

Between Confrontation and Alignment – Changes of the eco- logical mindset over the last 20



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Speaker: Dr. Claude Martin

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1. speaker: Thomas Schauer (club of Rome; member of the german parliament)

At first Mr. Schauer showed a map where the size of the countries represents their energy-consumption. The biggest countries are the United States und Europe in contrast to the distribution of the population, with the biggest concentration in Asia, especially in china.

In his 78 years an average person in the USA emits 20.000 kg CO₂ every year. In Sieraleone an average person lives for 37 years and emits only 100 kg CO₂ per year! All the people of the world try to reach the western lifestyle!

If the energy consumption of the whole world would increase for 3 % every year, this would lead to an exponential growth! This would be the need of more than one planet in 2050!

This prediction was made by *Dennis Meadows in the year 1972*, member of “the club of Rome”. Meadows firstly used scientific computer models to simulate the growth of humankind and it's impacts on the environment.

The club of rome is a non governmental and non organisation (NGNO). This means: No consensus is necessary, the members express their own opinion and the reports are reports to the club, the members do not speak for the half of the club.

The main problem that they had to fight in that time (and still have!) was to cope with problem of interdependencies. These simulations lead to the development of the dynamic systems theory.

In 1972 the situation analyse by computer based scenarios was something totally new. But there was a description of the problems in 1972 and how does this knowledge influences us? The last update from 2004 only confirms the fact: The exponential trends have continued.

2. speaker: Fritz Hinterberger (Sustainable Europe Research Institut): “Why limits of growth won't hurt.”:

„You can't manage what you can't measure!” There are environmental, human, natural and social capital in our modern world, for which indicators can be found on the front pages of large newspapers (so called “Front-page Indicators”).

But we must get on the way from facing problems to finding solutions. Therefore we have to ask us: “What are our goals for the future?”.

At the moment Europe and Northern America lives at the expenses of the rest of the world, which will lead to an 25% (planet-)overshot until 2020 and to a long term destruction of natural capital. We need to change to a sustainable life of way, where 80 % of the population uses 80 % of the resources, not only the richest 20 % of world.

As this unfair relation is already unsustainable, a fair share would only be possible by using much less resources than now. That's why the eco-efficiency of our world economy must at least be improved by a factor 4. There is even a “win-win-win” situation possible, where economy, ecology and social purposes might benefit, as you can find on MOSUS.net. There you can find a Brundtland-like report, but with a definition of sustainability on the basis of happiness.

3. speaker: Claude Martin (former Director General WWF): “Between confrontation and alignment – Changes of the ecological mindset over the last two decades”

At the beginning Mr. Martin gave a short overview how the relation between ngo's and go's changed over the last decades. From the distrustfully dislike of ngo's and go's at the beginning years in the 70's, over working together in the 80's on problem like Chernobyl, to a win-win-situation in the 90's, where both boomed, until today with the new problems in working together with the present president of the USA Mr. Bush.

Then Mr. Martin described the development how natural disasters (ozone hole, Chernobyl, ...) and the work of ngo's (club of rome, WWF, ...) leads to a more sustainable thinking in the policy (Rio-conference, Kyoto-protocol, ...). A special emphasis was put on his work at rain-wood-protecting programs like the “Forest Stewardship Council (FSC)”, which was an Alliance, formed to create rain forest areas that should be managed sustainably. In 2001 there were more than 10'000 FSC-labelled products and 25 million hectares of well managed forests and in 2000 10% of all worlds forest types were under its protection. Saving the rain wood also protects the wildlife and the biodiversity.

In the first decade of the new millennium it became clear that governmental institutions, like (local) regulation, weren't able to deal with the developments in the economy and the environment, so the economic model of the Public Private Partnership (PPP) was introduced.

Through this circumstance the trend goes away from lobbying to alliances and bilateral challenges to achieve further goals, e.g. ngo's and companies like LAFARGE working together on CO₂-reduction or the effective alliances between the WWF and the World Bank since 1998.

Questions and answers:

Question from oikos Prague to **Claude Martin**: “What is your source of money? What is the origin of your income?”

Answer from Claude Martin: “The WWF is active in 100 states and

- 40 % of the money comes from the member fees,
- 20 % comes from the foundation,
- 23 % for special projects from states,
- 8 % - 10 % are investment of reserve and
- 4 % comes from the business industries.”

Question from oikos Cologne to **Claude Martin**: “What do you expect from industry leaders and what are the consequences for business schools?”

Answer from Claude Martin: “Leaders should be:

- open for dialog
 - open for employees (very important)
 - open for what goes on in the *world*
 - open for the public.
- ⇒ The industry leaders should not only look at the stock market.”

Question from oikos Bayreuth to **Claude Martin**: “How are the chances for a sustainable forest management in countries where the necessary governmental institutions are not available?”

Answer from Claude Martin: “These countries have big problems with the demographic pressure, as their populations are growing very fast and have to be fed, especially in the Congo Basin where corruption is a big additional problem. So you need an independent certification: The WWF tries to protect the high-biodiversity areas by FSC-certificates first (and fast!) and later continues with other forest areas.”

Question from oikos St. Gallen to **the whole panel**: “What is an interesting research agenda for young professionals; what are the hot topics?”

Fritz Hinterberger: “In business it would be interesting to develop an economical system or strategies which base on less growth than the current.”

Thomas Schauer: “A hot topic would be the human behaviour as there is a big gap between the consciousness and action (in everyday life). This is certainly the most promising but unpleasant field of action where all scientific disciplines could contribute.”

Claude Martin: “As the current system shows symptoms of a multiple organ failure, so the question should be: What could be parameters leading to a decoupling of the growth imperative and the use of resources? How could economic efficiency be raised.”

Question from oikos Cologne to Claude Martin: “How help ngo`s LAFARGE to reduce emission?”

Answer from Claude Martin: “We established an own team which solve the problems (also technical) or we gave innovations to develop further, e.g. change equipment or established communications and relationships with top persons.

For discussing technical issues with large companies you need strong nerves and the commitment of the CEO. You need to have the capacity, communication methods and the technical know-how, but also a strong will.”

Question from oikos Zürich to Claude Martin: „Concerning the problems in forestry with a view on agriculture, climate change and governmental insufficiency: How can a sustainable landuse be established?”

Answer from Claude Martin: “Remove subsidies! Think about the Biofuel disaster and the following rise in food prices. As long as subsidies promote the largest problems a sustainable landuse can never be achieved.”

Question from Alexander Barkawi (oikos Alumnus) to the whole panel: “If you could redesign the environmental movement how would you form alliances? Like the Club of Rome?”

Thomas Schauer: “The main target for NGO’s is to cooperate, just like prominent people are often participating in a large diversity of organizations. It is also necessary to have many different organizations as the topics which have to be dealt with are also of a large diversity and not every organization or government can cover all areas. Often such organizations have to work together to master the funding of certain projects.”

Clause Martin: “If we had to listen to everyone, then we would consult ourselves to death. The logic of governmental regulation has come to its end. So what we need is a diversity of competent NGO’s to support the sustainability issues of modern economy.”

Fritz Hinterberger: “Also the political will and the work at the right pressure points to change the framework conditions is needed, so market instruments like CO₂-certificates trading can be implemented.”

Question from oikos Belgrade to Claude Martin: “Regulation didn’t work or didn’t work so effective. How could this be corrected?”

Answer from Claude Martin: “In EU it is still in place but we have no further progress, consequently we took the new direction from lobbying to the alliances.”

Question from Belgrade to the whole panel: “But why it doesn’t work?”

Claude Martin: “Regulation is important but go’s only displays problems and for that you need a political will. But to create this political will you need pressure points! The public and the ngo’s also need to create framework-conditions to the policy.”

Fritz Hinterberger: “Teaching is a very important point. To spread the knowledge, so it becomes mainstream.”

Thomas Schauer: “Modelling is very hard! Modelling is simplification! So what do you expect from modelling? What could be useful to discuss about the future?”

Fritz Hinterberger: “It is also important to know, what is possible to get a better understanding.”

Question to Fritz Hinterberger and Thomas Schauer: “Do you believe economic computer modelling to be fruitful?”

Fritz Hinterberger: “In this field it is more necessary to spread the knowledge about new economic ways so that people get to know that there are other ways but not only the mainstream ideas of economic.”

Thomas Schauer: “The question is, what we do expect from modelling. Future predictions are not possible, but the modelling can help us to think of how the future might be and this leads us to new ways and understanding which should influence our behaviour and decisions.”

Question to Claude Martin and Fritz Hinterberger: “After the Kopenhagen consensus and the consideration of the climate change taking place: What can be done to prioritize on the problems of modern times?”

Claude Martin: This is a semantic question! We cannot focus on a single problem as there are interrelations everywhere. So there have to be Alliances across the political and economic sector boundaries.

Fritz Hinterberger: We have to move and to show that a positive future is not only thinkable but also achievable!

Question to Claude Martin: “How can we find a way for alliances, which are not only set up from the top, especially if you think of agriculture?”

Answer from Claude Martin: “I can not give you a direct answer. In India e.g. some farmers do not use paddy rice anymore. They use a special grass, which allows them to save 1/3 of the water. All after all you see: You can't do everything, but everyone can be active!”