



IUCN  
World  
Conservation  
Congress  
Barcelona 2008



## IUCN Media Advisory

### Transition to Sustainability: Towards a Humane and Diverse World

**Sustainability Dialogue, Monday 6<sup>th</sup> October 2008, 16.30-18.00, Auditorium**

#### The Story

The transition to sustainability at the beginning of the 21C is urgent and profoundly challenging. Change is needed in almost every aspect of the economy, and in many aspects of human culture and society.

Three dimensions of change stand out: (1) the challenge of shifting to a low carbon world economy; (2) the challenge of committing to global justice and equity, and (3) the challenge of conservation, of standing up for life and the natural world.

While we may know 'what' needs to be changed, we are less certain on 'how' to implement the changes needed. Delivering change always involves hard choices and requires the alignment of support from many groups – government, business, science, consumers and others.

This Sustainability Dialogue will explore the big picture issues for a sustainable future with 'Heroes of the Environment' from around the world.

#### Key Questions

- What are the major global sustainability challenges at the beginning of the 21C?
- What are the key innovations for a sustainable future?
- What are the major challenges in pioneering a transition to sustainability in today's world?

#### Issues<sup>1</sup>

**Economy:** The conventional fossil-fuel based, throwaway, consumer economy is flawed and unsustainable. We need a systemic change in the way development is understood and brought about. Is the pursuit of GDP per capita growth still a tenable prospect in the 21C? Can the market drive the transition to sustainability? Do we need a new kind of economics for a sustainable future – what does it look like?

**Social Justice:** The benefits of growth are not being shared equally. So called development is experienced by many as a process whereby the 'haves' marginalize the 'have-nots' from land, resources and power. How can we address the underlying causes of social injustice and press for deeper change for a sustainable future? What are the elements of new global deal between north and south?

**Values:** There are close connections between human values, individual consumption patterns and global environmental crises. Studies show that while the economy and carbon consumption continue to grow, our sense of satisfaction with life flat-lines once our basic needs are met. Do we need to re-

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<sup>1</sup> Issues will be drawn from Background Paper made available for the Congress. It will not be possible to discuss every issue highlighted here. The topics selected will depend on speciality of the confirmed participant.

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envision what we mean by 'wealth' and the 'good life'? What are the values involved in moving from a 'life of riches, to a richer life'? <sup>2</sup>

**Technology:** Improved technologies are critical in accelerating the progress towards a low carbon economy. There is growing interest in the 'next industrial revolution' – a movement inspired by nature's principles and solutions. 'Biomimicry' and 'cradle to cradle' (C2C) design are emerging as exciting new concepts for products and systems that can produce benefits for people and the planet. How realistic are these technologies? Can they be applied at scale and provide the basis of national economies?

**Governance:** Mindsets and governance frameworks are not keeping pace with twenty-first century challenges, and international environmental governance is fragmented and in a state of paralysis. Innovative governance and accountability models are emerging through voluntary and collaborative approaches between government, business and civil society. Can international institutions be made more effective? What do new institutions for sustainability look like in the 21C?

**Environment:** Much has been achieved by the environmental movement in the 20C, but continuing loss of biodiversity, wide-scale degradation of ecosystems, and the impact of climate change suggests that conservation and environmental organizations need to rethink their strategies for the future. What do conservation and environmental organizations need to do differently to become organizations of tomorrow's world?

#### **Invited Speakers**

1. Ray Anderson, Founder and Chairman Interface Inc. TIME Hero of Environment.
2. Tariq Banuri, Senior Fellow, Stockholm Environment Institute.
3. Janine Benyus, Author of Biomimicry. TIME Hero of Environment.
4. Stephen Dunbar-Johnson, Publisher International Herald Tribune.
5. Christine Loh, CEO Civic Exchange. TIME Hero of Environment.
6. Valli Moosa, President, IUCN
7. **Moderator:** Steve Bass, Senior Fellow, International Institute for Environment and Development.
8. **Expert Overview:** Professor Bill Adams, University of Cambridge.

**Meet the Press:** 6<sup>th</sup> October, 18:30-19:30, Media Lounge.

#### **Focal Point**

Dr. Sally Jeanrenaud  
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Future of Sustainability Initiative  
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This Sustainability Dialogue is co-hosted with the International Institute for Environment and Development (IIED)

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*Congress ID 1605*

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<sup>2</sup> Clive Hamilton 2007.

### Biographies of Panellists

	<p><b>Ray Anderson</b>          Founder and Chairman of Interface Inc (carpet tile company), which has set the goal of eliminating the company's environmental footprint by 2020. Founder of the company's Eco Dream Team, a group of leading thinkers and designers who can help imagine a more sustainable company. TIME Hero of the Environment 2007.</p>
	<p><b>Tariq Banuri</b>          Senior Fellow and Director of the Future Sustainability Program of the Stockholm Environment Institute. He is a founding member of the Great Transition Initiative (GTI), has served as a Coordinating Lead Author of the Intergovernmental Panel on Climate Change (IPCC), and as the chair of the Board of Governors of the International Centre for Trade and Sustainable Development (ICTSD).</p>
	<p><b>Janine Benyus</b>          Author of several books including <i>Biomimicry: Innovation Inspired by Nature</i>. She is co-founder of the Biomimicry Guild and President of the Biomimicry Institute, a non-profit organization whose mission is to naturalize biomimicry in the culture by promoting the transfer of ideas, designs, and strategies from biology to sustainable human systems design. TIME Hero of the Environment 2007</p>
	<p><b>Stephen Dunbar-Johnson</b>          Publisher of the International Herald Tribune (the global edition of the New York Times). Previously, Mr. Dunbar-Johnson served as executive vice president of the IHT, and as senior vice president and commercial director for the IHT. Prior to that he was IHT advertising director. Before joining the IHT, Mr. Dunbar-Johnson was the UK Advertisement Director of the Financial Times.</p>
	<p><b>Christine Loh</b>          Founder of the Civic Exchange, a non-profit policy think tank in Hong Kong. Currently advisor to the G8+5 Climate Change Dialogue. Director of the Association of Responsible Investment in Asia. Former member of Legislative Council, and ran two successful elections in 1995 and 1998. Prior to politics she had a successful 14-year career in the commercial sector. Recipient of several awards including Outstanding Young Persons Award (1988), Global Young Leader – World Economic Forum (1995) and Asia's Rising Stars – Business Week (1998) and (2000), and TIME Hero of the Environment 2007.</p>

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	<p><b>Valli Moosa</b> IUCN President and Former Minister of Environmental Affairs and Tourism in the Republic of South Africa. A key negotiator of the African National Congress during the drafting of South Africa's new constitution and the country's transition to a new democratic order. Member of the National Executive Committee of the African National Congress (ANC). Instrumental in securing South Africa's interests in the Kyoto Protocol, and other international environmental agreements. Former Chair of Eskom.</p>
	<p><b>Bill Adams – Debate Overview</b> Professor of Conservation and Development at the University of Cambridge. Author of several books including <i>Green Development</i> (3<sup>rd</sup> edition due in 2008); <i>Future Nature</i>; <i>Against Extinction</i>; <i>Decolonizing Nature</i>; and co-author of <i>Transition to Sustainability</i>, an IUCN background text for this Dialogue. Trustee of Fauna &amp; Flora International.</p>
	<p><b>Steve Bass – Debate Moderator</b> Senior Fellow at the International Institute of Environment and Development (IIED) in London. Environmental analyst with 25 years of experience in Africa, Asia and the Caribbean. Member of various boards and committees including the Royal Institution for International Affairs, UNEP; WWF-UK; Shell Canada; World Economic Forum.</p>
	<p><b>Sally Jeanrenaud – Organizer</b> Coordinator of IUCN Future of Sustainability Initiative and of the IUCN World Conservation Congress Sustainability Dialogues 2008. 25 years of experience in conservation and development work in Asia, Africa and Europe. Co-author of <i>Transition to Sustainability</i> the IUCN background text for this Dialogue.</p>

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