

The Environmental Monitor

Global Public Opinion on the Environment

PRESS KIT

Hey, George? CASTANEDA
met. This guy @ Kinko's. 1/5

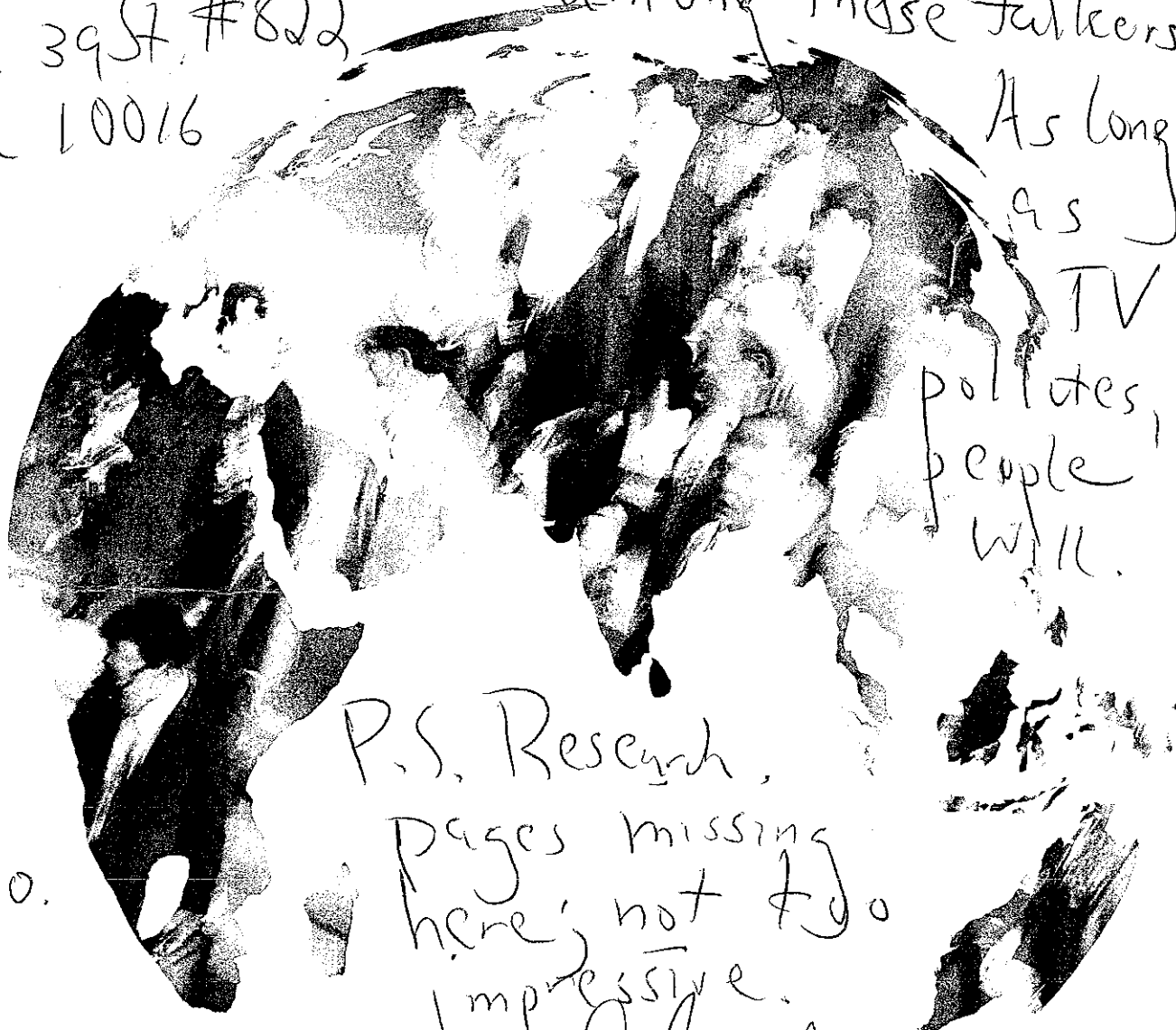
pushing for a place

among these talkers?

As long as

as

TV pollutes, people will.



P.S. Research, pages missing here; not too impressive.

(Castaneda)

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**For Global Release:
Monday, June 23, 1997, 9:00AM
Grand Hyatt Hotel, New York**

**A Statement by Mikhail Gorbachev
Former President of the Soviet Union
President of Green Cross International**

"I call on world leaders to deliver on their solemn Rio commitments, especially given unprecedented evidence of strong public support for doing so. Never have the planet and its peoples needed such leadership more. Future generations shall regard this as a truly historic step."

Mikhail Gorbachev, Moscow
June 20, 1997

Green Cross International is based in Geneva.
It's goal is to promote global values change
to achieve sustainable development
using multi-sectoral dialogue and mediation.



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The Environment is Back

Global Poll Reveals Surging Health Concerns and Sharp Criticism of Inaction on Environmental Problems

One of the most comprehensive global public opinion surveys ever undertaken on environmental topics was released today, the first day of the United Nations General Assembly's Special Session to evaluate progress on the Agenda 21 action plan resulting from the 1992 Rio Earth Summit.

After interviewing over 27,000 average citizens earlier this year across 24 countries representing 60 percent of the earth's population, researchers have concluded the following:

- **Far from going away as an issue, the environment promises to once again dominate public debate within five years in many countries, because of universal concerns about the human health impacts of environmental problems.**
- **Given the globalization of environmental concerns, what governments and corporations do or do not do on a global scale are as important as what they do in their home countries.**
- **While inaction today may not immediately cause public outrage, the day of reckoning and accountability is fast approaching, as health concerns and criticism of the perceived inaction of governments and industries mount in most countries.**

"Citizens around the world are more concerned today about environmental problems than they were 5 years ago when public opinion forced world leaders to sign major action commitments at the Rio Earth Summit," said Doug Miller, President of Environics International Ltd. who directed the global poll. "In spite of the preoccupation of their leaders on economic issues, citizens in most countries are even more likely today than five years ago to say that economic growth should be sacrificed if necessary to ensure the environment is protected."

Miller concluded, "It is as if the survival instinct of our species has been activated. Government and industry leaders ignore these deepening environmental and health concerns at their peril."

The annual Environmental Monitor survey is an independent global monitor of public opinion and behavior related to environmental and sustainability issues, available on a subscription basis to business, government and other organizations with a need to understand and track these trends.

For further information, please contact:

Doug Miller c/o Grand Hyatt Hotel (tel: 212-883-1234) until June 24 AM.

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Global Public Opinion on the Environment *Press Conference Agenda*

Monday, June 23 1997
Grand Hyatt Hotel, New York

For Bios of speakers, please see following two pages

9:00 AM	Introduction - Gorbachev Statement	Michael Adams, Chairman Environics International
9:05	Key Research Findings	Doug Miller, President Environics International
9:30	Implications of the Research	Brief statements from Guests
	Elizabeth Dowdeswell, Executive Director U.N. Environment Programme	
	Hazel Henderson, Founding Commissioner Global Commission to Fund the United Nations	
	Chief Bisi Ogunleye, Founder and President Network of African Rural Women's Association	
	Maximo Kalaw, Jr., Executive Director Earth Council, Costa Rica	
9:45	Summary Statement	Robert Worcester, Chairman MORI International, London
9:50	Question & Answer Session	Moderator: Richard Laermer RL Media, New York

IMPORTANT MEDIA NOTE:

All findings from this research should be attributed to "The Environmental Monitor survey of global public opinion research on the environment, conducted between January and April 1997 by Environics International Ltd., Toronto, Canada."

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Speakers' Biographies (in order of appearance)

Michael Adams

Michael Adams is the Founder and President of Environics Research Group Limited and Chairman of Environics International Ltd., a subsidiary company. Formed in 1972, Environics is one of Canada's most respected market research companies. Mr. Adams is a frequent commentator on social and political trends in print and broadcast media, and is also the author of the newly released book on the evolution of Canadian sociocultural values, *Sex in the Snow*. He and his colleagues monitor and interpret social, political and consumer trends in Canada and the United States on behalf of a large international clientele of organizations.

Doug Miller

Doug Miller, President of Environics International Ltd., is a leading pollster and commentator on sustainable development topics, regularly briefing government officials and corporate leaders in both Europe and North America on related public opinion and expert views. He has been active in environmental issues management and public education for the past twenty years through positions with private industry, environmental groups and consulting companies. For the last decade, he has been directing the national and (more recently) international Environmental Monitor public opinion surveys, as well as twice-yearly GlobeScan surveys of sustainable development experts across OECD countries.

Elizabeth Dowdeswell

As Executive Director of the United Nations Environment Programme since 1993, Elizabeth Dowdeswell has worked to raise awareness of environmental issues and has overseen UNEP's restructuring to meet the mandate entrusted to it by Agenda 21. Before joining UNEP, Ms. Dowdeswell was Assistant Deputy Minister for Environment Canada's Atmospheric Environment Service. She was Canada's principal delegate to the Intergovernmental Panel on Climate Change and a key player in the negotiations leading to the adoption of the Framework Convention on Climate Change in June 1992.

Hazel Henderson

Hazel Henderson is an independent futurist, author of six books, and an internationally syndicated columnist and consultant on sustainable development. She is a board member of the Worldwatch Institute and serves on the advisory boards of the Calvert Social Investment Fund, the Cousteau Society, The Council on Economic Priorities and The New Economics Foundation (UK) as well as several editorial boards. A Fellow of the World Business Academy, Ms. Henderson shared the 1996 Global Citizens Award. She is a Founding Director of the Global Commission to Fund the United Nations.

Chief (Mrs.) Bisi Ogunleye

Founder and national coordinator of Country Women Association of Nigeria, a rural women's self-help organization with 22,000 members, Chief Bisi Ogunleye is founder and President of the Network of African Rural Women's Association. She is Vice-President of the Forum of African Voluntary Development Organizations, and a board member of PACT and the Earth Council. In 1966, Chief Ogunleye was awarded the African Prize for Leadership.

Maximo Kalaw, Jr.

Maximo Kalaw, Executive Director of the Earth Council headquartered in Costa Rica, comes from the dynamic environmental NGO movement in the Philippines where he has been addressing the problems of sustainable development. He is a full-time volunteer in organizations concerned with ecology and development including the Philippine Institute for Alternative Futures, the Haribon Foundation, and the Green Forum-Philippines. Mr. Kalaw was Co-chair of the International NGO Forum (INGOF) in Rio de Janeiro in 1992, and was instrumental in the creation of the Philippine Council for Sustainable Development.

Robert Worcester

Robert Worcester is the Founder and Chairman of the MORI International group of survey research companies in over a dozen countries around the world. He has been a pioneer of multi-nation public opinion research on environmental topics, having conducted numerous such surveys in over 30 countries, including MORI's annual Business & the Environment survey in Britain. Mr. Worcester is a past President of the World Association of Public Opinion Research (WAPOR) and a respected member of the global research community.