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THE WHITE HOUSE

WASHINGTON

June 11, 1993

ANNOUNCEMENT OF THE PRESIDENT'S
COUNCIL ON SUSTAINABLE DEVELOPMENT

DATE: June 14, 1993
LOCATION: Rose Garden
TIME: 4:00 pm
FROM: Katie McGinty

I. PURPOSE

To announce the creation of the President's Council on Sustainable Development, an advisory body to offer information and recommendations for US actions to promote sustainable development.

II. BACKGROUND

See attached briefing memo.

III. PARTICIPANTS

The President
The Vice President
Secretary Babbitt
Administrator Browner
Secretary Brown
Secretary Espy
Secretary O'Leary
Katie McGinty
Staff of OEP
Members of the PCSD which you approved last month (List attached.)
250 representatives of environmental groups, business groups, industry, and the public.
Congressional representatives (List attached).

IV. PRESS PLAN

Open press.

V. SEQUENCE OF EVENTS

- o The Vice President will make brief (5 min) remarks.

- o The Vice President introduces the President
- o The President makes brief (5 min) remarks (to be provided by Kusnet).
- o President introduces Dave Buzzelli and Jonathan Lash, Co-Chair of the PCSD (talking points attached).
- o Buzzelli speaks for 3 minutes.
- o Lash speaks for 3 minutes.
- o The President thanks all and shakes hands with all members of the PCSD.

END

June 10, 1993

Kurt.

Note pre-June 14 PCSD
announcement. More call
John personally & had him
send this over for his
review & brief me

MEMORANDUM FOR MACK McLARTY

FROM: JOHN SHAFER & MURRAY LIEBMAN

THE PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT

AN OVERVIEW

BROAD OBJECTIVE:

Developing countries around the world are asking "How can we foster economic growth while simultaneously utilizing our natural and cultural resources in the most efficient manner?" This global focus and the United Nations commitment to advance Agenda 21 means the United States must develop a strategy to meet its national responsibility and to participate in global policy. This can be done domestically by the President establishing an advisory committee, under the Federal Advisory Committee Act. This committee will be called the "President's Council on Sustainable Development" ("PCSD"). Once established, the PCSD will develop a widespread "grassroots" network to interact with and receive information from local, state, regional, and national leaders to develop a strategy and policy capable of successful Administration implementation throughout the many communities of this nation. The Council's 25 members, representing industrial, environmental, governmental, and not-for-profit organizations will strive to improve the dialogue and inter-action between the Government and the public, and the between the numerous agencies within this Administration related to sustainable development. The Council will address issues addressed by Agenda 21 and those other issues raising important environmental/social implications.

The Council will be responsible for the following:

- 1) Advising the President on domestic sustainable development initiatives,
- 2) Developing a National Sustainable Development Action Strategy pursuant to the mandates of Agenda 21,
- 3) Fashioning an annual Presidential award recognizing exemplary efforts toward the advancement of sustainable development ideals,

- 4) Recommending demonstration projects to the OEP and the agencies testing the viability of the Council's Sustainable Development Strategy.

STRUCTURE:

Council: As stated the Council will be composed of twenty-five representatives from public and private sectors. (See the Membership List attached that has been approved by the President.) This Council will identify a series of issues (approximately 5-10 in the first year, but this number is freely expandable) of great environmental and national importance. Although the Council members will have some discretion as to the selection of the issues to be addressed, considerable direction will be provided by the OEP. OEP will look to the cross-cutting chapters of Agenda 21 and this Administration's national priorities. Some examples of issues to be reviewed include: agriculture, design/urbanization, education, energy, environmental justice/equity, technology, and transportation.

Committee's: The PCSD will create and direct National "issue specific" Committees. Like the Council, each committee will be comprised of industrial, environmental, and governmental representatives. The governmental representatives selected will be those agency members with direct responsibility for regulating the issue in question (e.g. the Sustainable Agriculture Committee may be comprised of USDA, FDA, EPA, and DOI representatives). The Committees' primary responsibility will be to gather information and put together recommendations on the above mentioned issues. These recommendations will come in the form of an annual reports. The PCSD will consider the committee reports and utilize the information as part of the National Sustainable Development Action Strategy as the Council members deem appropriate.

Task Forces: The Committees will gather this information by establishing regional and/or more detailed issue specific task forces (e.g. a Technology Committee may form specific issue task forces, including: satellite technology, computer chip advancements, communications systems, and informational exchange networks. Whereas a Sustainable Agriculture Committee's task forces would be broken down regionally: Southwest, Mid-south, Southeast, Mid-west, Northwest, Northeast etc.)

The task forces would be comprised of various members from industrial, environmental, and governmental representatives similar to the structure of the Council and Committees. However, at the task force level the governmental agency representatives will not be exclusively from Washington, DC offices, but rather would come from state and regional agency offices. On the task

force level Congressional, State, and local governmental representatives would be directly involved in the grassroots initiative. Likewise, local businesses, religious and civic leaders, educators, and environmental and community groups would all be approached to contribute to the sustainable development initiative. Similar to the Northwest Forest Conference, the Council would host and fund regional issue specific conferences so that national policies could be developed that would be sensitive to the needs and concerns of as many individuals, groups, and communities as possible. Once these policies were developed, it is envisioned that the Federal agencies would seriously consider implementing the Council's recommendations because the policies would reflect the work and will of the public and the agencies themselves contributed to the development of the policy at every step, implicating their national, regional, and state offices.

MEASURE OF SUCCESS:

The PCSD will develop a strategy for domestic sustainable development to be recommended to the President by gathering data from the grassroots network composed of local, regional committees and task forces (as described above). To test the viability of the strategy recommended the PCSD will also identify demonstration projects. Much of this work will be carried out by the committees and task forces.

Two examples of demonstration projects that could be identified and recommended are as follows:

EXAMPLE NO. 1

THE SUSTAINABLE AGRICULTURE COMMITTEE

REVITALIZING THE HIGH PLAINS AND MISSISSIPPI DELTA THROUGH SUSTAINABLE COTTON

Background:

Environmental degradation and lack of profitability are the two major causes of the farm crisis which is destroying farms and rural communities all across America. Sustainable agricultural systems, as legally defined in the 1990 Farm bill, are systems which are profitable, productive, enhance renewable resources, efficiently use non-renewable resources and enhance quality of life. **An window of opportunity is available for achieving all these goals in one of the most important crops in the U.S.: cotton.**

Cotton is currently grown on approximately 13 1/2 million acres in 17 U.S. States. Conventional methods for growing cotton require large amounts of water. So in arid areas, conventional cotton contributes to depletion of the groundwater--such as the Ogallala Aquifer which supplies the Great Plains from Texas to Nebraska. Conventional cotton production is the most chemically-intensive of all major crops in the U.S.--resulting in contaminated water and even air by pesticides.

Conversely, a huge potential economic benefit exists related to the unmet and growing market (about 15 million lbs in 1994 alone) for cotton produced by more sustainable methods--without insecticides and herbicides and using methods which enhance the environment rather than degrade it. Average prices are 55 cents per lb for conventional and up to \$1.35 for certified organic cotton.

Vast benefits have already been realized by rural communities whose farmers who have discovered this market and have been able to search out methods for producing cotton sustainably. **Lorna McMahon** is the owner of a medium size farm near Tiptonville, TN. She has been leading a "grassroots" movement in sustainable agriculture near her home town and has been instrumental in educating and mobilizing hundreds of farmers and agribusiness representatives throughout the mid-south area. As a result of the economic advantage Lorna actually saved her family farm a few years ago by successfully growing 200 acres of organic cotton. She also helped save all the jobs for the four families who work for her. Realizing she and her neighbors cannot meet the demand alone, she has spearheaded the **Mid-South Organic Cotton Producers Association** to expand the benefits to growers in Missouri and Arkansas.

Another example of successful sustainable agriculture is found in the activities of **Mark Wilkes**. Mark is a large farmer (over 5,000 acres) located in the High Plains area south of Lubbock, Texas. Over half of Mark's farm (2,800 acres) is organic. He has been so successful on his farm in the past three years that he was able to organize the **Texas Organic Cotton Producers Association** and enlist hundreds of farmers in this new approach. As President of the Texas Organic Cotton Producers Association he is working toward cooperative pooling for more competitive marketing, and for more research and education in organic cotton so more of his neighbors can benefit.

Trends in Texas: It all began with 50 experimental acres under organic production techniques 3 years ago, last year the number increased to 500 acres, this year over 15,000 acres have been organically planted. Cotton is the mainstay of many rural communities in Texas. New techniques or enhancements that can positively impact the economy and simultaneously protect the environment in these communities has a great **multiplier effect**

and has been well received. This brings about not only the potential for new money in the community but also--in effect a new crop. Not just **growers** are catching on to this approach, but **processors** are switching to sustainably produced products. One commercial cotton gin in Texas now processes only organic cotton and others are considering the advantages of switching.

Current demand still can't be met and demand is growing every year. **Millions of pounds of organic cotton could be sold this year**, but will not be because there has been insufficient vision and commitment to agricultural sustainability. **And the demand is mostly overseas, from Japan, Germany, Holland and Scandanavia--so increasing agricultural sustainability becomes a means of improving the balance of trade--if timely investments are made.** Other countries also see the opportunity. Turkey is promoting organic cotton. Representatives from around the world will be attending the first **"International Organic Cotton Conference"** to be held in Cairo, Egypt next year.

How can this opportunity be expanded? Sustainable agricultural systems are very site-specific. Farmers have to more closely manage their local agroecology. This means farmer to farmer education is much more important than in conventional systems, that on-farm research is crucial, and that direct farmer-researcher networks are key. Growers in both the Mississippi Delta and the High Plains realize this and formed the Mid-South Organic Cotton Producers Association and Texas Organic Cotton Producers Association to stimulate more sustainable research, education and marketing.

Research and Education:

What farmers need is practical applied research. They need funding for sustainable agriculture research and education. These are barriers that haven't been addressed. Massive amounts of Federal funding that could be used for sustainable projects are being spent in more traditional ways. Individual farmers experiments have been supplemented so far by only a minuscule amount of university research money.

The following are just a few of the research, education and marketing projects which could help transform the Mississippi Delta and the High Plains cotton production areas if funds were made available. In the Delta there have been great advancements in improving lure sticks for parasites and traps for boll weevil. **This eliminates the need for various pesticides.** Large chemical companies such as Mycogen see the economic and environmental

opportunity to provide farmers with these products. Mycogen is producing a powerful contact herbicide for cotton which is organic, but more research needs to be done. **Another sustainable technique is called "Low Energy Precision Application" (LEPA).** This is irrigation adapted to biological products. With this technique water and pesticides can be applied in a site specific manner directly to the portion of the plant targeted which eliminates energy, chemical and water waste, as well as the residual contamination that occurs when utilizing more conventional irrigation methods. Conventional irrigation has attempted to treat a trouble spot within a field by dumping large amounts of chemical laden water over very large areas creating possibly unnecessary contaminated run-off and topsoil erosion. More funds for research and education must be provided to perfect and distribute the LEPA technique. Also by simply applying the technique of **planting alfalfa and other strip crops for beneficial insects and predators on pests the organic cotton farmer can help preserve biodiversity and increase wildlife habitat.** The economics soundly prove that farmers planting strip crops of this nature along side their cotton, even though they are decreasing production acres slightly, are actually increasing their bottom line as the certified organic cotton yields about 70 to 80 cents per pound more than the conventional cotton crop. More funds should be made available to educate farmers on this economically sound and environmentally responsible farming technique.

The Federal budget could direct funds to further research in other sustainable agricultural approaches. Farmers could practice organic **crop rotations** to decrease pest pressure which would increase the possibility of increasing income even further by including livestock in the farming system, e.g. through millet rotation in summer instead of cotton and wheat in the winter after cotton. Also **animal manure**, now a serious pollution problem in many states, could be a resource for organic cotton. This again is a process that needs funds for research among the farmers.

There are also serious needs in the area of education. Currently we are still operating under the old system where the local county agent who is responsible for the regional experiment station develops information and passes it along to the farmers in the area. The more effective method being employed for sustainable agriculture is the **"farmer to farmer"** technique. Sustainable agriculture is very location or site specific. One way it can work is found in the partnership formed between researchers and farmers in the High Plains area near Lubbock, Texas called **"AGCARES"**. If expanded by adding organic production

techniques, AGCARES could be the force which enable sustainable research to reach the numbers needed to transform American agriculture. Agricultural Policy Chief Keith Jones of the Texas Governor's office hopes to spread the method across the State of Texas as an example for nation. Again Federal funds could be re-directed to enable this educational process to sweep the nation.

Infrastructure and marketing investments:

Minor investments in coordinated pooling for marketing and infrastructure investment in more organic processing facilities would also open the possibility of a more sustainable agriculture to a wider area.

Other valuable benefits from sustainable cotton production which are already being realized are:

- organic gin trash for composting,
- organic cottonseed meal for organic meat production,
- organic cotton seed oil,
- increased numbers of skilled jobs, e.g. employment for scouts in cotton fields,
- demand from organic buyers for other organic crops such as organic soybeans, organic mungbeans and alfalfa sprouts,
- manufacturers replacing use of synthetics with organic cotton.

Conclusion:

Sustainable agriculture is agriculture which enhances the environment as it increases the profitability of farming. More sustainable farms will produce healthier rural communities. Organic cotton production will enable farmers in Missouri, Arkansas, Tennessee, Texas, New Mexico and Oklahoma to all benefit directly from improved sustainability of their agriculture systems. Agriculture related industries will benefit by producing sustainable related products for which there is a growing domestic and international market. Research and education innovations such as those outlined above promise to extend those benefits to farmers and rural communities throughout the nation and around the world.

EXAMPLE NO: 2

THE DESIGN/URBANIZATION COMMITTEE

REDESIGNING AMERICAN CITIES

In order to move this nation toward sustainable development we must closely analyze how our physical environment was designed and built. Buildings account for more than 40% of U.S. energy use, in terms of both energy for materials and construction, and energy for occupancy (heating, lighting, etc.). Building placement (land use) dictates much of our need for transportation, which accounts for more than 26% of U.S. energy consumption. The New York 31 county Tri-State Metropolitan Region for example constitutes the nation's largest, most densely populated, and transit-dependent metropolitan areas (accounting for fully 40% of U.S. transit ridership). **It stands to reason that if we can design our urban communities and create sustainable city plans, this nation can substantially impact upon its natural and energy resource consumption, and dramatically increase the standard of living for millions of Americans.**

CITY PROJECT UNDERWAY

An example of this type of innovation is already underway in the city of Chattanooga, Tennessee. One of the potential members of the Sustainable Design/Urbanization Committee is William McDonough. McDonough's work includes the **designing of sustainable cities**. The city of Chattanooga, Tennessee is the first United States "sustainable development" city. Over a period of three years from 1983-1986, city officials, business and civic leaders began communicating and mapping out a strategy for the city's future. The city designed a 20 year, \$750 million dollar plan to revitalize over thirty miles of the Chattanooga riverside. Literally hundreds of "grassroots" meetings were held throughout town, from the Ladies Book Group of Chattanooga to the Lions Club (The political success of Governor McWaherter - second term, Mayor Gene Roberts - third term, and County Executive Dalton Roberts - third term is widely attributed to the utilization of the grassroots approach). The 1986 Plan is being administered by the River City Company, a **public/private partnership** with the sole mission of designing the downtown community. The revitalization plan is fully consistent with the principles of sustainable development (re-design, reduce, re-use,

and recycle). The partnership is funded by 8 local, state, and regional foundations, and 7 local banks. Further corporations within the city, and the local and state governments have set up matching fund programs to promote the development. Over the last decade the city has undertaken substantial short and long-term sustainable development projects.

A) ELECTRIC TRANSPORTATION SYSTEM

Chattanooga entered into a public/private partnership with the Federal and Tennessee governments to design and implement the nation's first extensive inner-city electric transportation system. A federal grant of \$14 million was provided to the city. The new system is comprised of a fleet of electric buses, **all built entirely within the city of Chattanooga**. Three centrally located parking garages have been constructed on the outskirts of the city which serve the surrounding suburban communities. Under this system a suburban commuter no longer drives into and around town, rather he parks at the garage and is brought into the city by the express electric buses. The electric buses serve the entire metropolitan area. Further, the garages are also electric car compatible, equipped with full charge and recharging systems for every automobile in the garage. Chattanooga is anticipating and acting upon what it perceives to be the future of mass transportation technology. In so doing, it is educating its citizens about this technology and assuring that when the technology is implemented throughout the nation, its citizens will be in a very strong competitive employment advantage.

B) EDUCATION

Because of foreign competition, and increased technology and productivity, Chattanooga has been injured by a decline in manufacturing. As part of its plan, a decision to educate and retrain its citizens in the areas of electric automobile and bus technology manufacturing, and environmental technologies has been made. The University of Tennessee, Chattanooga Campus has recently hired a team of environmental and science professors and funded a new Environmental Engineering Doctoral Program.

C) ECOTOURISM

As part of the 1986 Plan a \$45 million aquarium was built. The Chattanooga Aquarium is the **largest freshwater aquarium in the world**. It opened in May 1992 and in its first year created approximately 200 jobs, earned over \$3 million in revenues, and hosted in excess of 1.5 million people. The aquarium has been rated the second best environmental education project in the country. In one year, over 200,000 children have visited the site from across the nation and world. The aquarium traces the origins of water from the mountains where water forms and collects in small streams, and then through the inlands of the Mississippi and Tennessee Rivers down to the Gulf of Mexico. There are over 3,500 animal specimens at the aquarium and all have been collected exclusively from the region.

D) AIR EMISSIONS

Throughout the 1960's-1970's Chattanooga was the 9th largest manufacturing city in the country. A bi-product of that production was that from 1968-1970 the city **had the worst air quality in the entire nation**. There were often times when drivers were compelled to use their headlights during the day. As part of its plan the city established a Local Air Pollution Control Board to further enforce and monitor air emission compliance and to work with the emitters to voluntarily change their pollution practices. Chattanooga is now an air attainment city. Lookout Mountain overlooks the city, it is part of the Appalachian Mountain Chain. Residents of the city and tourists can now view the city from the mountain with impressive visibility.

E) PUBLIC ACCOMMODATIONS

Chattanooga has begun the revitalization of 26 miles of inner-city riverfront property. It has constructed river walks which run alongside the river and through nature and wildlife areas. They have constructed the world's longest pedestrian bridge, revitalized wetland areas, created fishing piers, boating launches, and bicycle trails. The river area is open and entirely free to the public, thus it has become a magnet for a magnitude of peoples, of all cultures and social strata. The walks also serve as **"green space" areas** where people and animals can traverse freely

throughout the city (a problem with many metropolitan areas is that green spaces are not connected and the result is that animals can not interact and travel, thus fostering long-term genetic deficiencies). . . To this end, the Mayor and County Executive of Chattanooga are now working closely with the National Park Service ("NPS") to attach the Federal parks with the city's river walks and wildlife areas. NPS has been pursuing sustainable development initiatives such as green space projects for some time.

Another potential member of the Committee includes Bob Lopenske, the Senior Architect at the National Park Service ("NPS"). Bob Lopenske directs over 200 NPS architects and the NPS manages over 360 park units nationwide, each with interpretive facilities and programs that can be classrooms to promote public awareness of sustainable design. The environments in which NPS designs, builds, and maintains facilities range from sea level to over 10,000 feet in elevation, from the tropics to the arctic circle, and from urban areas to remote outposts. Thus, NPS has the capability and proven experience to design and implement city plans and green space initiatives anywhere throughout this country.

In June 1992, preceding the Rio de Janeiro Earth Summit, the World Urban Forum was held in Curitiba, Brazil - there the Mayors of 1000 cities across the world were represented. At that conference it was recognized that the city is the first level of sovereignty as cities possess the power to raise revenue through taxation. This is significant because the power to raise revenue signifies that mayors have the ability to spend, thus effectuating substantial changes within their communities. The next time that the world community will be June 1996, two weeks before the Atlanta Summer Olympics when the participants of the World Urban Forum reunite in Chattanooga, Tennessee. The next world event will be the World's Fair in 2000 held in Hannover, Germany. Chattanooga has already been selected by the "Hannover 2000 Commission" to be one of the prominently featured world exhibits.

Presidential Award

An award will be established for exemplary service demonstrating a commitment to National sustainable development. The exact criteria related to the presentation of such an award will be defined by the PCSD and presented to the President for his approval.

STRATEGIC PLAN:

The time line of major steps for achieving success with this initiative is as follows:

- * The Council will be composed of twenty-five members who will represent industry, environmental, governmental, and not-for-profit organizations who have experience in matters of sustainable development. **The Council will meet quarterly. The committees and task forces will meet throughout the year as necessary.**
- * The Council will hold its **first session on June 14, 1993**, immediately following the Presidential announcement.
- * The Council will formulate a very **broad strategy by December 31, 1993**, at which time it will be reported to the United Nations.
- * The Council will release a more **defined (interim) strategy by June 1, 1994.**
- * The Council will release a **preliminary refined report on the strategy including demonstration projects by June 14, 1995.**
- * The Council will release a **final report related to the strategy including the demonstration projects by December 31, 1995.**

Level of President/Vice Presidential Involvement:

The President and Vice President will attend the announcement of the Council in the Rose Garden at the White House on June 14, 1993. Subsequently, the President will attend the first session of the Council for a few minutes.

Occasionally the President or Vice President will attend one of the quarterly Council meetings basically at their own discretion.

Agency Lead and Coordination:

The Office on Environmental Policy has the lead responsibility for developing the initiative. The agencies that will be seated as members of the Council are as follows: The Department of Interior, The Department of Agriculture, The Environmental Protection Agency, The Department of Commerce, and The Department of Energy. An ex-officio member will represent the State Department. Other agencies that will participate on a special agency task force of the Council will be The Department of Transportation, The Department of Housing and Urban Development, The Department of Labor, The Department of Health and Human Services, and the Office of Science & Technology.

THE WHITE HOUSE

WASHINGTON

September 22, 1993

J.P.

RECOMMENDED TELEPHONE CALLS

TO:

SECRETARY BABBITT
SECRETARY RON BROWN
SECRETARY MIKE ESPY
SECRETARY O'LEARY
ADMINISTRATOR BROWNER

DATE:

You should make these calls this week.

RECOMMENDED BY:

Katie McGinty

Katie McGinty

PURPOSE:

To remind Secretaries Brown and Espy of the importance of their attendance at the October 18th meeting of the President's Council on Sustainable Development (PCSD). You also mentioned that you would like to call the other Secretaries to thank them for attending the first meeting.

BACKGROUND:

As you know, neither Secretary Brown nor Espy attended the first meeting, and Secretary Espy has not confirmed his attendance for October 18th. Espy is considering traveling to China for a two week trade mission and to attend the Foreign Trade Office Conference (FTO). Brown is sending a Deputy Secretary to China in his place.

TOPICS FOR DISCUSSION:

At this important second meeting the Council's agenda will be finalized and long-term priorities will be developed; as a result we can expect the CEOs to become more engaged in the Council's activities. Also, interim reports will be heard from the task forces on Sustainable Communities, Energy and Transportation, Pollution Prevention/ Environmental Technology, and Natural Resources. For both, you should stress the importance of the recommendations the PCSD will make to the President.

Secretary Brown:

- It was unfortunate that he was unable to attend the

July meeting of the Council, but you are pleased he will be participating in the Council's discussions in October.

- The Council's work is very important not only for its contributions to the U.S. plan to be submitted to the UN Commission on Sustainable Development, but many of these domestic policy recommendations will be directly related to R&D policy, and the Department of Commerce. His leadership is needed as these business and environmental leaders work together to develop the new cleaner technologies that will be in demand in the global marketplace.

Secretary Espy:

- It was unfortunate that he was unable to attend the July meeting of the Council, and you understand he is considering traveling to China for the FTO conference.

- It is important that he attend the October meeting because his PCSD liaison, Jim Lyons, cannot participate in the discussion.

- As you know, the Council will be looking into sustainable agriculture policies and demonstration projects, and he should be at the table for these discussions to provide vital leadership and input.

- In particular, the Farm Bill is up for reauthorization in 1995, and the Council can be used to really get some results this time.

CONTACT:

Secretary Babbitt: **SEE NOTE**

Secretary Brown: Sherry Carter 482-5880

Secretary Espy: Eloise Thomas 720-3631

Secretary O'Leary: 586-8100

Administrator Browner: 260-3133

NOTE: Secretary Babbitt will be traveling over the weekend. On Friday he can be reached through his assistant, Barbara Atkinson, at 208-7351. On Saturday it will be harder to reach him, but he can be paged.

THE WHITE HOUSE

WASHINGTON

October 15, 1993

**MEMORANDUM FOR *THE PRESIDENT*
*THE VICE PRESIDENT***

**MEETING WITH THE DAVID BUZZELLI & JONATHAN LASH CO-CHAIRS
OF THE PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT**

DATE: OCTOBER 18, 1993
LOCATION: OVAL OFFICE
TIME: 5:30 pm
FROM: KATIE MCGINTY

I. PURPOSE

You will meet briefly for 10 minutes with Dave Buzzelli and Jonathan Lash, the co-chairs of the President's Council on Sustainable Development (PCSD) to be briefed on the outcome of Monday's meeting.

II. BACKGROUND

At this second meeting the Council will focus on the principles essential for guiding sustainable development and finalize the agenda for action. Member's will hear task force reports on the issues of energy, sustainable communities, natural resources and eco-efficiency.

III. PARTICIPANTS

The Vice President

Katie McGinty

Dave Buzzelli, Vice President and Corporate Director of Environment, Health and Safety and Public Affairs for The Dow Chemical Company

Jonathan Lash, President of the World Resources Institute.

Keith Laughlin, Associate Director for Sustainable Development, OEP

Molly Olson, Executive Director of the Council as of 10/1/93

IV. PRESS PLAN

Closed Press

V. SEQUENCE OF EVENTS

At this informal meeting, I will introduce the participants to you.

VI. REMARKS

The co-chairs have informed me they intend to ask you the following questions:

1. *How can we incorporate the work of the PCSD into the Administration's economic and environmental decision making process? To facilitate this we suggest:*

- *Appoint a liaison from the Administration's economic policy group to the PCSD;*
- *Reinforce the participation of Cabinet members -- at meetings and at task forces.*

YOUR RESPONSE:

I am committed to the work of the Council and looking forward to the recommendations it will develop. This administration recognizes the importance of fusing economic and environmental considerations, and of the urgency of forging a new relationship between government, business, environmentalists, and the public.

- Yes, Katie should look into appointing an economic liaison to the PCSD.
- Yes, both the Vice President and I will reinforce the critical importance of the participation of the members of my Cabinet to the fullest extent possible.

2. *What types of recommendations would you find most helpful to your effort to integrate the environment and the economy?*

YOUR RESPONSE:

It would be most helpful if the Council's recommendations were broad policies that addressed the need for partnership among all groups and could be implemented at the local, state, and national levels as well as serving as a model for other nations.

We used this model to strengthen the Biodiversity Treaty and to develop the Climate Action Plan to return greenhouse gas emissions to 1990 levels by the year 2000. The plan will be released tomorrow.