be viewed in a narrow economic sense because there are limits to such a development process. Pursued beyond a threshold it results in the deteriorating quality of life of the people. Unless we understand the 'limits to growth' we cannot actualize development. But in many third world countries including Asian countries such an actualization is not easy, because of the colonialism of mind to the myth of possessing an increasing number of material goods.

Growth is essential to mitigate the problems of the poor. The limitless and reckless over consumption by the rich worsens the problem of poverty. In fact development is needed to both rich and the poor alike. For the rich development is needed to acquire the benefits of sustainable development. The same protects and reinforces their cultural and ethical mores of the poor. It also nourishes skills of the poor to communicate and to protect ancient wisdom and civilizations that is essential to actualize development.

The western concept of development is essentially interventionist and deeply rooted in Judeo-Christian myth of progress²³. It views itself as 'developed' and others who do not belong to this as 'underdeveloped'. It has brought about massive acculturation²⁴ in the under-developed countries. The economic might of the west has made this interventionist project work globally. A deeper ethical question on which the right to intervene is based, has not been addressed at all. It is in this backdrop, people's organizations rooted in spontaneous and voluntary human actions are relevant, for they can effectively challenge this interventionist development project. "Twentieth century developmentalism is the new colonialism: its moral, educational and cultural credentials are no less-suspect than those of the older version" (Shiva Vandana)

Colonialism dominates economically in terms of controlling the production and wealth. It also effectively dominates and controls through its culture, political and economic dominance would not be effective without the cultural dominance. The process of colonization which was initiated with the strength of the sword and the cross has disappeared to a great extent after the Second World War. But the power of money remains. It is very difficult, though not impossible; to dismantle the myths that 'having material things means development' and 'not having means underdevelopment'. Therefore the process of DE colonialism of minds is one of the greatest challenges that the third sector in Asian countries is facing in the beginning of the new millennium.

²² New approach has been introduced by Prof. Dr. Slavko Kulic, Zagreb, Croatia and used by many authors, also in the book "Sustainable (Development) Future of Mankind".

²³ Divine mandate recorded in the ancient Genesis narrative : 'increase and multiply, fill the Earth and subdue it' (Genesis 1:28). This mandate gave divine sanction to Judeo-Christian-Moslem culture to become aspirants for unlimited expansion and quest.

²⁴ Acculturation is a process of a culture of foreign origin profoundly influencing and taking over an indigenous culture. Acculturation is the core of neo-liberal development paradigm. Inculturation on the contrary is a process of indigenous culture influencing a culture of foreign origin. For example, Japan has been able to integrate foreign technology while retaining their culture and in turn influencing foreign culture with its own culture, especially in the areas of quality management.



The problem confronting us globally today is the problem of universal mal-development, which affects both the rich (over developed) and the poor (underdeveloped) in a wider connotation. It does not limit itself to subsistence, variety in choice of goods and information. It is the process of actualization of the power of creation, of freedom, of wisdom and good life. It is also concerned with fundamental human values such as protection, affection, understanding, participation, leisure and identity. Interventionist development is more directed manipulated non- creative and non-free. It ushers less variety and less prosperity in spite of it offering diversified consumers' choice and enhanced life styles. Therefore, in recent years 'people centered', 'putting people first', 'bottom up', development paradigms are gaining currency. There is growing awareness that people are the ultimate resource of development and 'people are not developed' but 'development is people'. People are not the problem but the solution. Development means 'humanization of landscape' and actualization of freedom and creation.

Culture and economic Development:

Since 1990s the development discourse has taken a cultural twist. This is not only deconstructing the conventional development paradigms but also is providing imaginative alternative theories of development. The cultural studies of development are the result of the deadlock in conventional studies. It entails a search for holistic meaning of development concerned with the production and control of knowledge and the resources. There is controversy regarding the inclusion of culture in development discourse. According to some writers such an inclusion reflects an inability to explain economic development in any other way. For those who are baffled by the plethora of conflicting explanations and contradictory evidences, there is a refuge in the cultural factor (Riedel 1988: 2). However there are others who opine that culture is a core factor in the development discourse. Gourevitch, writing about East Asia argues that the expression of culture is overwhelming. We find in this region one of the oldest civilizations known, China, and some of the youngest. With such richness the possibility of exploring important phenomena through the causality of culture seems irresistibly tempting.... Culture has been mobilized to explain many if not all the phenomena of great interest to us (Gourevitch 1989:11). Therefore we have 'to ignore culture largely on the grounds that it is awkward to deal with is both intellectually unsatisfying and potentially costly' (O'Malley 1988:327).

Culture is amorphous according to Raymond Williams there are three types of culture: culture as art, an aesthetic definition of culture; culture as cultivation of mind and spirit; and culture as way of life, an anthropological conception (The Long Revolution, Raymond Williams 1961). In this presentation anthropological perspective has been taken as of culture for exploring the various practices that would explain the relationship of man and Nature. As such cultural analysis of development does not provide a comprehensive critique of development. This presentation highlights the role of culture in an anthropological sense. In this sense culture means various institutional practices through which man interacts with nature.

It is sets of beliefs and values relating to the way the communities interact with environment and produce material and symbolic forms. It is a binding element that ties individuals together through their integrated patterns of behavior and as such it acts to include some individuals within the group in question and exclude others from it (O'Malley 1988:28).

Unlike a machine an economy's behavior is not predictable and controllable. Therefore development thinking cannot be static and linear. An appropriate approach to development thinking is provided by Chaos Theory. Here chaos means unpredictability of the outcome due to variations in the conditions and not the absence of order. It highlights the necessity to distinguish existence of individual entities in a collective co-existence. In some social spheres where a Newtonian dynamics prevail the response would



be stable, predictable, and strong interventionist policies might work. For example, fiscal policies might elicit Newtonian response from consumers and corporations and in such cases public policy is quite effective in regulating the behavior. However this policy might not work in the poor countries due to the unpredictability of outcomes in these economies. Outside intervention in the traditional societies might do more harm than good. In these societies development process being predominantly non-linear, chaos theory provides scope for complex range of action orientations. And this complexity necessitates cultural twist in development and the return of Anthropology in Development. It also provides an institutional analysis of development process.

Culture as social capital for sustainable (development) future:

Culture is a socially generated treasure of ideas that are transferred from generation to generation about how to live and make judgments about the specific domains of life. It is an information system nourished, practiced and transmitted by many generations. It is the culture that determines the nature and quality of social relations in a society. The quality of social relations, in turn, determines the society's capacity to generate resources of production through social relations. Social capital is a socially embedded resource that assists social production and reproduction. It is a resource embedded in social relations in the form of norms, trust, sanctions, authority and other structural features. These are the assets available collectively to all the members of the group, whether a social group or a community.

A culturally embedded economy is informed by culture and protects millions of marginalized and displaced persons. A disembodied economy is one which is disembodied from its socio- cultural roots due to the breakdown of vernacular society (Karl Polanyi). The spread of western culture is eroding the core values of many traditional societies such as those of China, India, and Africa. In fact, these societies nourish many of the ecologically sustainable practices through their oral culture and tradition. But these sustainable life practices are waning due to the rising prominence of 'literate culture' at the cost of 'oral culture' under the impact of western model of economic development.

Greater part of the human history is dominated by oral civilization. Literate civilization is only 5000 years old and judged from the time scale of history it is very recent. The western development paradigm assumes that written culture is superior to oral culture as it assists market-oriented capitalist development by fundamentally altering the mental and social organization. It should be noted that illiteracy is one of the factors of 'vicious circle of poverty' and the notion that literate creates a great divide in the intellectual abilities is deeply entrenched in the educational dogma of the industrialized countries (Scribner, 1984:14). The divide between the 'old' oral and the new literate world developed due to the 'alphabetization of human mind' on a massive scale. 'Letters by their own symbolism (got) under the culture's skin and (changed) social perception in terms of written word' (Illich and Sanders, 1988: 165). But literacy cannot fully replace Orality of a society, if it is dominated by oral culture. In fact, such a replacement would lead to destruction of oral culture of the society and so it is not desirable from the sustainable (development) future perspective. From the dawn of the human civilization, it is the 'illiterate' oral culture, which has practiced and nourished the sustainable life styles in these societies. The psychological tests have proved that the cognitive skills of an illiterate are not at greater variance in relation to a literate. Therefore, from the sustainable (development) future perspective the divide between literacy and illiteracy is relevant only technically. The most striking continuity in the history of the literacy is the way in which literacy has been used to solidify the social hierarchy, empower elites and ensure that people lower in the hierarchy accepted the values norms and beliefs of the elitists, even when it is not in the class interest (Gee 1988:28). Here again the meaning of development is universalized from the western perspective – literacy (development), illiteracy (underdevelopment). Culture by nature is dynamic and creative. Literate culture alienates people from the 'immediacy of experience', which is the origin for oral culture. The distinctiveness that characterizes human existence



is our ability to make symbolic transformation of reality to enhance the control over our lives. Historically this capacity was rooted in Orality. *No one is orally illiterate* and that *there is no fundamental difference between the literate and the illiterate* (Freire, 1973).

Indigenous modes of communication and forms of social exchange have existed from times immemorial. Therefore, to conclude... the development is incompatible with traditional values is not only inhuman, but foolish, even on the grounds of pure efficiency. One practical consequence of this error is that few planners tailor development potentially attractive benefits to the dimensions of traditional existence, rationalities. Perceptive students have long known of course that certain traditional values are consonant with innovation (Goulet, 1971:211). It is high time that research should focus on culture as a binding force for human survival and a source of development, which regenerates itself.

Culture embedded sustainable development in India:

In India, there are number of ways in which tribes have contributed to the institutional pattern of the majority society. Strongly formed **totemic**, for example, is confined to a small tribal area in north-east of central India from where it radiated out, far into south India, westwards down to its estuary long before the Aryan invasions. Strong traces of totemic are found today among the lower Telugu, Kanara, Marathi, and central Indian castes. The precise definition of totemic is much disputed, but it may be described as a system of classification of cosmology whereby a tribe orders the species of nature and sees itself in relation to that order. ('By Totemic I mean ...an intimate relation supposed to exist between a group of kindred people on the one side and species of natural or artificial objects on the other side, or, expressed more psychologically, the self-protection of a social unit in a natural unit' - Geza Roheim).

According to Claude Levi-Strauss totem is a particular expression, by means of a special nomenclature formed of animal and plant names (in a certain code as we should say today), which is its sole distinctive characteristic, of correlation and oppositions... It is, he concludes a way to make opposition, instead of being an obstacle to integration, serve rather to produce it. (Levi-Strauss 1963:101) Now this throws light on the process of opposition-integration between Indian society and its social antipodes²⁵. While Aryan society was evidently not totemic, there is evidence to suggest that before the commencement of detribalization around 6th century B.C. (at a time when all Indian social organization was still completely tribal) the principle of totemic complementarities was borrowed by Aryan tribes from non-Aryan societies, or at least influenced Vedic social theory. It is because man originally felt himself identical to all those like him (plants and animals)... that he came to acquire the capacity to distinguish himself as he distinguishes them, i.e., to use the diversity of species as conceptual support for social differentiation. (Levi-Strauss, 187-88)

The outstanding characteristic of primitive society is its sense of the unity of all life, the sense of solidarity and emotional sympathy with the various levels of nature. For this reason primitive man conceived the idea of co-operation with nature and its sacred powers by means of propitiatory sacrifice. The Vedic Aryans organized such a society, and evolved a sacrificial religion at the level of magic. At this early stage of Indian culture the relation between sacrificial lore, myth, and language was so close that it is now almost impossible to separate one from the other. It was so totally an *oral* culture that Vedic Aryans believed that a deity could be compelled by utterance of the correct verbal formula to do

²⁵ Social antipodes are "para-communities" or groups who either occupy an interstitial position within the society or in a marginal terrain imprecisely located beyond the society's external boundaries. One might characterise the culture of antipodes as the 'underground' component in the Little Tradition. Here 'para' is a Sanskrit word meaning the potency of the non-structured flux, chaos, disorder, the irrational substratum. 'Para' may mean the unknown the strange, the remote, the alien, the hostile or simply the 'other'.



exactly what the worshipper desired. Here we have our first example of a primitive trait – the magical power of the word- which has at no stage in the cultural evolution of India been wholly abandoned... Providing the right formula is applied at the right time and with the right pronunciation, it is bound to succeed. The first and the most basic trait in the continuity of Indian thought could therefore be summarized as the absolute authority of the word as universal metaphysical principle.

The legend of Krishna seeks not mastery and dominance, but liberation and peace, not exploitation of the earth by man, but ecological harmony, uniting man and nature, subject and object

One feature of universal significance is the importance which Indian civilization has attached to the simplification and reduction of needs through self-scrutiny. At its most positive a means to reduce the social conflict and the dehumanization inherent in the pursuit of material gains, this kind of humility is rare in western science and technology. It is also the touchstone of our success or failure to reduce tension even within the domain of our personal lives. In an overpopulated world with severely limited resources the current western method – expansion and civilization of needs- is plainly unrealistic. The wisdom of smallness and Zero principle, encouragement of small-scale pluralistic activity in community living, a non-violent ecological perspective, all of which originate in self-scrutiny, are age-old Indian responses to life's dilemmas – the fine flower of crisis.

Mahatma Gandhi's famous dictum: "there is enough for everyone's need, but never enough for everyone's greed" sums up the Indian cultural ethos of Development.

Contribution by John M. Bunzl²⁶ - Pathways to Global Sustainability

I'd like to suggest possible pathways to global sustainability and to present the particular pathway that the Simultaneous Policy (SP) campaign offers.

Before starting, however, let me first be clear that to solve our many social, economic and environmental problems, we need to act at *all* levels. And by that I mean at the local, national *and* global levels. But today I want to focus solely on the *global* level; on action we can take to address global problems such as global warming, out-of-control financial markets, monopolistic corporate power and so on. I think because, the global level is where citizens are most in need, of ways to take action.

But before we can discuss pathways to sustainability at the global level, we need a far better understanding of the underlying dynamic that presently causes the global problems we want to solve. I will now tell you what that underlying dynamic in my view is and why our problems will only get worse until we address it. And the 'underlying dynamic' I am referring to is what I call *destructive competition*.

So how does this 'destructive competition' manifest itself? Since policies which encourage ecological and social sustainability generally cost industry more, governments resist imposing them for fear of capital or corporations moving elsewhere and of the knock-on consequences of capital flight, inflation, unemployment and a loss of votes. Businesses, too, resist the implementation of environmentally

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responsible technology, not because it cannot be done but because increased costs will reduce their competitiveness. Mergers and acquisitions and their attendant job losses also occur, not so much out of greed, but out of fear for companies to retain competitive advantage and relative safety from themselves becoming the targets of hostile takeovers. And national governments often permit increasing corporate consolidation against the public interest for fear of their own corporations becoming uncompetitive with those of other countries. Governments also pay vast sums of tax-payers money in corporate welfare to compete for inward investment and of course the corporations happily play one government off against another. And it is a net result? Corporations win - and society and the environment are losing. Developing countries too, must compete with one another to attract investment from foreign multinationals by submitting to IMF-imposed 'structural adjustment' allowing their raw materials to be plundered, their forests clear-cut and their indigenous peoples displaced.

Seen in this way, global warming, global poverty, monopolistic corporate power and over-population are not the problems. Because they are merely *symptoms* of a far greater underlying problem: the vicious circle of destructive competition.

Now this wouldn't be so bad if government could do something about it. But they can't, because the threat of capital or jobs moving to other countries keeps all governments locked into a spiral of having to down-level social and environmental protection in a bid to remain relatively more attractive to global investors and corporations. It keeps them locked in a mental and existential framework which is called "maintaining our international competitiveness". It's a kind of code-word for justifying worsening social and environmental conditions for the sake of attracting jobs and capital. It's a vicious circle: a game no nation can win and which all of us will ultimately lose.

To sum it up therefore, today, the main barrier to sustainability is destructive international competition and the fear it induces in national governments - a fear which prevents them from regulating in the social or environmental interest. The problem, in a nutshell therefore, is that democratic governance today remains essentially *national* whilst business and markets have already become truly *global*. Democratic governance urgently needs to catch up and to operate at the global level.

The creation of the World Trade Organization (WTO) can be seen as an attempt to close that governance gap. But because the WTO largely ignores social and environmental interests, favoring only the interests of trade, it perversely serves only to *exacerbate* destructive competition rather than reducing it.

The UN itself is also another focus for creating governance at the global level. But the UN, we must remember, embodies a critical contradiction. On the one hand, it has no binding authority over its member nations so it cannot possibly act as an institution of binding global governance. On the other, and from the point of view of its individual member nations, the UN possesses no democratically elected parliament, so there is no legitimate justification for nations to relinquish any of their sovereignty to the UN. So it's a 'chicken and egg' problem; a veritable 'Catch 22'. Meanwhile, nations with the most influence over the UN as whole - or over the Security Council in particular - are hardly likely to voluntarily give up their influence.

My personal view, therefore, is that trying to reform the UN - 'from the top down', as it were - so that the UN brings global democracy down to the world's people is unlikely to be successful. Instead, in my opinion, the people will have to bring global democracy up to the UN, from the bottom up! By this I am



not suggesting that efforts to reform the UN should be abandoned – far from it. What I *am* suggesting is that there is now an alternative, complementary and highly effective means at our disposal in the shape of the Simultaneous Policy (SP) campaign. We can support the work of UNAs but we can also support SP.

So, what is SP and why does it offer a credible alternative?

SP is two things at the same time: it's both a *policy* to solve global problems and it's a *process* by which citizens can drive politicians to implement that policy. As a policy, SP will contain the necessary measures to solve global warming, to enforce appropriate social and environmental standards across the world and to re-distribute wealth from rich to poor across national borders. In short, SP would contain all the necessary policies that we people know to be necessary to create a just and sustainable world. For SP is not a package of policies designed by politicians or by unaccountable global institutions, such as the WTO. Instead it is being designed by citizens around the world who support SP or with help from their chosen independent policy experts. The key point, however, is that SP is too implemented *by all or sufficient nations simultaneously*. Simultaneous implementation means that no nation, corporation or citizen loses out unduly to any other. Simultaneous implementation thus breaks the vicious circle of destructive competition, removes all excuses for inaction or delay, and allows us all – nations, businesses and individuals - to make the switch away from destructive competition to fruitful global cooperation.

But SP is also a process; a political process that is driven not by governments or political parties, but by *citizens*. To support the SP campaign, citizens all over the world are being invited to adopt SP. Adopting SP means we pledge to vote in future elections for *any* politician – within reason – who has pledged to implement SP alongside other governments. Alternatively, if we have a preference for a particular party, adopting means we encourage our party to make that pledge.

Many MPs are signing up to SP simply because they see it as a good idea. But since the outcomes of more and more parliamentary elections around the world are increasingly decided by a relatively small number of votes, not many SP adopters are required to make it in the vital interests of even reluctant or skeptical politicians to support it. So, by adopting SP, we citizens can create a situation where politicians who fail to support SP increasingly risk losing out to those that do. To date, 12 MPs from all the main UK political parties have signed the SP Pledge and we hope to increase this dramatically by the next general election. In parallel to this, we are also making progress in the EU and in other countries.

Commonly, we citizens expect our governments to solve problems for us. But citizens around the world are increasingly realizing that we would be foolish to leave it to governments on their own. The present miserable progress with the Kyoto Protocol and other hoped-for agreements to solve global problems are either non-existent or unlikely to be effective. And the UN, as we have seen, is hampered by its own inherent contradiction. So that is why *citizens* must now take responsibility by getting behind a process which impels politicians to solve these problems, and yet does so in a way which is non-party-political, democratic, inclusive and harms no one's competitiveness. The Simultaneous Policy (SP), through its condition of simultaneous implementation and its citizens voting pledge, is perhaps the only initiative that permits citizens to use their votes in *national* elections to drive politicians of all parties to implement *global* solutions.

Indeed, *citizen* action via SP is vital, not least because, without a mechanism such as SP by which citizens in the USA can force their government to cooperate, efforts led solely by governments, such as



the Kyoto Protocol, will inevitably remain blocked or ineffective. So this is why SP offers citizens in all countries a potentially very effective alternative. And for politicians too, supporting SP is not in conflict with existing governmental efforts but is parallel and complementary to them.

So, whether it is corporate irresponsibility, global warming or any of our many others global problems, *none* of them are likely to be fully solved without simultaneous, transnational *citizen* action. If you agree with me that governments are likely to require electoral pressure to make that happen, adopting SP is the means we have at our disposal and I invite those of you here who have not yet adopted SP to do so. In fact I like to think that adopting SP is both our global democratic *right* and our global democratic *responsibility*.

In taking responsibility *as citizens* to solve our global problems, I am reminded of something that activist and campaigner, Marianne Williamson, once said: “Our deepest fear,” she suggested, “is not that we are inadequate. Our deepest fear is that we are *powerful beyond measure*. It is our light, not our darkness, that most frightens us. ... There is nothing enlightened about shrinking so that other people won’t feel insecure around you. We were born to manifest the glory of God that is within us. It’s not just in some of us; it’s in everyone! As we are liberated from our own fear, our presence automatically liberates others!”

SP, I suggest, is perhaps the first and only form of global electoral politics so I invite you also to adopt SP, and you can do so simply, and at no cost whatever, by visiting our website www.simpol.org. After all, in today’s age of globalization; in this age of humanity’s increasingly dangerous species adolescence, it is through initiatives such as SP that we citizens can show that we are *powerful and responsible beyond measure* and can thus play our parts in helping all humanity to reach our long-awaited, but now urgently necessary, evolutionary species maturity.

Contribution by Prof. Dr. Mark Esposito - Why Sustainable Travel & Tourism²⁷

Tourism is arguably the world's largest industry. It generates about 10% of total world GDP (gross domestic product) and employs over 10% of the global workforce, and it's on the verge of tremendous growth. In 2004, there were 760 million international tourism arrivals – an increase of 10% over 2003 and a figure that the World Tourism Organization expects to reach one billion by 2010.²⁸

In recent years, the negative environmental and socio-cultural impacts of tourism have become obvious. There is ample evidence to support the fact that transportation impacts global climate change. Host communities face resource use conflicts, land-use disputes, and the loss of their indigenous identity and values. Pollution, deforestation, and the alteration of ecosystems can result from shortsighted tourism development.

The purpose of sustainable tourism is to allow tourism to develop in a way that is fair and equitable for host communities. Sustainable tourism is economically viable in the long-term, and it avoids damage to

²⁷ Why Sustainable Travel & Tourism has been drafted by Prof. Dr. Mark Esposito.

²⁸ World Tourism Organization, World Tourism Barometer



tourist attractions and the physical environment.²⁹ By focusing on the triple bottom line, it adds socio-cultural and environmental dimensions to the traditional economic benchmark for measuring success.

A positive triple bottom line means a net improvement

In conservation of the natural environment, social benefit for local communities, profit for shareholders, and gain for national or regional economies.³⁰

A Broader Market Appeal

Successful travel companies offer quality service, new and exciting destinations, frequent traveler discounts, etc. to secure the loyalty of the clients they serve. But now customers are demanding more. 58.5 million Americans say they would pay more to use a travel company that strives to protect and preserve the environment. The majority (61%) of those who would pay more to use such companies would pay 5-10% more.³¹ Responsible travelers are attracted to travel companies that employ sustainable business practices, and this target market represents a huge profit arena.

The estimated number of LOHAS (Lifestyles of Health and Sustainability) consumers is 63 million strong and growing and is in line with the number of responsible travelers. These consumers represent a market conservatively estimated to represent more than \$226 billion in annual sales in the U.S. and more than \$540 billion worldwide.³²

Improved Profitability

Systematically integrating sustainable business practices into your operations also lowers costs through resource productivity and waste reduction. The Sandals Hotel Group, for example, achieved savings of \$1.375 million and a significant reduction in solid waste and freshwater consumption since introducing an environmental management system to meet Green Globe 21 sustainable tourism certification standards over a period of four years.³³

Exodus, a UK-based adventure tour operator, developed a “Responsible Tourism Policy” in 2000. The policy formalizes the company’s commitment to environmental, social and economic sustainability and applies to its entire operations. Since the policy was implemented, Exodus has derived a number of benefits, including but not limited to increasing bookings, attracting positive publicity in the media as well as industry recognition, and supporting destination stewardship.³⁴

Enhanced Quality

²⁹ Tourism Concern, Tim Forsyth, 1996

³⁰ Environmental Inputs and Outputs in Ecotourism: Geotourism with a Positive Triple Bottom Line?, Ralf Buckley, International Centre for Ecotourism Research, Griffith University, Queensland, Australia

³¹ Geotourism: New Trend in Travel study, TIA, National Geographic Traveler October 2003

³² LOHAS, Fall 2001, p. 13, Natural Business Communications and the Natural Marketing Institute

³³ Green Globe 21, www.greenglobe21.com

³⁴ Exodus: Development of a Responsible Tourism Policy, Tour Operator’s Initiative



Sustainable tourism emphasizes contributing to the well-being of local people by partnering with communities in the regions in which you operate. Such partnerships can create benefits for local communities by employing people living in or near the areas being visited and purchasing products and services from local businesses. Travel providers who take this participatory approach frequently enjoy greater community support and more genuine interactions between their clients and locals. This increased product authenticity often results in improved customer satisfaction and positive word-of-mouth marketing.³⁵

Case in point, the Hotelplan Swiss Group has gained competitive advantages among their staff and clients by improving the sustainability of their products, supporting environmental conservation, and increasing local communities' awareness of environmental issues. They've achieved these benefits by contributing about \$3 per customer to an Eco-Fund they've developed, representing 20-25% of their annual sales.³⁶

Minimized Impacts

Ensuring the preservation of destinations and cultures for future generations equates to more attractive environments. For example, the Little Nell Hotel in Aspen adds \$2 to their guests' lodging bills for the Aspen Valley Land Trust. Guests not wishing to pay this amount can ask for it to be removed from their bill but almost none do. Approximately \$30,000 is raised annually. The money helps preserve the quality of the surrounding environment and open space.³⁷

Sustainable Tourism ... An Opportunity

Once we accept the fact that travel and tourism is, essentially and inescapably, destructive, we can begin to determine how to take advantage of the benefits of pursuing sustainability.



Sustainable Travel: Educated Consumers³⁸

One of the most significant steps you can take to support sustainable travel and tourism is to research and carefully evaluate your travel alternatives. At the same time, we understand that there is a lot of information out there and good information is often a scarce resource. Let us help...

Sustainable Travel Checklist

³⁵ Ecotourism Development – A Manual for Conservation Planners and Managers Volume II: The Business of Ecotourism Management and Development, The Nature Conservancy, 2004

³⁶ Hotelplan: An Eco-Fund to Support Sustainability, Tour Operator's Initiative

³⁷ Aspen-Snowmass, 2003-2004 Sustainability Report, Fifth Edition

³⁸ Sustainable Travel: Educated Consumers has been drafted by Prof. Dr. Mark Esposito.



These are a series of questions you should consider asking when you're planning your next vacation:

Environmental or Sustainability Policy

Looking at a company's marketing materials, what is their environmental or sustainability policy? Is it obvious? Does it take into consideration environmental, economic and socio-cultural impacts? Is the travel provider actively involved in supporting environmental issues and contributing to the well-being of local people, particularly in the areas visited?

Do they raise environmental awareness by distributing environmental or sustainable tourism guidelines to consumers?

Do they offer training for their staff in these areas?

Conservation

Will you be supporting travel providers who have good conservation ethics? Will your trip strengthen the conservation effort for, and enhance the natural integrity of, the places you visit? Does it affect locals in a way that causes them to proactively support the preservation of their environment?

Environmental Impacts

Do their guides foster a respect for the environment, particularly in the areas visited, and encourage their guests to do the same? Do guides ever intentionally disturb or encourage the disturbance of wildlife or wildlife habitats? Do they keep vehicles on designated roads and trails and abide by the rules and regulations of the natural areas they visit?

Local Economy

Are locals benefiting financially from your trip, directly or indirectly? Is the travel provider or accommodation locally owned and operated? Are locals receiving sufficient economic benefits from them as guides, cooks, crew, suppliers, etc.? Will you be eating in locally owned restaurants and buying locally made crafts (that are not made from rare or endangered species) versus imported goods?

Public Transport

Will you be using public transportation during your vacation? Will you take advantage of group taxis and vans? Or will you cycle or walk and see local communities and meet local people first-hand?

Natural Resource Use



Is the travel provider efficient in the use of natural resources, such as water, energy and building materials? For example, do they use water and energy sparingly; taking into consideration that local people may not have sufficient clean water? Or that energy may be at a premium in less developed countries? Is low-impact, energy efficient technologies utilized in operations: e.g., fluorescent or other low-energy lighting, renewable and sustainable building materials, rainwater showers, composting toilets, and solar electricity?

Reduce, Reuse and Recycle

Does the travel provider work toward cutting down on or eliminating waste? Do they purchase or produce items that use less material, have a longer life and can be readily recycled? Do they use an item again for its original purpose or for new purposes rather than throwing it away?

Respect Local Culture

Are you prepared to immerse yourself in and accept cultures that are different from your own? Has your travel provider informed you of the local environments or social customs of the places you're planning to visit so you may avoid accidentally offending them or harming their environment? Does your travel provider advocate respect for local cultures, traditions and holy places? For example, are tour guides well versed and respectful of local cultures and environments? Do they encourage their guests: to ask permission before photographing local people, to dress a certain way, to be respectful of local norms, and/or to adopt local cultural practices without seeming patronizing?

Food and Dining

Where will your food come from? Is it locally produced or organically grown by local farmers and ranchers? Are the locals educated about sustainable farming practices? Are you eating endangered species or beef from rain forest-grazed cattle that are exacerbating the rapid rate of deforestation?

Sustainable Travel Practices

Here are some of the things you can do while you are travelling that we believe positively benefit travellers, the environment and the culture of host communities they visit. (And thanks in advance for every time you do these!)

Accommodations

Seek out hotels, lodges and resorts that use environmentally sensitive, renewable energy, water and waste disposal systems as well as recycled building materials or those that are harvested in a sustainable manner.

Take the initiative to: reduce your water input by opting out of daily washing of linens and towels; and reduce your energy usage by turning off lights, television and air conditioners when not in use. Look for lodgings that emphasize local traditions, providing rooms and common areas that reflect the local culture and heritage.



Bargaining

Although bargaining is expected in many cultures, don't pinch pennies when negotiating. You may get carried away when trying to find the best deal possible but keep in mind how this affects others. Pennies to you may mean as much as an entire family's meal. Remember that you are probably a lot more well to do than your hosts.

Educate Yourself

Foster a true understanding of the natural and cultural environments visited, before, during, and after the visit. Choose destinations that are not overcrowded or overdeveloped. Read up on the communities you plan to visit ahead of time, chat with the locals, and try to speak their language. Put yourself in their shoes. Ask before taking photos and respect their wishes if they refuse.

Global Warming

Consider ways to improve the state of the environment as a result of your visit. For example, take into account the amount of carbon dioxide emitted from your air flights.

You can plant trees to offset that amount or donate to an organization that will plant them for you. Calculate how much energy your travel consumes and how many trees you might plant to compensate for it. For more information, visit [My Climate Carbon Offsets](#).

Guidebooks

Remember that your guidebook is just that - a guide. It is not your travel bible and it doesn't know everything. If you want to truly experience a place, head off-the-beaten-path a bit. Talk with the locals, visit the places where they spend their leisure time, and explore!

Home Away From Home

Understand that our hurried concept of time is not the same in other cultures and that local people's thought patterns differ from your own. Learn to appreciate these differences.

And think about sharing some of yourself with the local people you plan to meet. Consider packing small gifts from home for your hosts, but be sure they are of personal and practical manner and aren't sending the wrong message. Your travel provider should know or be in a position to ask the local community what would be of most use to them.

Protected Areas and Wildlife

Be sure to familiarize yourself and follow all advisories, rules and regulations when visiting protected areas and wildlife habitats. Whether they're voluntary or required, the fees you pay to enter these areas support local efforts to conserve them. Stay on the trails and leave these areas



cleaner than you find them. In viewing wildlife, do not disturb it or its habitats, as animals lose quite a bit of feeding and breeding energy while fleeing from human approach.

Spending Money

Be thoughtful of your purchases. Spending money with community or locally run/owned businesses benefits local people, their families and communities. The money you spend on local artists and performers also encourages the preservation of their cultural heritage.

However, take care not to buy souvenirs made from old-growth trees or derived from endangered forests, such as teak. Or items made from endangered species, like ivory or tortoise jewellery. Ask whether products are made from renewable resources or if local authorities approve the trade.

And be sure not to discriminate against small-scale, community-based programs that can't afford some of the newer, energy-efficient technologies, yet may have fewer impacts than their competitors.

Support Sustainable Tourism

Remember that your travel choice makes a difference. Provide feedback to travel providers and accommodations as well as government agencies that manage the areas you visit. Fill out their comment cards and suggest steps management might take to integrate sustainable business practices into their operations, providing examples whenever possible. Promote and support conservation from abroad after returning home.

Transportation

Travelling by your own muscle power where possible has unsurpassed health benefits and reduces already obnoxious levels of Carbon Dioxide that travelling puts into our atmosphere. Otherwise, public transportation is a much better way to interact with the locals and is better for the environment.

Good alternatives include travelling by train, which only requires half the energy per passenger mile than planes do or renting a low-fuel consuming, hybrid electric/gasoline powered vehicle.

When driving, ensure that your rental car is well tuned and tires are fully inflated. This will increase your mileage and cut gas costs up to 15%.

Waste Disposal

Be conscientious of your waste disposal. Many places don't have recycling programs and few pristine places have adequate waste disposal systems. Try to carry out anything toxic like batteries and/or non-biodegradable waste. Avoid using containers made of Styrofoam or non-recyclable plastic and consider packing a water-filtering bottle.



Animal Welfare

Worldwide, many animals serve travellers by carrying baggage and serving as transportation. Sadly, some are badly cared for, overworked and/or overloaded. Keeping animals that serve tourism interests in good health is costly. However, travellers can promote animal welfare by rewarding their patronage to tourism providers who take care of their animals.

Travellers should always pay a fair price, usually \$100 USD/Euro per person per day, which may include a meal and outside of the U.S., overnight accommodation. Travellers should also make responsible decisions related to animal-based tourism (e.g. heavy people should not ride on thin horses) and report animal abuse to major animal welfare programs like PETA (People for the Ethical Treatment of Animals).

Web Resources

There are many web resources available to help you prepare for your next responsible travel experience or in finding businesses and organizations who are eco-friendly. Some of the better ones follow:

- Business Enterprises for Sustainable Travel: www.sustainabletravel.org
- Conservation International: www.conservation.org/xp/CIWEB/programs/
- Green Globe: www.greenglobe21.com
- Responsible Travel: www.responsibletravel.com
- The International Ecotourism Society: www.ecotourism.org
- Tour Operator's Initiative: www.toinitiative.org
- World Surface: www.worldsurface.com
- World Tourism Organization

Contribution by Sir Prof. Dr. Roger B. Haw - Corporate Social Responsibility³⁹

The consequences of corporate behavior, especially the negative ones, have been described in detail by many people in academia, the media, and other walks of life. One outcome, however, which is being felt throughout the world, is a concern for what has come to be known as corporate social responsibility (CSR).

Many of us would have been spared many tears, if only we had had the wisdom to take into consideration the pros and cons of the situation before we do anything. Having adopted a course of action without thinking, we find at once too many difficulties, small or big, impeding our progress. This becomes a source of regular worry. Most of us fail to earn a decent livelihood because we have selected an appointment for which we have no inclination or no special bent. Without taking into consideration our means and capabilities for a particular venture we should not run headlong into it. It is always advisable and prudent to examine and study thoroughly the details of a procedure before accepting or rejecting it. It is equally a mistake to hesitate or delay action when instant action is called for. Foresight and forethought, combined

³⁹ Corporate Social Responsibility has been drafted by Sir Prof. Dr. Roger Haw.



with courage and confidence in taking unavoidable risks are essential. We must rise to the occasion and ensure success.

I have the opinion that an organization depends much more on its people. If the people were not satisfied with an organization, all the systems it applies would fail. However a good system may be whether it is accounting, finance or other, people are still the important assets required to put the system into proper functioning. I feel that the theories of management are not far stretched enough to reach the hearts of the people of an organization to give them a sense of want, care and kindness so that the people know they are wanted. Many managers or leaders fail to see that love, care and kindness towards their people has a lot to do with their organization's success and to ensure that it continues to grow from strength to strength.

Love, care and kindness for people is the key that the religious leaders have taught and had set as examples for us to follow in order to have things function in proper order and not in chaos. But today we see internal politics being so severe in organizations that each tries to outwit the others thereby leading to much wasted energy and battle fatigue and causing the systems of an organization to run in chaotic conditions.

Who should learn the Corporate Social Responsibility practice?

The challenge:

The theme of Corporate Social Responsibility continues to grow in importance. Sustainable development and business ethics are now high on the public policy agenda.

For business, CSR is enlightened self-interest. Companies exist to make a profit and good CSR pays. Credibility and trust, the focal points of any CSR strategy, are also the key to hiring – and retaining – the best and brightest staff, and the key to branding, which consumers and investors can identify with. It is a clear 'win-win' strategy, which goes straight to the 'bottom line'.

For the public at large, CSR plays another role. Trade liberalization and technological change have opened up unprecedented business opportunities over the past twenty years. Yet the speed of change brings concern about globalization, economic restructuring and the ever-growing power of multinationals. If corporations demonstrate a sense of social and environmental responsibility, they help to ease the transition towards the new economic order.

For government, the task is to make sure that the process of global economic and social change is managed properly and fairly. If CSR can assist this change, all will benefit. CSR can contribute to Asia's reform goals of full employment, better jobs and to reduce poor community. But CSR can also play a role in developing better global governance and improving living and working standards worldwide.

Corporate Responsibility Executives

You will maximize your effectiveness and save your company money.

Public Affairs and Corporate Communications Executives

You need to get your company message accurate and on the money with external stakeholder interests.

Corporate Risk Managers

You need to know about the latest assessment, tracking and management techniques for minimizing risk and maximizing ROI.

Social Reporting Managers

You need to find out what internal and external stakeholders are looking for in your non-financial report.



Business Strategy Managers

You need to hear the latest advances in strategy from leading edge companies who are embedding responsibility in the core of their operations.

Investment, Fund and asset Managers

You need to know what to look for, how to read the ethical balance sheet and how your investors can bring onside.

Investor Relations Executives

You need to know what mainstream and SRI analysts and fund managers are looking for before they invest.

Corporate social and environmental executives

You need to keep up to date with the new issues, techniques and process structures within corporate responsibility and sustainable development.

Corporate branding and marketing executives

You need to know how CSR issues can affect your role, your company message and that all important 'License to operate'.

Others who will benefit from CSR practice include:

Human Resources and Internal Communications Executives

You need to know CSR issues and laws in order to properly communicate and carry them out at your organization(s).

Consultants

You need to have up to date knowledge about laws and issues dealing with CSR so that you can give proper and correct advice to workers, etc.

Public Relation Firms

You need to be abreast of the current CSR issues and rules so that you can properly communicate them to the public.

Non-Governmental Organizations

You need to be informed about CSR issues to assist you in preparing and enforcing your organization's CSR rules and future goals.

Government Agencies

You need to make and enforce rules and laws for CSR (at the state, national, and international levels, etc.) that relate to the environment, human health, and other areas of concern.

Academic and Research Institutions

You need to prepare and carry out appropriate rules in order to provide social responsibility to your employees.

Last but not least, we must keep in mind that CSR can enable all of us to benefit from living in a world in which common, positive, standards are respected by all.



If you come across those companies or institutions in any part of the world, which are practicing Corporate Social Responsibility (CSR), please inform the person in charge of that organization to contact us at bnhaw@tm.net.my or write to us at ASRIA Dept, P O Box 1067, 10840 Penang, Malaysia.

We highly appreciate your assistance. Perhaps your organization may be nominated for this nomination process. In addition if you are aware of an organizational directory that would be of help to our nominating committee or you can provide a list from the organizations you are associated with this would be a tremendous help to the ASRIA's ongoing search for CSR practicing companies. The worldwide web is ever growing. If you know of websites that feature the names and addresses of CSR professionals, Companies, please let us know and our Board will review the site.

Let us see the list of individuals stated below from various countries, who have had contributed their efforts to society at large in line with the Social Responsibility in direct or indirect ways of approach.

13 famous people whose fierce determination and unique vision of life, helped change the course of history, created a common ground for people of different backgrounds and made the world a much more pleasant place for everyone.

Let's make the world an even smaller place, where all of us can feel a little closer to each other.

Date of birth: 4th January 1809

Louise Braille; he was blind from the age of 4 and was determined not to let his disability lock him out from the vast world of thought and ideas. Inspired by a "night writing" code developed for (and rejected by) the army, he developed a raised dot alphabet (where the position of each dot represented a letter of the alphabet) that was as easy to write as it was to read. Braille, as the system is called, has enabled and continues to enable blind people to communicate with each other and with the rest of the world. It has been adapted to almost every known language, from Albanian to Zulu. The blind may not see like the rest of us do, but with Louis Braille's help, nothing can stop them from maintaining a clear vision of their lives.

Date of birth: 11th February 1847

Thomas Edison; he is the perfect example of what an inquiring mind can achieve if it is driven by an unrelenting determination. Starting out as a newsboy and candy butcher on railroad trains, Edison was named America's "most useful" man by a 1913 survey of independent magazine. He became the man with the most patents (1,093) and the most companies ever. Edison gave us some of the world's greatest inventions: the light bulb, the battery, the phonograph and, despite lawsuits on patent infringement, the motion picture. By connecting electricity to a wide range of inventions, Thomas Edison connected humanity to a brighter, livelier, new and improved world.

Date of birth: 3rd March 1847

Alexander Graham Bell; "Leave the beaten track occasionally and dive into the woods." That's how Alexander Graham Bell once summed up his approach to life and invention. By taking the road less traveled, Bell struck new paths that connected and still connect people the world over. Alexander Graham Bell invented the multiple telegraph, the Photo phone (which resembled the fiber-optic communications we use today), and the Hydrofoil-the fastest watercraft in the world. 4 days after his 29th birthday, he received the patent for the telephone. On 25th June 1876, the telephone was exhibited for the first time in Philadelphia and the world has been in closer contact ever since.

Date of birth: 24th April 1952



Jean-Paul Gaultier; he is known for his outrageous creativity; he is a designer who has brought several worlds together. Through his wild, shocking, surreal and quirky designs, the world of high fashion has come together with street life, urban life, past eras and sailors. He has seduced the movie world with his costume designs for films like “The Fifth Element” and “Kika.” In the mid-1980’s, men sported his platform shoes, feathers as well as naked chests. He introduced space helmets, metal breastplates and men’s skirts. But the enfant terrible of fashion is perhaps best known for his connection with the pop music world, for his design of Madonna’s notorious cone bra.

Date of birth: 12th May 1820

Florence Nightingale; she was born into a wealthy family and grew up to become a lively and attractive woman, expected to make a good marriage. She, however, had her mind set on a nobler calling: nursing. In those days, nursing was not considered a suitable profession for a well-educated woman but she went ahead to become one, despite objections from her parents. Miss Nightingale, as she was affectionately known, is famous for her work during the Crimean War and most remembered as a pioneer of nursing and a reformer of hospital sanitation methods. Her main principles were careful observation and sensitivity to the patient’s needs. Her greatest achievement is raising nursing to a level of a respectable profession for women

Date of birth: 11th June 1910

Jacques Costeau; without him we would only know a fraction of the world we live in. Together with engineer Emile Gagnan, Costeau designed an underwater breathing apparatus based on compressed air contained inside a cylinder called the “Aqua-Lung” (SCUBA). Before that, divers had to wear suits connected to the surface of the water by an air tube, limiting their movements. The Aqua-Lung allowed divers to roam freely underwater and was used by the allies after World War II to remove enemy mines from international waters. Costeau also developed techniques to make underwater movies. Much of what we now know ocean life came from Costeau’s films, 2 of which won the Academy Award for documentary filmmaking.

Date of birth: 13th July 1944

Erno Rubik; every once in a long while, the world unites to fix its attention on one thing. In the late 70’s, it was Rubik Cube. The Cube’s inventor, Erno Rubik, was an Interior Design Lecturer in Budapest. Realizing that even the simplest elements, cleverly duplicated and manipulated, yield an abundance of multiple forms, he came up with the idea of the Cube. He patented it in 1974 and demonstrated it to his students and friend, completely mesmerizing them. In 1978, interest in the Cube began to grow, even without promotion or publicity. By 1979, every one of every age, occupation, wealth and social standing was working the Cube everywhere, trying to restore all 6 sides to their original colors. By disconnecting the elements of the Cube, Erno Rubik single-handedly connected people around the world.

Date of birth: 27th August 1910

Mother Teresa; her actual name was Born Agnes Gonxha Bojaxhiu. Mother Teresa took her name from Saint Teresa of Lisieux, the patron saint of foreign missionaries. In 1928, she traveled to India to teach in a convent school but was so moved by the sight of the sick and dying on the street of Calcutta that she left the convent in 1948 to work alone in the slums. Her selfless devotion to those in need inspired others to join in her work. In 1950, the Missionaries for Charity was formed, a sisterhood that would in 1957 start work with lepers and in many disaster areas of the world. In 1979, she was awarded the Nobel Peace Prize and she accepted it, as she accepted all other awards, on behalf of the poor. By serving them without regard for themselves, Mother Teresa showed and shared with the world the true meaning of humanity.

Date of birth: 24th September 1936

Jim Henson; every week, “The Muppet Show” plays to 235 million viewers in over 100 countries. And not all of them are children. That’s because Jim Henson, the creator of the Muppets, had always had a way of



connecting with the kid in all of us. Even though his work champions the qualities of warmth and consideration, it is also sly and satirical. So, Bert and Ernie quarrel; Miss Piggy behaves unbecomingly; Kermit is sometimes exasperated. Children learn from Sesame Street (in which the Muppets have starring roles) and we learn from Jim Henson. We learn to dream. To wonder. To delight. And be optimistic. Perhaps, “someday we’ll find it. The rainbow connection. The lovers, the dreamers and me.”

Date of birth: 23rd October 1940

Pele, his actual name is Edson Arantes do Nascimento, age 8, was playing football one day when a boy called him “Pele.” Nobody knew what the word meant, so Edson took it as an insult and started a fight with him. But the name stuck and it’s now synonymous with the world’s greatest footballer.

Pele is the only person to have won 3 world cups as a player (1958, 1962, and 1970), and scored 1,281 (or 1284) goals in 1,363 professional games, which is probably the all-time record in soccer. More than just a great footballer, Pele has the power to move masses. In the late 1960’s, a Nigerian Civil war was put on hold for 48 hours so that both sides could go watch him play a round of exhibition matches. Fittingly, he started the No Violence campaign to stop violence among football supporters and when, at last, he found out what “Pele” meant, it turned out to be the Hebrew word for “miracle.”

Date of birth: 27th November 1940

Bruce Lee; he was born in San Francisco. His mother gave him the name “Sai Fong” (Small Phoenix) but later renamed him “Jun-Fan” (Return again) because she hoped he would return to his birthplace someday. But most of us know him as “Lee Siau Lung” (Little Dragon Lee), a nickname given by his sister Ages. Bruce Lee became a household name when he started in “The Big Boss” and “Fist of Fury.” He created a new form of martial arts called Jeet Kune Do and taught actors like Chuck Norris, James Coburn, Steve McQueen and Lee Marvin. Because of his untiring work in film and in martial arts, Bruce Lee created a meeting point between the East and the West, bringing eastern movies to the west and spawning a global industry of the martial arts.

Date of birth: 20th December 1925

Tun Dr Mahathir Bin Mohamad, he is affectionately known to Malaysians, has been active in politics since 1945. On 16th July 1981, he became Malaysia’s 4th Prime Minister. Now, 23 years on, Malaysia has grown from a commodity-based economy into a manufacturing center and heading steadily towards a knowledge-based economy. During this period, the country has also enjoyed some of its proudest achievements: being home to the world’s tallest building as per the 2002 record, producing our own car, setting up a Ministry for Women and an entire new administrative city, Putrajaya. Our roads, ports and airports are world-class. Thanks largely to Dr M’s foresight and intuition, Malaysia today has become a role model for many Third World countries. As for Dr. M himself, our longest-serving Prime Minister has built a global reputation as one of the most outspoken, thoughtful and thought-provoking leaders of our time.

Conclusion:

I therefore appeal to all managers, directors and top management to adopt a wider scope of management than just a few theories like Management by exception, Management by walking around, Management by leadership, Management by example etc. They should see that “Management by love, care and kindness” should be as important if not more important than the Management philosophies that we practice today. Various writers have failed to explain the term “duty”. Some have defined it as a moral or legal obligation, while others say that it is the expression of respect for a superior. It is something expected from all despite obstacles, as Emerson puts “so high is grandeur to our dust, so near is good to man, when duty whispers low, thou must, the youth replies, I can.”



Duty to our parents is important. In early times, filial attachment was respected and cherished by the people. As a result, the younger generation seldom went against their parents' wishes, not even in marriage. Even in the wild lands of early Mongolia, duty was prevalent. A love story ended in tragedy because of duty. Duty, as heir and successor to the throne, duty to her country, people and aged father, deterred a woman from following her lover to his homeland to be married.

Next comes duty to our country; many countries expect every man to do his duty. In a time of war it is the duty of the men folk to get them-selves recruited into their country's army. On the other hand, it is the duty of the wives and parents to let their husbands and sons join the army and fight for their country. Nowadays, parents are trying their utmost to give their children the best of everything, especially in education. Their philosophy is to teach their children not to do anything disgraceful and so be a curse to society. These are real dutiful parents.

The employees' duty is having single-minded loyalty to their company. However, the employer's duty is taking care of the employees' welfare. All this requires a kind of management by love, care and kindness to keep the operation going on.

From all these it can be seen that duty is considered by most of us to play an important part in our lives. It is something which governs every action. Whenever we want to venture upon something new, we always think, "Is it right and dutiful of me to do this?" In fact the Bible, the Dharma, the Quran are there for us to read and to use as a guide in our daily lives and to provide us with solutions to many problems that we face today. Yet most of us have ignored these teachings whether on purpose or through our ignorance. To deploy the powerful tools of these holy books to provide us with solutions, even in the management of an organization. Lack of love, care and understanding of the people and the pressure of internal politics coupled with work pressure have caused high absenteeism and in extreme cases high staff turnover. People have emotions and I am very sure that love can attract love and lack of love and kindness can attract dislike and dissatisfaction.

There are many phrases in the Bible, the Quran and the Dharma that we can rely on to build a successful organization. I find that many chaotic conditions are manmade like internal politics, high rate of staff turnover, negativism and even the external environmental disasters. Take time to reflect on these and I am sure a better organization will emerge. No organization systems can function well without people who are satisfied by the care, love, kindness and understanding which the managers and top management as well as people at all levels can radiate.

Contribution by Prof. Dr. Timi Ecimovic - Agenda 21 Processes⁴⁰

Discussion

Many people understand Agenda 21 as agenda for better life in the 21st century. Actually it is questionable, what has been the basic reason for establishment of the term Agenda 21. Early understanding was agenda for protection of nature, space and environment. During post Rio Summit era it was taken as non-governmental organizations' activities towards processes of sustainable development. Due to not acceptance by leading national politicians⁴¹, bureaucracies and national elites, Agenda 21 processes did not have a

⁴⁰ Agenda 21 processes has been drafted by Prof. Dr. Timi Ecimovic.



chance to play a more important role within our civilization during the end of the second millennia. This was clearly seen during Johannesburg Summit in 2002, 10 years after Rio.

At present many national political leaders and accompanying people desire their personal confirmation/promotion/cleverness/richness etc. and are inventing “new”⁴² agendas. As one of such cases we may mention Lisbon Declaration as EU principal development strategy document and others. It is unfortunate that there is a persistent intention of national elites not to accept the reality that our civilization needs to change toward interdependences, interaction and co-operation with nature, and not to continue with “*Monster*” money leading philosophy, which has been fatal to us up till now.

Agenda 21 processes commencement could be placed at the end of eighties of the 20th century, what is seen from the following presentation:

THE ENVIRONMENTAL PROGRAMME AGRICULTURE - TOURISM - ECOLOGY

The paper has been presented at IFOAM World Scientific Conference, Christchurch, New Zealand, in December 1994.

Dr. Timi Ecimovic
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AGRICULTURE - TOURISM - ECOLOGY PROGRAMME AND ITS IMPLEMENTATION IN THE AREA OF CENTRAL DALMATIAN ISLANDS

The Abstract:

The Agriculture - Tourism - Ecology Program is discussed in all points from commencement during 1986 to the end of 1994.

The case study of the implementation of the program at Central Dalmatian Islands region in Adriatic Sea, Croatia, has been presented.

One of first environmentally oriented declaration in Europe is presented.

The Paper:

THE ENVIRONMENTAL PROGRAMME AGRICULTURE - TOURISM - ECOLOGY

⁴¹ Agenda 21 was accepted by UN Rio Summit and national leaders never accepted it. Consequently there was a general lack of promotion within majority of UN member nations. Due to switch to NGO's activities Agenda 21 become even less popular within politicians, bureaucracies and national elites.

⁴² To invent Columbo egg!



The Agriculture - Tourism - Ecology Program appears in its 6th edition. The first issue of the Program was written in 1989, and the issues that followed reflected the new developments in environmental protection. The Program on 11 pages is provided in Croatian, Slovenian and English. It has been 5 years already that it is being implemented in the area of Central Dalmatian Islands in Croatia. The progress report on the implementation presents the actual status of the area as well as the application of provisions of the Declaration of Central Dalmatian Islands, an Ecologically Free Zone.

The Program offers guidance for a long-term development of the regional ecosystem. In comparison to conventional agriculture, the organic agriculture and IFOAM Standards are powerful tools in protecting the environment. The ecotourism is an advanced form of tourism, basing itself on local eco tourist facilities designed to enhance the historic, cultural, architectural and natural heritage of the area.

According to the Program, the long-term protection and development of the environment commences with the preparation of an Eco study and proceeds with development projects and monitoring of the state of the environment.

The Environmental Program

THE ENVIRONMENTAL PROGRAM **AGRICULTURE - TOURISM - ECOLOGY** **6th EDITION** **DECEMBER 1993**

Introduction

The 6th revised edition of the program AGRICULTURE-TOURISM-ECOLOGY presents the functional possibilities of the co-operation with a region interested for such development.

At the beginning of 1989, Timi Ecimovic, dr. vet. med., with a business group of companies, due to their acquired knowledge and experience, self-initially started working on solving environmental problems. Day by day these problems are becoming more significant in preserving man's lifestyle, since the environment is increasingly threatened by devastation and pollution from various sources.

The work on environmental problems is geared toward Slovenia and Croatia, the new-established countries which have emerged out from former Yugoslavia.

Those two countries are included in the project ALPE-ADRIA.

By developing a program basis for the eco-study and by performing continual surveillance of the human environment, viz. monitoring, of its soil-water-air parameters, we obtain a ground on which we determine the conditions of the human environment as well as the prospects for development of the region into an environmentally clean zone or healthy environment.

Solving the problems of infrastructure when the environmental conditions and particularities are well known for certain area, is not only much easier but also generally and environmentally better. Within this program we present a solution for all problems of infrastructure and other communal conveniences while maintaining an adequate living standard.



Activities in agricultural production: cultivation, livestock, and fruit production, all conditions afforded by an environmentally clean zone, give rise to the cultivation and production of organic, wholesome food, and in turn, form the basis for advanced development in the domain of TOURISM. As the numbers of consumers of such food are growing the economic feasibility of food production increases accordingly. Tourism becomes an effective means of establishing a market for wholesome food inside the very area of production.

In the domain of tourism, we concentrate our activities on ECO-TOURISM, starting with eco-resorts and including investment methods, financial arrangements, etc.

This sixth revised edition of our activities in the field of environmental protection was conceived, as an answer to the numerous requests of organizations and individuals from the Alpe - Adria region. This material should disclose the essential facts about the work of our group on the program AGRICULTURE-TOURISM-ECOLOGY.

Present experience is a result of our coordinating and organizational capabilities to manage team work of many interdisciplinary experts. Realizing that environmental pollution is one of the hardest problems facing our world, we have organized teams of various experts to work together on these problems. The strength of our program lies in its capability to execute the plans it proposed. The realization of investment needs, and all other needs is based upon the coordinative role of the program with the companies and organization from various fields of activities.

Environmental technologies, apart from those concerned with agriculture, provide solutions to the various problems of local communal service, to the development and enhancement of tourism as well as various solutions of environmental pollution problems.

We thus solve the problems arising from water bodies being contaminated by industry, by waste waters of oil refineries, by residual gases, etc.

We turn special attention to the revitalization of already afflicted regions of our environment. For example, we are solving the problem of polluted forests and of their revitalization. Part of our work is geared toward restoring balance to the proportion of land cultivation and livestock production, as well as recycling, or rather, sanitizing waste water for subsequent use in irrigation.

The development program focused on solving the everyday living problems of island communities whose life is based on ecotourism and the production of wholesome food in an unpolluted environment, are exceptionally suitable for the island region of the Croatian coast and for Dalmatia. By channeling the islands into environmentally clean zones, new development possibilities are created. By joining the individual environmentally clean island areas, there is a possibility of creating an even larger environmentally clean region. This region could one day be the area of Central Dalmatian Islands. Such work has to be conceptualized according to the existing work on the protection of the Adriatic Sea known as "Adriatic Initiative".

We have succeeded to organize the representatives of the Central Dalmatian Islands to sign the Declaration, which is directing development of the area as an environmentally clean zone. That is one of our referential works.

Description of the program



The Program was first published in 1989. At that time we were well known for our work in agriculture development. While devising means to accelerate intensive production at the “peasant yard” level, we became acquainted with the actual conditions of the village life, with the standard of living as well as with the possibilities of bringing technical means and technologies to bear on both on social and economic problems, specifically cohabitation difficulties of village life. We are now well acquainted with the operative means of modern sustainable agriculture as well as with the actions, which have to be undertaken to ensure reduction in both the rate and actual extent of degradation of the Earth’s natural resources and of resources present in the village environment.

While working on the region Alpe-Adria, it was impossible not to notice the state of the environment, which plays such an important role in tourism. With respect to the ever increasing presence of land and sea pollution, our possibilities for development of tourism, that is marketing of tourist capacities to Europeans, who increasingly desire cleaner environment, are in themselves continually decreasing. The examples such as Kastela Bay, Bakar, Mali Ston and others within Adriatic Sea clearly point out the level of pollution. This has a very negative effect on the development of tourism.

Industrial and agricultural pollution as well as pollution from transportation due to unsolved problems of the local communal services give rise to ever increasing degradation of the attractive Adriatic regions for tourism. If, in addition to all this, we consider the slow and inappropriate spatial planning and improper realization of the existing plans, then we realize the extent of the devastation and deteriorating conditions of the coastal region and islands of the Adriatic Sea.

The situation on the Adriatic Sea as part of the entire Mediterranean region has also been recognized by international institutions (UNEP, MAP), which have concentrated their activities toward protecting the very threatened areas. With their help and as part of those activities, work on solving the Kastela bay problem has begun. Monitoring of the Adriatic is being carried out as well as other activities geared toward the protection of the Adriatic Sea from further pollution (Adriatic Initiative).

However, the basic and essential partners of environmental protection are people; in fact it is their relationship toward the environment. As long as the individual is unaware of the correct relationship with the environment, and of need for its protection, it is impossible to protect the environment from pollution. People know what they were taught by their mothers, school and by life itself. If mothers do not teach their children from the very beginning the proper relations toward the environment, children will not know it. We feel that it is necessary to teach man throughout the life the relations toward natural environment and his surroundings. That is the only way to achieve results. Therefore, education of local inhabitants is one of the most essential factors in the protection of the environment.

In order to achieve harmony between the living of human beings and their environment, it is necessary to reach compromises among industrial pollutants, the technologies applied in agriculture, and the local inhabitants.

Thus, a necessity for continuous survey of the conditions of the environment, whether polluted or not, arises. In case of pollution we talk about rescue operations, while we call the continual surveillance of normal environmental conditions monitoring. Only those environments, which have known and acceptable soil - water - air parameters can be termed ecologically sustainable area. Therefore, only accurate facts about the level of pollution, which is very low in the Adriatic, may convince even more tourists to visit, possibly even the ones, who believe the Adriatic is polluted.

Through changes in the lifestyle of local inhabitants new living conditions are introduced, and the tourist attractiveness of a region changes. The production of organic food, eco-tourism facilities and other



natural heritage make the basis for higher quality of tourism. Those changes make better offer for tourist. This might lessen the number of tourists, but increase profits due to the marketability of tourist attractions. This doesn't depend on the origin of the tourist, but on his needs and willingness to pay for them.

Therefore, production of organic-wholesome food, solving the problems in local communal services, insurance of an adequate standard of living as well as the development of ecotourism, all constitute the basis of the AGRICULTURE-TOURISM-ECOLOGY program.

Organic agriculture

Organic agriculture and IFOAM standards are powerful tools in protecting the environment. Our activities in agriculture include the following principles and technologies:

- A. Land and livestock farming based on the use of natural organic techniques according to the IFOAM standards.
- B. Development of livestock production through the introduction of environmentally-clean, energy-efficient, and economically-viable organic technologies for the following:
 - Cattle production: beef and milk production,
 - Pig production: pork meat and piglet production,
 - Domestic fowl production: the production of chicken and eggs for consumption,
 - Horse breeding: use of horses for tourist entertainment, sport and recreation,
 - Sheep production: development of extensive and intensive production of mutton and milk,
 - Goat production: intensive production of goat meat and milk,
 - Alternative technologies: as part of domestic fowl production, intensive and extensive production of geese, ducks, turkeys, exotic breeds of fowls, the game fowls such as pheasants, Cornish hens, etc.
 - Alternative technologies: intensive large production of rabbits on co-operative basis,
 - Alternative technologies: intensive recycling, fish farming, etc.
- A. Development of farming toward growth of organic healthy food.
- B. Development of fruit production toward growth of organic healthy food.
- C. Development of forests according to the demand for forest revitalization.
- D. Monitoring of soil-water-air parameters for agricultural production by means of a mobile ecological unit/laboratory.

Tourism

Our activity in tourism is concentrated on the development of ecotourism.

The ecotourism is advanced form of tourism, basing itself on local eco tourist facilities designed to enhance the historic, cultural, architectural and natural heritage of the area.

It is a major advancement in the tourist trade in general.

The Alpe-Adria region is an infinite source of historic and cultural heritage, with natural beauty and many tourist attractions. If we add organic wholesome food, eco-resorts and environmentally clean and healthy surrounding to those great advantages, then the quality of the attractions gets a higher level.



Within the framework of improved tourist attractiveness in the given region, we offer:

- Introduction and development of eco-resorts,
- Both planning and construction of new or reconstruction of existing accommodation,
- Both conceptualizing and actually revitalizing the village environments and transforming them into tourist centers,
- All forms of financial advice pertaining to tourism,
- Integration of organic food into local and regional tourism attractions,
- Monitoring of soil-water-air parameters,
- Creating of authentic souvenirs.

Ecology

Our ecological activities consist of two principle components: conducting the eco-study and monitoring the conditions of the environment.

An eco-study for individual region (e.g. Eco-study for the Island Hvar finished in September 1990) is conducted in three phases. The first phase – PROSPECTION – determines the conditions of the region. In this phase, all aspects of the life of inhabitants in a region are studied, including their past and present lifestyle. The system of local, communal and other services, the economic possibilities and opportunities (those in cultivation of land and livestock, forestry, commerce, tourism, restaurant and lodge management) as well as possibilities for other endeavors are completely examined. All types of other elements important for the cohabitation of inhabitants of the region such as education, health and veterinary services, social services as well as demands and possibilities for the future are established. On the basis of all those facts and figures the preliminary report “PROSPECTION” is made.

The second phase is educational campaign organized for the population of the area. It is necessary to acquaint the local population with various problems involved in living in an environmentally clean region. We feel it necessary to acquaint as many people as possible with the necessity for development of a specific region toward an environmentally clean zone, as only through local people's support and co-operation one can implement the program. During the course of education all actual data about the region have to be presented. With a synthesis of both, positive and negative, but most importantly, real data, communication with the inhabitants becomes possible.

The inhabitants have to be informed about all circumstances, which appear from the orientation of their region into environmentally clean zone, as well as about all positive and negative aspects of living there.

The third phase consists of preparing the eco-study, which elaborates the existing state of the area, and the possibilities for future development of the region into an environmentally clean zone. Thus, the eco-study gives suggestions and solutions for the environment problems of the region. We devise projects which guide a region toward an environmentally clean zone.

The other aspect of our work is planning and conducting monitoring.

The basic function of monitoring is to acquaint one with the actual condition of the environment. Only on the basis of real data about the conditions of soil, water and air, devise plans can be given for the development and for solving the problems of living in a region. Monitoring must be performed



continuously, as only on the basis of current, actual data, we may say that a region is, or is not, an environmentally clean and healthy area.

By monitoring, we are surveying continuously the conditions of a region. Should a significant deviation from the normal values of parameters be detected, it would become necessary to begin solving the problem which causes the pollution.

This calls for professional expertise, since monitoring doesn't solve the problem of pollution itself. It simply serves to warn on it. For example, after monitoring a spring of water, we detect the presence of arsenic. Then it becomes necessary to eliminate the source or cause of this pollution and afterwards to resume monitoring.

The value of monitoring increases over a period of time in which it is performed. Only a large number of samples taken over a long period of time establish the real state of regional environmental conditions. The methods of extraction and analysis of samples must not vary.

We feel that it is necessary to perform monitoring at least once a month for a ten years period on a given region.

An environmentally clean zone may be proclaimed only on the basis of a continued monitoring of the soil-water-air parameters.

Only on such a basis it can be said that a region is environmentally clean and healthy. The other way of creating such a region and achieving this objective lies in proper attitude of the inhabitants and visitors toward the environment and nature.

A high contribution to regional pollution comes from local population, a source which may be eliminated through aforementioned education. Where protection from pollution by other regions is concerned, such as global pollution, each region depends on common integral protection.

As with the example of the Island Hvar, we can conclude that the development of a region into an environmentally clean zone will not be successful, if it is not co-ordinated with the development of a larger area. In our example the entire Adriatic Sea must be dealt with to achieve success on Hvar.

Successful implementation of monitoring requires laboratory facilities appropriate for measuring soil-water-air parameters. It is also important to have samples taken by a well-devised plan. Our monitoring program is based on the employment of a mobile ecological unit.

The unit consists of a motor home equipped with a laboratory, communication system, and equipment for taking samples. To be able to take samples of water from rivers, lakes and sea, the unit comes equipped with a boat on a trailer.

Ways of co-operation

The program AGRICULTURE-TOURISM-ECOLOGY is open to all ways of co-operation in the realization of program.

The most complete program of co-operation is in the field of ecology, which includes all other elements of the program. Co-operation in that field is possible by contract with representatives of local or



regional community, or with a company whose technology will be applied to the area. Those companies have to be accepted by both coordinators and by local authorities of a region.

The companies which may work on the program are:

- In Slovenia:
 - DALEAS, Zadružna 9, 61218 KOMENDA, Slovenia
 - KOROTAN, Struzevo 20, 64000 KRANJ, Slovenia
- In Croatia:
 - AGROPHAROS, DOL, 58460 STARI GRAD, HVAR, Croatia

The business contract between the legal representatives of a region (Municipality or Executive Council of Municipality) and the company may include the complete job, or only parts of it, as:

- A contract for surveying the region,
- A contract for education program for population of the region,
- A contract for both, surveying and education,
- A contract for preparation of eco-study of a region,
- A contract for surveying, education and Eco study,
- A contract for monitoring of relevant parameters of a region,
- A contract for comprehensive agriculture development,
- A contract for comprehensive tourism development.

The ways of co-operation should be performed on the basis of the contract between two parties upon the following principles:

- The contract includes payment on the basis of agreed work expenses;
- The contract for an Eco study, surveying and education includes the period necessary to complete the work program, i.e. 6 to 12 months. The contract for monitoring runs up to a 10-years period due to its long-term program and specific nature;
- The payment under the terms of the contract includes advance payment of 70 % without interest upon signing the contract, and 30 % upon completion of work;
- The payment for monitoring (10 years' contract) means advance payment of 70 % without interest upon signing the contract, 2 % of the total amount at the end of each year, and remaining 10 % at the end of the 10 years;
- All facts and data collected are considered "confidential", while the monitoring data are the property of the contractor, and only the contractor has the right to publish or disclose these facts and findings to the public;
- Special guarantees are not given except in the case of monitoring where nonpayment reflects with break of contract;
- Any dispute arising out or in connection with the contract will be settled by negotiations; in case that fails either part may request the arbitration of the Court;
- The contract is effective upon payment of the advance.

Economic basis

The AGRICULTURE-TOURISM-ECOLOGY program has to be considered as orientation to the development of people living under conditions of an environmentally clean zone. All program components are economically feasible as they include only environmentally clean, economically acceptable and energy efficient production technologies.



The specific contents of a region are characterized by means of economic indicators. The program provides a basis for revitalization of cultural and historical heritage, for preservation of natural beauty of a region, for production of organic food, for revitalization of the countryside through restoration and reinstatement of the “peasant yard” as the focus of village life, together with other elements already mentioned.

It is possible to develop special technologies to enhance a region's economic potential in a manner which conforms to the requirements of an environmentally clean zone.

It is possible to rationalize consumption of natural resources, e.g. water conservation, consumption of energy resources and all other resources.

As an example - intensive recycling technology of fish production enables abundant production of those consumer-destined fish of both sea and fresh-water fish species, for which we can obtain progeny.

Recycling production can be organized without any direct communication with external waters, either fluent or stagnant, e.g. river, lake, or seawater, thereby rendering it completely environmentally clean and healthy.

Considering that the means and conditions of production are optimized for the special requirements imposed by each different fish species, such fish crop is not only environmentally clean and healthy but also very profitable.

Under conditions of normal demand, the market for such production is certain due to their superior quality which we ensure with organic feeding.

In addition to all other advantages of the program AGRICULTURE-TOURISM-ECOLOGY, the introduction of new technologies into region will bring new knowledge and development to those regions. The new technologies have to meet the needs and possibilities of the tackled area.

Although the region of Alpe-Adria, with its multinational population and heterogeneous needs and possibilities, makes the economic basis for this program, its application is possible on other areas and regions throughout the world.

Conclusion

In case you have, by reading our program oriented toward development of AGRICULTURE-TOURISM-ECOLOGY, noticed that you are interested to learn more about our work and to know us better, we can tell you that you are on your way to establish a successful co-operation.

Instead of a conclusion, we would like to restate a thought we used in Eco study for the Island Hvar:

IF YOU DON'T GET GOING, YOU WON'T MOVE FURTHER!⁴³

The Case Study

⁴³ Timi Ecimovic 1993.



THE CASE STUDY OF THE IMPLEMENTATION IN THE AREA OF CENTRAL DALMATIAN ISLANDS

Introduction

The beginning of co-operation for the implementation of the program Agriculture - Tourism - Ecology with the region of the Central Dalmatian Islands was back in the year 1989. The resolution of Municipality of Hvar, no. 351-01-89-01/9 set the basic path of developing Island Hvar according to the Program.

Island Hvar, being one of the Central Dalmatian Islands, possesses heritage from Neolithic, Hellenic and Roman eras, mixed with achievements of present Croat inhabitants of the island.

The beginning of modern tourism was during 1860s when the tourist association was established. With such tradition, Hvar is among the European first tourist resorts and with the longest experience in tourism.

The surrounding islands, Brac, Solta, Korcula, Vis, Lastovo, Mljet and Peljesac peninsula, are of similar attributes.

The eco-study of island Hvar has been developed and presented during 1990. Other islands followed the example and signed agreements during following years (see separate schedule).

The major achievement of the Program was the declaration “The Central Dalmatian Islands - Ecologically Clean Zone”, signed on May, 21st, 1991, upon the initiative of the local authorities. The text follows.

Pic29.jpg – please see at www.institut-climatechange.si

Declaration

For the purpose of coordinating their common needs and the development possibilities of the region of the Central Dalmatian Islands:

The Municipality of the Island Brac
The Municipality of the Island Hvar
The Municipality of the Island Korcula
The Municipality of the Island Lastovo
The Municipality of the Island Vis, and
The Joint Council of the Island Solta

Did agreed upon and jointly signed the

DECLARATION

THE CENTRAL-DALMATIAN ISLANDS - ECOLOGICALLY CLEAN ZONE



The Declaration directs the development and the growth of environmental protection in the region of the Central Dalmatian Islands, first to establish an ecologically clean zone and later to maintain the achieved qualities.

The Declaration directs the development and the positive growth of living conditions for the inhabitants and the visitors of the Central Dalmatian Islands. Under living conditions all the following elements are incorporated: environmental conservation, protection of land from future devastation and pollution originating on the Central Dalmatian Islands, and a higher standard of living (energy, water, communal waste, wastewater, communications, etc.)

The Declaration protects the traditions, the civilization and the cultural heritage of the Central Dalmatian Island region.

The Declaration directs the development and growth of agricultural production towards the production of organic food, i.e. without using pesticides and industrial fertilizers whose impact stresses nature.

The Declaration directs the development of tourism and other business branches present in the Central Dalmatian Islands region within the framework of working and living in an ecologically clean zone.

The Declaration establishes the joint need to safeguard the Central Dalmatian Islands region from pollution originating from other regions.

The Declaration covers two time periods. They are:

- The time needed to establish an ECOLOGICALLY CLEAN ZONE, and
- The period following in which the achieved conditions of the ECOLOGICALLY CLEAN ZONE are maintained.

The Central Dalmatian Islands region becomes an ecologically clean zone when the continuous monitoring of soil-water-air parameters gives results within the international recommended levels for the human environment.

The Declaration accepts that directing the development of the Central Dalmatian Islands region should be in accordance with the laws of the Republic of Croatia, with the Adriatic Initiative, an integrated protection program for the Adriatic Sea, and with the program of Agriculture - Tourism - Ecology by "Agropharos" - TJE Business Advisory Center.

The subject of this Declaration is the region of Central Dalmatian Islands. The region as a coherent whole consists of the large islands: Brac, Hvar, Korcula, Lastovo, Solta, Vis, and a part of Peljesac a peninsula, including all the smaller islands in the area, and of the coastal zone and sea.

The Declaration gives a solution for financing the project by means of a joint fund for financing the development and the growth of the Central Dalmatian Islands region into an ecologically clean zone.

The consignees of the Declaration are members of the fund.

The Declaration is effective from the date of its signing by the legal representatives of the Central Dalmatian Islands region.



Signed: 21st of May, 1991

Results

The co-ordination of the activities was trusted to Dr. Timi Ecimovic.

War in the years 1991 to 1993 made the work much more difficult. The results of the activities were as follows.

Hvar

- The prospection, education and the eco-study in 1991.
- Communal waste, 1992.
- Organic agriculture, 1992.

Brac

- The education (partly) in 1991.
- Communal waste, 1992.
- Organic agriculture, 1992.
- Monitoring, 1992.
- Alternative sources of energy, 1992.
- Integral transport, 1992.

Korcula

- The prospection, education and eco-study in 1992.

Lastovo

- The prospection, education and eco-study in 1993.

Solta

- The prospection (partly) in 1991 - 1993.
- Communal waste, 1992.
- Organic agriculture, 1992.
- Monitoring, 1992.
- Alternative sources of energy, 1992.
- Integral transport, 1992.

Vis

- The prospection (partly) in 1992 - 1993.
- Communal waste, 1992.
- Organic agriculture, 1992.
- Monitoring, 1992.
- Alternative sources of energy, 1992.
- Integral transport, 1992.

Peljesac

Minor part of the peninsula was under Municipality of Korcula Island. The major part is under consideration to join the declaration.



Mljet

Island Mljet has two parts, municipality and national park (major part). Both are under procedure to join the declaration.

Other events

Other events were as follows:

- March 1991, the first co-ordination meeting of presidents of Central Dalmatian Islands municipalities (5+1=6 subjects), town Korcula, Island Korcula.
- 21st of May, 1991, the second co-ordination meeting and inaugural signing of the declaration “The Central Dalmatian Islands - Ecologically Clean Zone”, town Hvar, Island Hvar.
- June 1992, the third co-ordination meeting and inaugural handling over of Eco study of Island Korcula, town Vela Luka, Island Korcula.
- October 1992, the fourth co-ordination meeting, town Bol, Island Brac.
- November 1992, the visit of the presidents to Slovenia and Austria in connection with communal waste and waste water treatment, Ljubljana, Maribor, Graz.
- During summer 1993, local government was reorganized from 5 municipalities and Island Solta, (previously part of Municipality Split, big town in Dalmatia), into 21 new municipalities.
- September, 1993, inaugural handling over of Eco study if Island Lastovo, Lastovo.
- From January 1994, the coordinator writes monthly reports to all presidents and other subjects linked with the declaration.
- May, 1994, eco-center, Island Scedro, has been discussed, the financial position was reviewed and demand for finance was put forward. The credits for development needs were considered.
- The co-ordination of the declaration “The Central Dalmatian Islands - Ecologically Clean Zone” goes on.

Conclusion

Co-ordination of sustainable development of Central Dalmatian Islands is long term project and long term work for the inhabitants, professionals, governmental and other organizations, international institutions, donators and the people of good will who are taking care of the future of Central Dalmatian Islands and may help sustainable development of the region.

The constant research and development of solutions to interdisciplinary problems of living conditions has to be applied as soon as it is known and applicable.

Up to date work, documents and experience and possible co-ordination are available for all who might be interested to assist in development of Central Dalmatian Islands.

Municipalities

The municipalities included in the declaration

“The Central Dalmatian Islands - Ecologically Clean Zone” as of July 1994.

Island Brac

Bol, Milna, Nerezisce, Postira, Pucisca, Selca, Supetar and Sutivan (to be inaugurated).



Island Hvar
Hvar, Jelsa, Stari Grad and Sucuraj.

Island Korcula
Blato, Korcula, Smokvica and Vela Luka.

Island Lastovo
Lastovo.

Island Mljet
Mljet and National Park Mljet under consideration.

Peninsula Peljesac
Orebic and Ston under consideration.

Island Solta
Solta.

Island Vis
Vis and Komiza.

Organizations

The list of organizations involved with co-operation for the sustainable development of Central Dalmatian Islands:

- Agropharos, Stari Grad, Dol, Croatia,
- Municipalities according to Appendix of the municipalities,
- Governmental organizations of the Republic of Croatia,
- Co-operative Association of Dalmatia, Split, Croatia,
- Vela International, coordinator for the tourism, Split, Croatia,
- Bios, coordinator for organic agriculture, Zagreb, Croatia,
- ANT Laboratories, coordinator for monitoring, Zagreb, Croatia,
- University of Split, Faculty for Construction, the program holder, Split, Croatia,
- Vedeco, urbanization according to TM standards, Zagreb, Croatia,
- Saubermacher, coordinator for communal and other waste, Graz, Austria,
- Vestas Danish Wind Technologie, Lem, Denmark,
- Cavee Coveco, livestock supplier, Velp, Netherlands,
- ZPC, potato seed supplier, Netherlands,
- IFOAM, Okocentrum Imsbach, organic agriculture standards source, Tholey-Theley, Germany,
- UNEP/MAP/PAP, information source, Nairobi/Athènes/Split,
- ICC - Eco management information source, Paris, France,
- Slovenian Innovators Association, information source and coordinator for eco-technologies, Ljubljana, Slovenia,
- Waste water treatment (ozone adding) and other eco-technologies, Celje, Slovenia,
- Dr. Dani Vrhovsek, waste water treatment by wetlands sanitation, Ljubljana, Slovenia,
- Hidroinzeniring, planning and construction of Eco projects, Ljubljana, Slovenia,
- VAB commerce, bricketing coordinator, Split, Croatia, and many others.



Projects

The list of projects:

- Whole region of Central Dalmatian Islands
- Communal and special waste,
- Organic agriculture, organization and projects (eco-wine, eco-olive oil, eco-olives for consumption, etc.),
- Monitoring,
- Electricity production (wind technologies),
- Integral transport,
- Waste water treatment,
- Eco tourist facilities,
- Irrigation.

Some of the projects from Eco studies of individual islands

- Eco-center Scedro, Hvar,
- Protection of Mediterranean seal, Lastovo,
- Lobster Centre, Lastovo,
- Production of queen bees, Lastovo,
- Eco-wine, Korcula,
- Eco-olive oil, Korcula,
- Olive Centre, Solta,
- Medical Herbs Centre, Hvar,
- Pyretrum production, Brac,
- Irrigation of island Korcula, Korcula,
- Recycling production of sea fish, Vela Luka, Korcula,
- Trade-free zone, Hvar,
- Urban center, according to TM standards, and many others.

Standards

List of legal and international standards governing the declaration:

- Legal system of Republic of Croatia,
- Barcelona convention with relevant protocols,
- Genova convention with relevant protocols,
- Basel convention,
- Adriatic initiative,
- ISO standard,
- Black Code -- EAN international,
- Business charter, ICC, Paris,
- Basic standards of organic agriculture, IFOAM,
- UN framework convention on climate changes,
- Agenda 21 -- atmosphere, sustainable agriculture, the role of agriculture, etc.

Literature:



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- Eco study of Island Hvar (Prospection, Education and Eco study), TJE center, 1990,
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- The Business charter for sustainable development, ICC, Paris, France,
- Our Common Future, World commission on environment and development, 1987,
- State of the World, 1993/1994, Lester R. Brown, New York, USA,
- MAP Technical Reports 1-80, UNEP, Athens, 1986-1994,
- Message From Dr. Mostafa K. Tolba, UNEP, Nairobi, Kenya, 1991,
- The Environmental Program for the Mediterranean, World Bank, The European Investment Bank, 1990,
- Blue Plan, The Future of Mediterranean, UNEP/MAP, Athens, Greece,
- Organic Agriculture, Dr. Timi Ecimovic, 1994, Ljubljana, Slovenia.

Interesting: the result of the pioneer action at the region of Central Dalmatian Islands in Croatia comes to end in 1993 when governmental action was directed to Capitol Zagreb development and Dalmatia as whole was put aside for any development actions. Work on environmental quality of Central Dalmatian Islands has been halted and up till now was not restored. Thanks to president of Croatia late Dr. Franjo Tudzman and his unique policy to became history.

After Rio Summit the world was full with enthusiasm, and in many countries actions were taken towards Agenda 21 Processes. But because a majority of world nations' governments did not accept Agenda 21 processes as theirs, work on most important segment of present civilization's future - the quality of environment - was handed over from UN to NGO's.

Great work by The Centre for Our Common Future, and Michael Keating publishing of Agenda for Change 1993 was a well prepared action, and many people have benefited from their work.

Republic of Slovenia's NGO's did prepare Agenda 21 for Slovenia during 1995. It was a nicely prepared small booklet, with many useful ideas and propositions for change for better. Final result of their action was ZERO.

At UN action for sustainable development was well organized. Many meetings and great work was done. Final result did not meet expectations.

Number of individuals from many countries took part at conferences and information exchange. Many extremely important issues were discussed and many propositions for complex problem solving were put forward.



Ten years after Rio Summit at SD Summit in Johannesburg, South Africa, the UN failure to get ahead the sustainable development was seen.

Sustainable development was action for future, but it was not making money, but intended to consume money, and not to give in return great profit. National governments, national elites and politicians were inventing new actions for better environment improvement; global warming, climate change impacts, floods, droughts, wind storms, hurricanes, typhoons and tsunamis were taking more and more tolls in lives and property damages, but still the official attitude was to NOT PREVENT but better to deal with issues at hands and to put blame on invisible causes.

Let us see from this point of thinking the Katherine disaster at New Orleans.

New Orleans large area should be declared unfit for humans living many years ago due to its environmental qualities – River Mississippi delta, living level below sea level, geographical characteristics etc.

Year by year US government was meeting large damages dues due to floods. Even if they declared region unfit in 2000, the people of US would benefit with prevention of disasters occurred after 2000.

Unfortunately US government and people are still reconstructing area and encouraging people to live there. That is paradox of today.

Similar situations may be seen in many countries with leading Netherland, closely followed by Bangladesh (Dhaka is likely going to be one of largest cities in the world in coming years) where large tsunami may have up to 15 million and more dead humans, Spain, Italy, England, Germany, to mention some, etc.

Let us conclude with small frame from Si Prof Dr Roger B Haw

**"The future belongs to those who believe in the beauty of their dreams."
-Eleanor Roosevelt**

It is possible to teach a turkey to climb a tree, but it is a lot easier to hire a squirrel.

If you want one year of prosperity, grow grain.

If you want ten years of prosperity, grow trees.

If you want one hundred years of prosperity, grow people.

All this we need: love, care, efforts, time, money and more importantly we have to be a responsible person to ourselves, our family and society at large.

----- Chinese Proverb