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Meeting Minutes

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PCSD Liaison Meeting
Tuesday, October 19, 1993

Donna - Awards Group

also hopes to cover:

- task force participation by members
- w/Molly, talk re: how we'll work w/ new PCSD staff

AWARDS

- Schedule meeting (ASAP) to evaluate Renew America (DW, BW,MO)
- Report back in January meeting with recommendations

we're at impasse w/ respect to Renew America request that we adopt them in process of Award making
-Renew America should make spec. presentation to Awards Committee, we'll either embrace or not and work quickly to determine alternative

Terry; Do you want us to explore two alternatives in meantime?

Donna: No, we'll schedule mtg v quickly, in next 2 weeks if possible

Greenwalt: what kind of awards - more than 1? We need to know this before we request presentation

Thorn: Us thousands of app's go out thruout country; maybe we should involve regions, have them nominate back to centralized place in D.C. This allows more partic. publicity on local level.

Donna: offer something now, or commun to us v quickly

Greene: Ruckleshaus' last comment: demonstration. Fuzzy line btwn demons and awards - may turn out awards bear heavier load than initially conceived if we don't do demonstration projects

Thorn: Awards program will also be key pt of educ process, outreach.

Fletcher: If we combine w/ Renew America, our projects wwill presumably be diff fm what they have done before; do we want to take their process away, or do our own separately?

Oswald: Silly to change something that's been going on for a number of years.

Thorn: One criticism is that we'll be tained by their process. This is not enviro award, it's a SD award.

Greenwalt: Is this something that will continue? The answer would have implications for possible partnerships

Thorn: Funding is an issue, can't downplay. It looks like we have to raise the money

Keith: If this works, we may find the Council rec to Congress to enact such an award in long term and get funding from agencies.

Poncelet: Which has bearing on whether we enter into partnership with Renew America.

Thorn: Any Q's of purpose of awards program? NO

Donna: Jan action item will be report back w/ rec to cttee, work w/ Renew America or not, w/ alternatives. Have people fm public linkage task force involved.

Mulligan: EPA awards program?

Thorn: awards program w/in each task force?

Donna: Council members themselves haven't had chance to discuss, but would be good rec for Jan mtg

Action:

- schedule mtg w/ ASAP w/ Renew Maerica
- communicate thoughts to Donna/Ben
- Jan mtg
- look for addit'l members from public linkage task force
- Keith will report back to us re: WH preference

Thomas - do we want 1st awards coming out a year from now, two years from now?

Thorn: Have to announce awards program by early spring to put it together

EVA - 5-10 min to get general reactions to committee work that's gone on. General reaction to mtg yesterday.

PCSD Meeting Feedback

REACTIONS

- Long meeting--suggestion to break meeting/work afternoon, have dinner, work next morning
- spend less time reporting, more on deliberations
- emphasize pre-planning and discussion
- facilitated section good--move forward
- liaison meeting prior to Council meeting
- determine direction and process so Council meetings are more interactive
- public engagement vs. Council engagement
 - devote meetings to substance
 - bring closure
 - discuss a couple subjects in detail and reach conclusion
- Co-chairs follow-up with Council members to gather input for meeting topics and design
- Task forces meet more frequently (in conjunction with Liaison meeting)
- staggered approach for meetings (a few issues/task forces reporting)--concentrate (at all levels) on the issues to be discussed.
- Hold meetings outside of Washington, D.C.
- Hold public comment meeting (with a few members) prior to Council meeting.
- Emphasize engaging the Council members.
- Work on meeting process and decision making process.
- Need more direction sooner than later.
- Council members deal with policy decision points.
- Co-chairs provide statement of scope of policy recommendations and direction--allows members to respond--"test" consensus/commitment.
- Outline final product.
- Provide/define choices--resolution.
- Focus on harmonization/integration of economics, environmental and social issues/concerns into common vision--watershed example of integration.
- Higher level examination of issues (integration)--set framework for recommendations--outputs
- Avoid conventional solutions in a traditional way
- Identify models that have worked--at grassroots level--rather than designing something new. Provide recommendations on proven things that have worked.
- Mike McCloskey work with Principles group
- Purpose/direction ASAP.

Mulligan - long session; difficult to sit there that long

-suggestion: schedule mtgs that start mid-day, break up w/ dinner and resume things the following day.

Have task force chairs get together, maybe, before the session. Would also provide nat break to have informal discussion

Frances - concurs, too long. Our principles were never even able to get together for a phone call. They weren't on same wavelength. So you've got to use mts as opp to have people talk about issues

Oswald: no easy answer. Many members want to have voice in

McCloskey - need to structure ourselves so issues flagged in advance and some direct discussion is drawn, advance deliberations.

Keith - need to find way to do as much pre-planning as possible. Have John play pt. in morning, too, because his participation made mtg more interesting, ~~enhancing~~ discussion.

Thomas-expand participation, get into more discussion, so in future mtgs can get teeth into substance and debate. That will ensure we get input, knowledge, collab., and formulate rec's - set process for making that happen. Up to now, generalities, not much more. It's time to focus, get results.

DW-not have report each time, but preschedule items for substantive discussion for future mtgs.

Marsha- conflict btwn desire for outreach, particip and having members feel engaged. Yesterday's mtg wasn't able to accomplish engaging members-must have substantive discussion, reach conclusion before moving on - also, broaden committees

Poncelet-have co-chairs call members and get feedback-also, aimed at substance and not at public - public linkage is secondary benefit. Task forces should meet at least once between Council meetings.

Ben: We may find ourselves in next few months in Jan can have subst gps from only 3 groups b/c of where they are; others would give just status reports. Continue staggering for next meeting.

Harwood: heartily endorses that approach. If take staggered approach, also has to characterize work of liaison committee. Problem is people can only concentrate on so much in really substantive way w/ the time we have. That's also true of members. I'm not suggesting task forces drift off, but that there by conscious effort on all levels to really concentrate on subjects on table for next mtg. Lastly, heed remarks of public, make sure we get out of Washington.

Donna: anything we can do to ensure maximum participation of we leave Washington

Oswald: have mtg day before w/ few commissioners to hear public comments ahead of time - might speed up mtg, and give public opp to present

Fletcher - imp to continue to direct efforts toward engaging members- no good to have pre meeting of liaison members so can just zip through the meeting the next day

Do need to think about the process. Example, late in day the suggestion was made to rename Nat. Resources Task Force something else. The group needs to develop some way to avoid that kind of faulty decision making

Keith - put some of this down in writing.

Thomas - there's been very little direction in what we're doing.

Molly - Katie didn't want to influence what the Council did at these early stages. Wanted to know what came out of Council, what directions they wanted to take. Now that they're more real, will be more coordination. But it was her intention to let Council's own interests generate ideas, direction.

Donna: Designate people to be knowledgeable, participants in discussions ahead of time, to encourage discussion?

Harwood - too early to suggest co-chairs might put out vision of how this all ties together? Perhaps it would be useful to understand how this might fit together down the road. I personally would find it useful, to rationalize specific work people are doing.

Keith-we intend to have someone fm our office working on each of the groups. We will be close to the process.

liaison should focus on framing choices, have body make decisions.

lack of interaction btwn principals and co-chairs - should get principals up to speed.

LSD

Substance

McCloskey: What is this group really particularly well-equipped to do? Reconciling 3 things: social equity, business economics and environmental protection. Trying to achieve social peace by bringing these into harmony. Legitimate goal is to pursue this idea, models, underlying principles. Other goal is to look at three societal agendas and try to achieve maximum capacity of these three things. We are not so constituted to do latter very well. By our mixed nature, we'll never agree on the kind of programs that each sector demands. Wavering between objectives will not work. Must synergize groups. Do something really unique and productive. High level of frustration, work conflict if we try to force own issues. Sustainable Communities is a Task Force that can provide harmonization opportunities. Don't see that in Natural Resource Task Force.

Fletcher: I agree. Disagree with interpretation on what Natural Resource Task Force can do. We've come up with things that are relevant to synergizing groups. Looking at places we can learn from.

Woodhouse: Mike, are you suggesting that as we go forward each task force asks itself if it is addressing environmental protection, social equity and business economics?

McCloskey: Finding some theories of harmonization would be useful to see how they apply in their fields. Not trying to look at all the subject matter in each field but rather looking at ways to pull all three ideas together.

Woodhouse: Is this some thing for the Principles and Goals group to work on?

Thomas: I like this framework. This is basically what we did in my working groups. We looked at these three issues and I think it is important to set this type of framework. And we can develop a set of outputs based upon that framework.

Goodstein: Looking at the four points in our paper. The Principles has articulated four points (LSDLIST:: Eco-efficiency, fairness, options...) and we did this kind of thing.

Wise: One of the things that is missing in each task force is a statement of this type of integration that we're talking about. We need to develop vision statements for each task force.

Oswald: Mike summarized much better than that report what we are trying to achieve. I heard a number of principles that the report dealt more with these issues in an international context that if it were applicable to our own deliberations in the U.S. What Mike presented is something that allows us to bring it together in a much clearer fashion. We're not doing enough of this.

Woodhouse: Since Mike was so articulate about this, I would ask that he put this into the report.

McCloskey: I think if you get the three categories, you can list the Features/characteristics of each then go from there.

Laughlin: statement from sustainable communities: "...sustainable communities success come from integration of..."

Vandenberg: If we can have the same type of generic outcome then we can come up with they same type of output. At the otset, we need to spend significant time on the nature of this discussion and what Mike was saying. We need to have some kind of overarching guidance from the Principles group.

Greenwalt: Welcome epiphany in this room that enivronment and economics go together. But don't get locked into convention solutions. Need to think of unconventional, also.

Fletcher: What is this Council good at and what can it do? Let's try to find models of things that work that are synergistic. The council will be most productive if we go out and find those things that are already being done successfully at the grassroots level. Take the recommendations based upon proven things that work.

Platt: There was a misunderstanding in the Natural Resources Task Force...we were one draft short of real understanding on it. Look at examples where former opponents are now working together. Community planning efforts that have social and political changes which cause harmonization and social equity opportunities.

Mulligan: We're at a point where we need to decide as groups what the work products will be. In the course of achieving what that end-product will look like, we need to start laying out our timetables, decide who will be involved, determine how to integrate the various sectors.

Woodhouse: I wasn't sure if we'd get into discussing the end-products. As each task force moves forwards we are really going to test ourselves to determine if we are going in the right direction and addressing the right concerns.

Aronoff: We need to begin tackling specifics.

Criteria

Did not have an opportunity to report to full Council. Council Chairs to meet with task Force Co-Chairs to put together a draft of the list of criteria, how criteria will be applied, costs involved, etc.

- Via letter ask for concurrence on draft report.
- Draft criteria
- Focus on policies and recommendations.
- Include Bill Ruckelshaus' comments in letter and specify more the "kinds" of projects
- Identify different levels of PCSD participation and definitions of demonstration projects
- Include questions needing answers from Council

Poncelet: Take into account Ruckelshaus' comment on not taking on new demonstration projects but exploring public projects already underway. We wrote our criteria on the basis of new projects and would be applied to existing projects. But we need clarity on this issue. Is the Council going to introduce new projects, make PCSD projects, support current projects.

Wise: Is it possible for Ruckelshaus to put together a letter to the principles.

Goodstein: Ruckelshaus is concerned about the PCSD resources to undertake significant projects in the form of new demonstration projects.

Mulligan: My interpretation of what Ruckelshaus was saying was that this PCSD cannot sponsor a lot of demonstration projects (which Carol Browner echoed) and if we do, we must do so sparingly, selectively and with great care.

Aronoff: We're using the term demonstration projects in different ways. There is the on-the-ground field test, there is analytical work. There are members of the council who have access to the ability to do analytical work around research that has been done and come up with policy recommendations. Need to come to some kind of understanding of what we mean by demonstration projects. I don't understand Ruckelshaus' comments to mean we shouldn't be doing analytical work.

Wise: Co-Chairs send out letter to principles including Ruckelshaus comments.

Woodhouse: In Criteria draft paper need to add paragraph explaining the two or three types of demonstration projects.

Vandenbergh: There is a built-in opportunity in having federal agencies involved. They can do the needed analytical work.

Thomas: There wasn't an understanding of the three-dimensional aspect of our work. We have not defined what it is we are trying to do here which is the harmonization issue. We've got to be careful when we use terms like "demonstration projects." It is really important that up front we take away from it that the purpose we are trying to do here is the harmonization activity. We need that soon so that everyone is working on the same definition. What is meaningful to Ruckelshaus is going out to see current programs and talking to people--enhancement of people's understanding of the issue by getting out and talking to people about it. The opportunity to get people into those locations as a demonstration of how we as people can take away from a new and innovative approach at a national level but perhaps not at the local level because they have work through it.

Wise: The way we're approaching definitions of demonstration projects also includes the level of participation.

Greene: I think its likely is that with the resources and time of the Council, there will not be any demonstration projects initiated by the Council.

Goodstein: Go out into the field to find the cross-cutting issues of what is happening and what is being done right and what is being done wrong.

Wise: Criteria task Force to redo their draft which will serve as the basis for the letter. In the conclusion of the rewrite, raise the questions key points on which the council members need to focus.

PRINCIPLES, GOALS AND DEFINITIONS

- Add business representative to task force
- Report by January (draft principles). Look at draft to bring out more of the statement of harmonization.
- Between January and April: work with public outreach group to test principles with public. Governors association meetings, econet (examples)
- Meeting scheduled for November 9, principles. Papers being presented as backup to all these themes. Statements need to be made more domestic.
- Provide starting point for task forces and serve as mechanism to bring recommendations together at end of process.
- Review harmonization literature
- Integration with substantive task forces
- Brundtland Commission definition endorsed at Council meeting
- "Integration" principles

McCloskey: Reiterate need to review work on harmonization.

Wise: Already done.

Goodstein: Note Appendix of readings that we reviewed to prepare our draft report.

Thomas: I envision that this group somehow provides something more concrete.

Goodstein: Ruckelshaus impressed with Solow paper on what a sustainable community looks like.

Woodhouse: Early thinking was looking at definition that we could all agree to to drive our work. Principles were overriding principles that task forces could use as they move forward in their work--recognizing that task force work may require redefining principles (bounce back activity). Goals develop from the task forces.

McCloskey: On the definition, I'm comfortable in using the definition in the President's Executive Order. Different from many other definitions. Not worth belaboring that. However, I'm also allergic to people excluding other. In principles we should aim at things that are integrating, not just principles that fall under an environmental, economic or social heading.

Woodhouse: We came to closure on this. Everybody endorsed the Brundtland Commission definition.

Poncelet: There will need to be some good integration of the task forces and this group is the best to do that.

PUBLIC LINKAGE, DIALOGUE & EDUCATION

- Develop strategy for SD to public and strategy for public to SD
- Develop criteria for selecting partnerships
- Develop formal education strategy (Kunin)
- Work with "Principles Group" to test principles with public
- Work with PCSD staff to have a public outreach component to January meeting
- Include satellite links
- Need "interim steps" and informal contacts with public ASAP-provide guidance, quickly, on involvement
- Consider public written comments related to substantive issues being submitted prior to Council meeting
- Identify stakeholders/audiences
- Define broader, appropriate participation in task force efforts
- Consider co-chairs of public and task forces meetings
- Utilize professional communications resources
- Get guidance out to task forces as quickly as possible.

Beinecke: Concerned about timework on setting up framework strategy for getting public involved. (HANDOUT)

Baker: Very important to do satellite linkage. This would be a very good for communication.

Laughlin: need to develop guidance for task forces on how to deal with public. Need to have ideas on how to integrate public comments into task forces.

Thomas: expansion of participation is one thing we should broaden the input.

Wise: Agenda item for later.

Curry: Having a large part of our agenda being set by the public. Would like next agenda to have a lot of input from public. The funding issue is important. I'm concerned that if we don't get them involved, we'll lose some support.

Aronoff: If you let the agenda be controlled by those who are motivated by those who want to show up, you'll lose council members.

Curry: More interested in getting Council members involved in hearing what people have to say--having people's input a month in advance.

Lyons: Other ways to involve public given time constraints. To have task forces lead forums throughout country. An open public form for the next council meeting

Beinecke: Set up series of public meetings around the country on specific subjects.

Oswald: Ask for written comments and for presentations to have written comments.

Wise: Media to date has been a combination of Dow's and WRI's Communications Director. It has been pro-active but modest because media contact is part of the overall strategy.

Mulligan: Need to define the audiences. Media, education, public at large, different audiences, different types of communication.

Hutterly: Feel we have two principles who are spending important capital and time on this task force. Think we should have professionals come up with laundry list of opportunities for each task force and let council decide how to do this. One exception is Education because this task force deals with substantive issues.

Olson Asst: 1. Need for professional help on media and communication. 2. Building political agenda 3. Some of us are setting new models on sustainable development and we need to communicate with these individuals.

Aronoff: Get word out to public quickly information on priorities of PCSD so public can respond more effectively and with more relevance.

Wise: Econet.

SUSTAINABLE COMMUNITIES

- Review/refine/focus
- Add HUD and Dept. of Labor & Transportation
- Reconstitute Committee. Include PCSD members involved at community level (Add Michele Perrault, Judith Espinosa)
- Identify the interfaces with other task force efforts
- Involve Dept. of Commerce (Office of Sust. Dev.) and Clinton empowerment initiative.
- Consider sub-groups for urban, rural, feedback/outreach and public policy. (Sustainable model with no difference)
- Inventory existing programs, identify what works.

Beinecke: Reconstitute committee. Identify subcommittees looking at public policy, outreach/feedback. Jobs, environment and land-use. Direct link with empowerment zones--use this as a vehicle to go forward. Also identify how this task force works with other task forces: energy, eco-efficiency and natural resources. Expanding membership to others at local and state level. (HANDOUT)

Baker: Very important to VPresident to have connection with empowerment zones. John Bullard head of Office of Sustainable Development at Commerce.

Beinecke: Interested in meeting with smaller working group on empowerment zones (White House staff). Presented draft of this paper to VPres prior to PCSD meeting. There was a lot of focus on cleaning up areas but not enough focus on economic development opportunities.

Poncelet: Concern about coordination between task forces dealing with same issues.

Laughlin: Concerned about rural and urban communities being equally represented.

Baker/Staff: Fisheries and Coastal Communities

ECO-EFFICIENCY

1. Include technology transfer and tools for sustainable development
2. Develop next level of plan.
3. November 4 next meeting. Include subgroup on market mechanisms.
4. Examine group composition--make it more broadly representative.
5. Eco-efficiency group determine how to deal with "tech tools" group and input from that group--recs at January meeting
6. Sustainable agriculture?

Wise: Group recognizes it is not broadly representative. Is recognition that this needs to be changed to include smaller companies and other individuals from different sectors.

Harwood: Identify other sectors to include.

Thomas/Fletcher: Policy Tools input would be into Eco-efficiency task force. But no incorporation of this group into PCSD. Not official body.

McCloskey: No consensus of substituting market mechanisms as the way to go.

ENERGY

- Add transportation
- "Test" with Administration
- Develop long term vision
- Tutorials by experts on the issues
- Co-chairs test with administration--"comprehensive energy policy wanted?"
- What does sustainable energy look like? --define
- Design plan to move toward the vision/direction
- Include climate change (scoping out, tracking and looking for additional opportunities)
- Include economic side of energy (trade, etc.)
- Measurement of progress established

Mulligan - pt. of clarification:

- intention not to emphasize fossils
- task force will cover everything

Sense of frustration that we haven't succeeded in coming up w/ comprehensive energy policy. Key Q: does the Administration want one? If so, how far out? and we need to start out w/ common understanding - hence, tutorials. Council should educate itself first before moving forward.

Other intent has been to lay out some sort of plan, draw on whole host of resources that currently exist or are pulled into being. We were looking to bring in the appropriate input, ie economist, other specialists

Poncelet: need for vision of energy system within a sustainable society. That's never been quite articulated. There's a lot of information out there, but no consensus yet. We need to agree on a vision, and then decide what to do to get there.

Climate Change - dominated a lot of discussion. It's not the only energy/enviro issue, but such a major one. I recommend not to have a separate task force b/c it will confuse the goals of the Energy Task Force.

Olson: Are we going to write a comprehensive energy plan, or come up with a vision? This must be clarified. This is different from what you just described.

Ben: What we're saying is we need to make this manageable.

ADDITIONS:

- Co-chairs test w/ Administration
- What does sust. energy look like? define.
- Design plan to move toward the vision/direction.
- Include climate change

Marsha: Reiterate Fred Krupp's desire to achieve a consensus on some method of monitoring whether we're achieving goals of agreement.

Frances: Energy gp needs to incorporate climate change, b/c so related.

Ben: Q is whether PCSD wants to appt itself as the groups that oversees whether agreement is being met.

Marsha: Not a question of being the group, but helping to establish national consensus.

consensus: not really oversight, but tracking, looking for additional opportunities for improvement. Issue is not just meeting yr 2000 target, it is going beyond that.

Harwood: How do you fit yr 2000 goals into overall vision - also, don't let energy dominate. Implications for SD extent far beyond just global climate change. It's inherent in looking at sustainability and energy that you're going to be looking at climate change.

Greene: Q of oil must be central focus. Enviro thru econ lense, or econ thru enviro lense. Can't define sustainability w/out getting into trade, availability of natural resources. So you must pull in pure econ. aspects of energy, energy cost, trade, deficits, etc.

Poncelet: Oversight is not the function of this task force. We must go beyond yr 2000. For us to try and put oversight does not make sense.

Mulligan: getting into time frames, it's highly unlikely we in fact will have sufficient information to make any actual determination on climate change.

Marsha: Is there not some consensus we can build on measurement of progress so there's some way of reaching consensus that will go beyond various industries saying we either are or we aren't. Given range of membership here, can we measure progress in such a way and that PCSD has contributed to process.

NATURAL RESOURCES, CONSERVATION, DEVELOPMENT AND ENVIRONMENTAL PROTECTION

- Determine:
 - scope (# of projects)
 - budget
 - results expected

- timing
- "Test" with EPA, DOI, OEP
- Identify several representative (develop criteria) watersheds
- Analyze 3-4 examples--how to harmonize
- Centralized vs. decentralized approach
- Harmonization emphasis!
- Criteria
 - federal/private
 - rural/urban

Glynn Key

scope - many different approaches to scope. Let's set up regional teams b/c diff regions will have diff ways of dealing w/ this. Regional teams will then be able to recommend scope. That's the key, rather than defining ahead of time what the scope is.

Thomas - different approach?

What if we think about purpose is to look at how we can use watershed analysis to ID how we're trying to harmonize the 3 goals we've got. What are basic criteria first. B/c we're looking for representative examples out of which we can gain knowledge to make rec's on how to go about harmonizing goals. So, what do we want these projects to represent?

- certain econ. issues
- certain species
- certain ecosystems ie, coastal

And process of analyzing would depend on where that watershed was in process

ADDITIONS

- ID several representative watersheds
- Analyze examples to how to harmonize
- centralized or decentralized approach
- harmonization
- Criteria
 - federal/private
 - rural/urban

Fletcher:

I would tend to go w/ more rather than fewer. The process should be one of outreach to local gps, not one that involves a lot of money in terms of hiring staff to do studies, etc. I'm assuming members of task force will be able to get themselves to localities where they can hear what they have to hear. We're talking about low budget, so we can leave it up to regional teams to be more expansive or more narrow.

Thomas: We still have to look for uniform criteria, and processes, so we can use the data that comes back in.

Fletcher: that's what the task force has to do.

Donna: resource concern: how much, how long, who's going to do it. We need additional thought and specificity from members related to these questions. Co-chairs rec task force continue to have these discussions.

concern: We need to get started right away. So we need to establish criteria now.

Donna: It doesn't preclude info seeking in advance of January. But yesterday, their feeling was that there wasn't consensus.

Ben: In Jan, need to articulate what you're doing. How are we going to translate into policy proposals, etc.

Keith: Pt. I find trouble is looking at universe. Possible to scope out what we need. Notion of harmonization must be central focus. There are specific things to look at, for example: endangered species prob's, wetlands and development, nonpoint pollution from agriculture, looking at small piece of Miss. River.

John: Dr. Baker's comments - we should look at 3-4 watersheds, might end up w/ generic rec's, shouldn't be picked by what region they are, but by what they can teach us.

-addition that should look at Ches Bay, covers rural/urban

-also, private/public lands

Pragmatic Q: Who'd going to call the watersheds?

Fletcher: Part of issue is empowerment. Gp originally was given set of issues, and thought it should do those. Those would be criteria. Group would then show ex's of how diff goals and activities are harmonized.

Marsha: What Bob's reflecting is fact no task forces are assuming they're getting money or resources to do anything. The operative theory is you rely on resources you and other members of task force can put up. Task force should be empowered to develop strategy, so we don't end up losing time, and w/ lots of frustrated members.

Donna: Proceed as you will, w/ recognition that at Jan Mtg, co-chairs will expect more details, what kind of commitments we're really making, resources we'll need down the road. This is your responsibility.

Harwood: My sense yesterday was concern was that this will become effort to save Chesapeake Bay, etc.

Donna: promised two things so far:

-vision statement

-public linkage will provide some guidance

POPULATION AND CONSUMPTION

1. Identify member interest (sign-up)
2. Co-chair to discuss w/ Tim Wirth
3. Department of Commerce assistance

Jim Baker - we think this is a good idea, commerce would like to participate.

Harwood: I expect at next mtg we could discuss relevance of this to overall effort.

concern: by drawing it out, don't avoid addressing difficult issue.

SUSTAINABLE AGRICULTURE

1. Scope it out via task force efforts.

Donna - thought was to take a look at ag, what Council might do in holistic sense. How would we make a difference, what would goal and mission be rel to sust ag?

Poncelet - agric is one econ sector, are many others, and we want all to be sustainable. Some will be covered by energy, eco-efficiency. So why pick out one sector of the economy and treat it differently? It will naturally come out in these other areas.

Keith: concern of Katie is that it won't automatically come out as currently written in Eco-Efficiency which concentrates only on manufacturing.

Thomas: My sense is eco-eff task force won't take it up unless it's asked to.

Donna: each of 3 gps will do scoping exercise for January mtg.

Marsha: One quick clarification. You're not saying it's the charge of this gp to necessarily determine a sust. pattern for any one industry, it's how we're going to have a sust economy with all participating in it.

AGENDA 21

- PCSD staff provide timeline for U.N. Commission on Sustainable Development meetings including subjects to be covered at meetings.
- Draft reports sent to members by White House or State Department and members provide individual comments.
- Evaluate how PCSD would be involved in next annual report to UNCSD
- Molly Olsson to draft a memorandum describing the Council's involvement in U.S. follow-up to UNCED
- Staff group to coordinate: Molly, Ben, Donna, Administration

Donna - pt of clarification - UN Commission on SD meets every June
4 diff. issues on Agenda 21 are raised and reported on, as well as cross-sectional issues.
this year: water toxics
next: biodiversity

Harwood: issues raised:

1-b/c of nature of Council and limitations, shouldn't consider this as central part of its work. These are largely technical reports. Hopefully this work will guide our future reports.

2-Council could play role based on its experience in helping and recommending how int'l commission could be more effective. Our experience is going to be relevant to int'l community.

There's been a lot of focus on these reports, less on how US can contribute to overall effort.

Ben: Some of external audiences believe sole charter is to write Agenda 21 strategy for US.

Donna - a pt at which everything we do is working toward Agenda 21, b/c working toward sustainable development.

State Dept will coordinate InterAgency report.

Key: our charter says develop an action strategy. This is a different activity.

Molly will clarify these issues in memo.

Keith: process question. We need ongoing coordination gp on this, btwn Council and Exec Branch.

PCSD STAFFING AND COMMUNICATIONS

Molly - What would be helpful is if your member is going to be talking about PCSD stuff, we need to keep everyone in info loop. Any kind of press statements are encouraged, but we'd like to know about them and see them before they go out.

Marsha: You're talking about speaking as PCSD member on these issues.

Molly - We have lots of requests for speaking engagements, and we'd like to do this. We have barebones of speech. We'd like to ID opportunities for people, be clearinghouse for information.

Goldstein: We talked before about reaching out to gov'rs assoc, etc.

Molly: Let's keep each other informed about these things.

I hope to be hiring by early November. We still need key people from Agencies to work with Council.

Ben: In communication, will be helpful if we know when various task force mtgs are happening.

Molly: We need to know when these mtgs are happening.

Donna: Should be have a day long mtg in Nov devoted to task force mtgs?

Principles, Sustainable Communities, and Population and Consumption were recommendations for task forces to give reports.

Goldstein: Ruckleshaus' vision for next mtg would be presentation by people who have actually grappled with it. Bring people in to whatever forum we have. Second, we have to figure out how to engage members so not repeat of same format over and over.

Harwood: Principles, Sust Communities, Nat Resources might be a good one to at least update, and Population and Consumption.

Greene: My perception is that Eco-Efficiency is the readiest for some next stage.

Meeting Dates:
December 17

Each task force...

- work plan
- importance to United States
- Uniqueness of PCSD activity on issue.

Issues to consider:

- Where should trade and environment be?
- Is comprehensive energy strategy too much?
- Scope out climate change with interim task force?

DRAFT
K2

PRESIDENT'S COUNCIL ON
SUSTAINABLE DEVELOPMENT

Minutes of Meeting #2
October 18, 1993

Following are highlights of the second meeting of the President's Council on Sustainable Development (PCSD) held October 18, 1993, at the U.S. Department of Commerce Auditorium, 14th Street and Constitution Avenue, NW, Washington, DC.

Council attendees (Attachment A) and the meeting agenda (Attachment B) are enclosed.

OPENING COMMENTS

Dave Buzzelli, Vice President and Corporate Director of Environment, Health and Safety and Public Affairs, the Dow Chemical Company; and Co-Chair of the PCSD, opened the meeting by welcoming Vice President Albert Gore Jr. and Ronald Brown, Secretary of the U.S. Department of Commerce.

Ronald Brown, Secretary of Commerce, welcomed members of the PCSD, their staff and the public to the Commerce Department. He expressed his happiness in hosting the second meeting of the full PCSD. The United States can have economic growth and be "green." The Clinton administration is clearly about change and that the American people need to reject fear and embrace opportunities of change—particularly the opportunities that sustainable development offer the region and the country. The National Oceanic and Atmospheric Administration (NOAA) is key environmental agency in the Department of Commerce. James Baker, the Administrator of NOAA, understands the challenges of sustainable development. The Commerce Department has established a Department of Sustainable Development under the auspices of NOAA (chaired by John Bullard) to ensure and enhance economic opportunity for all American people. Other organizations looking at sustainable development issues including the Bureau of Economic Advisers (Green GDP) and the International Trade Administration. Secretary Brown emphasized the importance of working across governmental and intergovernmental boundaries in order to create a prosperous and yet more beautiful, healthy nation. He introduced and welcomed Vice President Gore.

Albert Gore, Jr., Vice President of the United States, thanked Secretary Brown for the introduction and expressed his pleasure in being able to meet with the PCSD. He underscored the extreme importance of the work of the PCSD and the importance of the leadership and challenges facing the PCSD. He thanked Co-Chairs Jonathan Lash and David Buzzelli for their service and recognized Molly Olson, PCSD Executive Director, members of Cabinet, and all members of the PCSD for their willingness to participate in this important endeavor.

The work of the PCSD should be driven by vision but relentlessly pragmatic. He referred to President Clinton's June statement setting up the PCSD. For a long time, environmentalists were pitted against business, but today they meet as partners. The PCSD will help define the relationship of the United States to the United Nations Commission on Sustainable Development. Federal agencies are eager and willing to contribute to work of PCSD. The PCSD must cast a wide net to get public involved. President Clinton is eager to hear policy advice—he feels it is of the utmost importance. President Clinton will meet with Vice President Gore and the PCSD Co-chairs this afternoon to discuss the PCSD. The U.S. must lead the way to preserve our ecosystems. This administration has asked members of PCSD to find the path that we must chart into the future. Take the work of this council seriously. Cannot emphasize this enough. This is partnership of government, business, the environmental community and the public.

This is work that will take decades but will succeed because of principles set forth by the PCSD today. Washington doesn't always know best. The President is trying to integrate the work of the PCSD into the work of the entire administration. (Exit Vice President Gore.)

Katie McGinty, Director, White House Office of Environmental Policy, expressed her pleasure at participating with this important initiative. She is enormously impressed with the amount of work already undertaken and accomplished by members of the PCSD. Every issue is of great importance. Great hope that the options outlined by the PCSD will provide a valuable contribution to overall efforts by the administration. The administration expects the recommendations of the PCSD to be a substantive contribution and promises to forge a new path in environmental policymaking. The administration recognizes that whether the administration deals with forests, wetlands, or clean cars, the most fruitful initiatives have been those that have public, private, corporate, and government partnerships. The President and Vice President feel that the constitution of the PCSD will be able to show the way to achieve important policy objectives. Especially with Molly Olson, the PCSD Executive Director, on board and we welcome her.

David Buzzelli welcomed Madeleine Kunin, ex-officio member of the PCSD and Molly Olson, the new Executive Director of the PCSD. He welcomed public input and appreciate public time and attention of the public into issue of sustainable development. He outlined the goals of today's meeting:

1. To get agreement on priority list of issues that can begin as preliminary work plan. What are the most important issues that will form the PCSD's initial agenda?
2. To achieve consensus among the council members on the process for developing and completing task force work plans.
3. To make sure we know each of the members' areas of interest. Personal commitment is important so would like to get members involved in the issues of which they would like to be involved. Also, task force co-chairs need to identify non-PCSD members to join task forces.

Mr. Buzzelli reviewed the day's agenda and explained one change: the 3:40 p.m. section on Prioritizing PCSD Work Products is to be moved up to 3:00 p.m. to allow for a full discussion on PCSD priorities. He asked if there were any comments, questions, suggestions on the day's agenda. There were none. Regarding old business, the minutes of July 20, 1993 meeting had been sent out and he would like to make sure that PCSD members agreed that they had the right tone and spirit was captured in those minutes. Co-Chair *Jonathan Lash* emphasized that the minutes constitute official record. Important that they be accurate. There were no objections and the July 20, 1993 minutes were approved as submitted.

Molly Olson, Executive Director of PCSD, gave a brief report on her initial activities. She emphasized what a privilege and pleasure to serve it was for her to serve the PCSD. The Vice President and President had shown great wisdom and vision in establishing the Council. The United States has to find new ways of doing business in the public and private sector and in our own lives. The present administration believes this needs to be done without compromising future. The goals of the PCSD are:

1. To create new policy framework tough on goals
2. To increase public awareness of sustainable development and needs for future.
3. To create corporate policies that promote sustainable development

Ms. Olson will work to integrate, coordinate and act under direction of PCSD. She emphasized that she welcomes advice and suggestions from members of the PCSD and the public. She looks forward to working with everyone.

Jonathan Lash, President of World Resources Institute and Co-Chair of the PCSD discussed the process for public participation. He emphasized Vice President Gore's statement, "Washington doesn't always know best." This idea should be a frequent theme for the PCSD discussion. The PCSD needs to

hear from people as much as possible outside of the forum of the Council meetings. The PCSD Secretariat already has more than 3000 names on mailing list. The Co-Chairs and staff have tried their best to respond to every one of the letters they have received. These letters express an intense interest in sustainable development, provide literature on sustainable development, offer assistance, include statements of support and eagerness to participate. All of this information is on file and has been used and will continue to be used.

Mr. Lash outlined the approach at this meeting for public comments. Everyone in attendance received a blue "Public Comments Form" sheet asking the PCSD members to respond to a specific question, to consider special issues during the course of its work and to list the nature and contact person(s) for sustainable development initiatives across the U.S. of which the PCSD should be aware. Public participants should hand in sheets to meeting staff by noon. Members of the public may indicate on those sheets if they would like to orally address the PCSD during the public comment period. Public may also submit written comments. The PCSD is looking for ways to more effectively involve public. The next PCSD meeting will be outside of Washington, D.C. The Council would like to begin a pattern for involving the public. The Council is experimenting with means of including the public in these meetings and anyone is encouraged to make suggestions on how to improve the process. Vice President Gore said that the work of the PCSD should be driven by vision but relentlessly pragmatic.

The PCSD will consider the task force working group reports. As each task force reports, members should think about President Clinton's instructions in the PCSD charter: "...to help draft U.S. policies that will encourage economic growth, job creation and environmental protection ... specifically to develop recommendations for a national strategy for sustainable development." Each task force should consider:

1. Will the task force's recommended plan of action result in recommendations that are likely to put the U.S. on a more sustainable path?
2. Has task force identified opportunities to influence policy form or reform on their topic?
3. Is the Council uniquely qualified? Is what is recommended what the Council can do well?
4. Can the recommended approach be accomplished in light of the Council's limited staff and resources?
5. Are there important issues on our initial list that haven't been addressed? These may include: sustainable agriculture, forestry, fisheries, jobs, public health, transportation, land use, sustainable manufacturing, biodiversity, wetlands, energy, greenhouse gases, environmental technology/trade, environmental justice, pollution prevention, watersheds, population/consumption, policy tools, monetary policy/investment and coastal resource development.
6. Is the task force's approach likely to lead to policy recommendations that are appropriate for a national strategy for sustainable development?

David Buzzelli explained that the biggest single challenge now for the PCSD is to focus its efforts. As the members hear from six task forces, identify the best things that this council can do and how it can contribute. Also identify and take into account the cross-cutting issues.

PRINCIPLES, GOALS AND DEFINITION OF SUSTAINABLE DEVELOPMENT

A Final Draft (10/1/93) Discussion Paper was prepared by task force members *Jay Hair* (National Wildlife Federation), *William Ruckelshaus* (Browning-Ferris Industries, Inc.), *Bruce Babbitt* (U.S. Department of the Interior), *Timothy Wirth* (U.S. Department of State), and *Jonathan Lash* (World Resources Institute). Copies were distributed to members and staff of the PCSD prior to the meeting and to the public at the meeting.

STATUS REPORT PRESENTATION

William D. Ruckelshaus, Chairman and Chief Executive Officer of Browning-Ferris Industries Inc. presented a report on the assignment, approach taken by the task force, and the definition of sustainable development. He explained that the assignment for the task force was to define the concept of sustainable development as it applies to American public policy. The approach taken by the task force is:

1. To draft a set of guiding principles for the PCSD to consider as it develops its work plan.
2. To work with other task forces to translate these into working guidelines for specific demonstration projects. Largely a responsibility of project task force itself.
3. To develop some criteria for measuring whether we are getting anywhere. Evaluating project goals within the context of the sustainable development principle. In effect using same type of criteria for measuring sustainable development success across the board. As we define sustainable development we begin to measure overall welfare of United States against set of criteria to measure progress.

Definition of Sustainable Development presented in draft report to the PCSD. Our Common Future a.k.a. Brundtland Commission (chaired by Gro Harlem Brundtland) defines sustainable development as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Came to startling conclusion that economic protection and economic growth are not incompatible, are not totally independent. The greatest threat to environment is poverty. The demands of the poor dependent upon the land to provide a basic set needs—food, shelter and clothing—threaten the environment. The Brundtland Commission report led to the United Nations Conference on Environment and Development in June 1992. At the Rio Summit countries pledged to develop national strategy plan. This PCSD is to provide input to development of strategy for Agenda 21. In defining sustainable development:

1. Look at definition of international sustainable development—embodied in Brundtland Commission report. Using methods in development countries and patterns of development to change progress in developing countries to avoid problems in past.
2. Identify program of domestic, economic and political reforms—such as outlined by Train Commission. Sustainable development could be maintaining economic growth with producing absolute minimum of pollution. Important to define because it links economic development with environmental protection. Part of the wisdom of Brundtland Commission report is relevance to developing and developed world. Economic growth and clean environment (key part of definition) are not antagonistic goals. Important for the United States to set an example as the world's largest country—that environmental values need not be sacrificed for economic growth.
3. Sustainability has been used as a technical term—restricting harvest of product to what the natural systems can replace. The intense argument between industry and environmentalists demonstrates the necessity for care in using the term "sustainable." It is not easy to share common definition.

Probably not worth much time to change definition of Brundtland Commission. It is broad enough and our definition would not be much different.

Jay D. Hair, President and Chief Executive Officer of the National Wildlife Federation, discussed sustainable development initiatives and how the PCSD could take on the assignments. The task force focussed on specific themes such as: economic progress and environmental integrity; eco-efficiency (introduced by Business Council on Sustainable Development, chaired by Stephan Schmidheiny); fairness and equity between rich and poor nations; future options through a precautionary approach and intergenerational equity. Four key questions were raised:

1. Do we agree on the importance of moving the country toward SD development in practice?
2. Does this Task Force have its assignment right and is its approach to the work at hand the right one?

3. Have the right themes been identified and do their contents properly reflect the matters the PCSD should consider?
4. Can these kinds of themes, principles, and guidelines that may be derived from them be used by the government to define national social, economic and environmental goals?

DISCUSSION

Browner: Question of clarification. Did the working group see the purpose of this task force to be developing overarching principles that the individual departments or agencies could use in developing specific goals or something more specific? The EPA has put a lot of effort into the Environmental Goals project. Could this be put into the work of Council. Also a great deal of thinking in Reinventing Government, and Congress has now passed new law to set environmental goals reaching beyond the Clean Air Act and Clean Water Act. Need to define level of specificity.

Ruckelshaus: We have reviewed EPA's report. I don't think its the Council's role to devise principles other than manner which was suggested. We can provide *guidelines* to federal government. Would hope that all apply to everyone, not just government agencies. Need to emphasize that we are developing guidelines for PCSD work, not outside Council. Presumptuous of us to do this for administration and agencies.

Hair: Should not be focused on individual agencies. Mandate is to provide guidance to nation in both public and private sectors.

Clarke: Two ambiguities seen here: First, who is to set goals? Second, there is an overlap between what we're currently doing in the government and we're trying to do in the PCSD. Is it appropriate for the PCSD to establish goals? We also need to know how our recommendations will be measured. What are the components for achieving goals?

Buzzelli: The task forces are to identify and set goals. We need to be aware of integration of work of PCSD and members.

Ruckelshaus: The kinds of principles our group is charged with are illustrated in *Agenda for Change* which is the plain language version of Agenda 21. The statements outlined in the "Rio Declaration on Environment and Development" seem to be the kind of things we should adopt in terms of what this work embraces.

Dear: Need to focus on importance of developing measures. Though it may be difficult, it is important. Drafting guidelines for task forces is a little bit of problem here—task forces are to start before you set guidelines. Specific guidelines should flow out of task force group rather than the Principles Task Force since these will be happening at same time. We also need to answer—from a U.S. perspective—the question of the effect of our policies on the international community.

Buzzelli: The question is whether we should develop principles for PCSD, the United States or the international community.

Ruckelshaus: The Brundtland Commission definition should stand. We need to develop a measure of our own growth in conformance with the definition of sustainable development. Our time should be devoted to setting an example as a nation on what sustainable development means to us and how we can define it ourselves.

Buzzelli: Focus on United States. What's your timeline?

Ruckelshaus: Executive Director should coordinate guidelines for task forces.

Perrault: What is the vision we are talking about for our timeline? Is it 10 years out or 50 years out? Need to clarify when and how the public is going to be able to comment. We are talking about economic progress and environmental integrity. Our focus is on economic progress and eco-efficiency but we do not include a definition of environmental integrity. Also, we not just talking about domestic activities, we need to make it clear that it is our intention to do so internationally. Some people will not contribute because we aren't focussing on those issues.

Hair: Cannot focus on United States alone. We should recognize and include the U.S. place in the global marketplace.

Ruckelshaus: Could have been clearer on point about connection of sustainable development and more equitable distribution of fruits of economic development among and within societies. Disparities exist in wealthier nations as well.

Lay: If we stay within Brundtland Commission definition of sustainable development—reject possibility that we don't have to sacrifice environmental goals to achieve economic goals.

Lash: We are going to have discussions on economic policy as well as environmental policy.

Buzzelli: Is PCSD equipped for these discussions? Should we bring in others?

Adams: The Principles Task Force should pull together and disseminate principles or goals to the public.

Chavis: How will all of the work of the various task forces come together? Work of Council should be informed of work of task forces. I have a problem with task forces going off on own to become isolated from the PCSD.

Buzzelli: Jonathan and I are interested in making all activities into one integrated effort, not a group of isolated projects. Purpose of this discussion is to keep all apprised of activities. Do we have the right themes? Are other themes needed?

McGinty: Need to remember that there are pockets of developing world communities in developed countries.

Donahue: The charter of this group is to focus on economic vitality issues while not injuring environment.

Chavis: In the United States there are third world communities. We need to incorporate diversity of United States citizens within global context.

Lash: What is most important is for the principles to allow people to grasp and articulate our definition so that everybody knows and understands what we are talking about.

Buzzelli: Avoid getting tangled up with definition.

Clarke: Want to be clear on this. Under the work plan the Principles Task Force will develop goals for committees. Are task forces themselves going to develop goals pertaining to the segment with which they are dealing?

Ruckelshaus: Yes. We need to focus on a definition we can agree on.

McGinty: We can look at environment through an economic lens or look at economics through an environmental lens. Should the Council have a separate discussion on economic policy?

Barth: Would suggest we integrate the economic focus.

Clarke: The focus here should be primarily the environment with a second focus on economic progress.

Lay: If I understand sustainable development, environment and economics need to be given equal weight.

Johnson: I was a member of the Business Council on Sustainable Development. We never separated economic policy from environmental policy. We need to continue glueing the two together. I don't think there is a need for a separate economic group. All of us have an opinion and are qualified to discuss these issues. To compartmentalize gets us into an argument over which is better than the other. Let's keep it together.

Chavis: Agree with Clarke and Johnson. Definition pre-supposes environmental economics.

Strong: Compartmentalization of economic and social fabric of our society on our planet is what has brought us to this point. If we draw on each of our own specializations we should create the needed cooperation between corporations, governments and the private sector. People are responsible for integrating many facets of life on this planet. We have a challenge to make qualitative issues more important than quantitative issues.

Browner: We need to link environment with economic decisions. That linkage has not been made. We should take seriously that this is a "council on sustainable development." The *first-ever* President's council made up of government, industry and representatives of the public. Environment and economics must be one and the same, taken into account together. Have to be intertwined.

Kunin: We must go beyond rhetoric. We need to go into an analysis of how economic decisions are made. When we talk about sustainable development we need to bring environmental impact earlier into program as opposed to making economic decisions before looking at their environmental impacts.

ACTIONS

- Use Brundtland Commission definition—endorsed at Council meeting
- Add business representative to task force
- Principles Task Force Meeting scheduled for November 9. Papers being presented will serve as backup to all these themes. Statements need to be made more domestic.
- Provide starting point for task forces and serve as mechanism to bring recommendations together at end of process.
- Review harmonization literature. Much of this literature review has already been done and is referenced in Appendix A bibliography at the end of Discussion Paper Final Draft of 10/1/93. If there are other sources of information, Task Force should be alerted.
- Develop integration with substantive task forces.
- Define "integration" principles.
- Draft report on principles by January 1994 meeting. Look at draft to bring out more of the statement of harmonization between economics and environment.
- Between January and April: Work with public outreach group to test principles with public. Use avenues such as Governors Association meetings, Econet, etc.

PUBLIC LINKAGE DIALOGUE AND EDUCATION

A Final Draft Discussion Paper (10/7/93) was prepared by task force members *Judith Espinosa* (State of New Mexico), *Michele Perrault* (Sierra Club), *Kenneth Lay* (Enron Corporation), *Madeleine Kunin* (U.S. Department of Education) and *Keith Laughlin* (White House Office of Environmental Policy).

Copies were distributed to members and staff of the PCSD prior to the meeting and to the public at the meeting.

STATUS REPORT PRESENTATION

Perrault: We recommend that this task force be an ongoing group. Were told to dream big and money would come later. Our goals are:

1. To clarify areas of input for public. Not any knowledge of where public fits in.
2. To identify financial need and set up financing. Look at issues of putting PCSD's support on program. Put together list of individuals giving information.
3. To determine how to receive recommendations for help. How does PCSD's work fit into 1995 Earth Day Celebration? [Note that Vice President Albert Gore has been invited to be the honorary chairman of Earth Day 1995.]
4. Need guidance on what role PCSD has in advocacy.

Espinosa. We need to get feedback from PCSD in order to further work plan. The Public Linkage Task Force activities cross-cut all socioeconomic groups, market groups, and ethnic groups. The Task Force's work includes collaborating as well as consensus-building. One purpose is to make sure that we as a society are aware of the responsibilities of our behavior. We should hold town meetings around country; but these may be expensive and somewhat logistically difficult. But the PCSD can provide for a diverse group, request public input, and seek collaborative planning.

We need to include the global and international arena. We need to include international fora so work of PCSD becomes globally understood. Inclusion of state and local governments is important to our efforts. We need to support actions already occurring. There is a whole lot going on out there that we need to include and support in our work. We need to develop a national campaign utilizing various media strategy to disseminate information to public. Educational institutions can help us in national campaign to move American public toward a more sustainable future. Don't want a lot of layers of bureaucracy but need to look toward academic and scientific communities. Develop a national network of working groups of stakeholders in sustainable development from various segments of society. Utilize national groups like NGOs to explain goals, principles and process. Provide information exchange through electronic media. Establish formal feedback. The Public Linkage Task Force is a service committee to the PCSD. But, again, do not want to layer more bureaucracy.

DISCUSSION

Krupp: Important to establish principles PCSD want to promote. Don't let projects set goals.

Hair: This task force has the most challenging and daunting task. I encourage this task force to focus on electronic communication technologies. There are 1500 community colleges around nation. 900 have satellite uplink and downlink capacity. And that system can be accessed for \$1000 an hour. Look at this as an opportunity.

Dear: Not sure we have the manpower to get input from town hall process. Also, it is hard to design an educational program in our initial meeting. We need to identify specific ideas on which we want to educate people.

Buzzelli: Public Linkage Task Force should focus on how to get input on process for January 1994.

Lash: This is a multisectoral, cross-cutting group.

Espinosa: We do try to put that into principles. That is one of the aspects we want to explore.

Lash: You need to provide us with guidance on what to do, rather than give us list of things and let us respond to those.

Espinosa: We may want to look at having the public set most of our agenda for the next meeting. Use a 1-800 number to allow the public to call in.

Perrault: Want to emphasize the difference between education and information distribution. We have received projects that would enhance the work on dialogue. We need to have some sense on how we would encourage those. We also have to answer how we would communicate those.

Lash: We do have criteria for demonstration projects.

Perrault: This question is more process-oriented rather than looking at demonstration projects.

Olson: We need more day-to-day linkage. Good day-to-day linkage.

Kunin: The PCSD is itself an education tool. We need to be really clear on what we are able to do and be really clear on what we say because the process is as important as the report.

Donahue: I'm not sure we're capable of everything we want to do. We're set up to advise the President on how he could do these things. Maybe we're capable of hiring a huge staff and maybe you should tell us that. Town meetings as demonstration projects are sensible; but there are just enormous, already organized activities out there. Concerned that we are focussing on input rather than policy recommendations.

Chavis: The question that we have before us is the methodology. We need to hold a meeting outside Washington, D.C. and broadcast broadly through the nation. We have an uphill situation. But it is of necessity that the issues we discuss around the table are broadly disseminated.

ACTIONS

- Identify stakeholders/audiences
- Develop strategy for PCSD communication to public and strategy for public communication to PCSD
- Develop criteria for selecting partnerships
- Develop formal education strategy (Kunin)
- Work with "Principles Group" to test principles with public
- Work with PCSD staff to have a public outreach component to January 1994 meeting
- Include satellite links in public strategy
- Need "interim steps" and informal contacts with public ASAP—provide guidance, quickly, on involvement
- Consider public written comments related to substantive issues being submitted prior to Council meeting
- Define broader, appropriate participation in task force efforts
- Consider co-chairs of public and task forces meetings
- Utilize professional communications resources
- Get guidance on public communication out to task forces as quickly as possible

SUSTAINABLE COMMUNITIES

Vice President Albert Gore, Jr. returned to the PCSD meeting to share in the discussion of sustainable communities. A Final Draft Discussion Paper (10/5/93) was prepared by task force members *John Adams* (Natural Resources Defense Council), *David Buzzelli* (Dow Chemical Corp.), *Benjamin*

Chavis (National Association for the Advancement of Colored People), *Tom Donahue* (AFL-CIO), *Madeleine Kunin* (U.S. Department of Education). Copies were distributed to members and staff of the PCSD prior to the meeting and to the public at the meeting.

STATUS REPORT PRESENTATION

Adams: An emerging and strong Sustainable Communities movement is going on throughout the United States. The key element is an intensive planning effort between people who previously would not have worked together. The purpose of this task force is:

1. To identify how national attention and public policy can best help this work.
2. To identify specific ways in which these efforts have been made successful.
3. To stimulate similar initiatives.

Kunin: Education plays such a key role if we are to take the concept of sustainable communities and spread it among the public. We need to examine the barriers and incentives of those successful activities at the community level that are being accomplished through community support rather than national goals. Need to look at process as well as policies.

Donahue: Emphasis on promoting "job growth within existing communities" in paper. Includes worker safety and protection, new jobs created for environmental protection. Economic growth. Need to ensure the earliest examination of these issues where sustainability is threatened by an excess of zeal in single area. Plea for our avoiding jargon in our public communications. I suspect most people could identify between environment and jobs.

Chavis: Need to look at Environmental Justice movement. It is multi-ethnic, multi-racial, multi-lingual. Environmental issue has emerged as one that can unite us. Necessity for sustainable development in eco-justice movement. Environment and economics linked. Communities are where people live. To talk about concept of sustainable communities must be an inclusive dialogue representing the diversity of people. The work of the PCSD is vital to the future of our nation, not only to serve as a bridge between races. There is an expectation in Clinton's appointment of the members of this PCSD that our diversity will contribute to our success.

DISCUSSION

Vice President Gore: I'd like to elaborate on one initiative that will benefit from the information of this task force. The President signed an executive order as part of the reinventing government initiative that established a community empowerment board. That allows the administration to pick enterprise zones and coordinate work in cabinet departments and agencies in taking a unified approach in lifting up the quality of life for communities that have been degraded over the years. We need to identify what "sustainable communities" means at the local level. When you talk with people in community groups in areas that have not shared in economic progress in general, you will find a greater emphasis on improving the quality of the environment there than you would expect. The prospect of trying to alleviate problems of the community by locating new business that does not pay attention to its relation to the environment receives different attention from members of the community. Reconciling the different objectives is at the heart of uniting environmental protection and economic growth. This reflects a large philosophical shift in our public debate away from single cause/single effect policy to a more systemic approach of communities as living systems that cannot be changed. A lot of different factors can interact. When you take that approach sustainable development looks different. This Council should not only examine environmental policies through an economic lens but economic policies through an environment lens. We have to find a way to engender economic development.

Whole effort to reinvent government is going to take place in a way that respects the work of this Council. We are interested in each of the presentations and the continuing work of the task force and its development. Would enjoy more input from the sustainable communities task force.

Browner: This may be one of the most important task forces. The problems that we see in terms of the programs is quite significant. One in four Americans live near a Superfund sight. There are drinking water problems. Fifty cities have non-attainment problems when it comes to clean air. Solutions are intertwined. In fixing one problem, another problem is caused. One fact that runs through all of this is that we need to take the opportunity for early and involved community participation. We need to make certain the community is given real opportunities to participate—that they are given the opportunity to make real decisions on future participation and economic life. I also recognize that the Sustainable Communities Task Force needs to be connected with the Eco-efficiency and Energy Task Forces.

Adams: This would be a good time to talk about the example of Chattanooga, Tennessee.

Vice President Gore: Chattanooga and other examples. They took the protection of the local environment and the enhancement of local environment as an organizing principle in enhancing their community and bringing it back to life. They cleaned up the river banks and opened a whole new park. They reorganized the flow of people and vehicles through the downtown area. The feeling of pride in the city itself has grown tremendously. Geographically it has one of the most stunningly beautiful locations of any city in the U.S. with mountains hovering over it and the river on the other side. Over the years the accumulation of air pollution over the valley has taken a toll. They just decided to take environmental cleanup on as a community. The involvement of the grassroots groups in the community is important. You talked earlier about one of your conclusions about communities that haven't worked together. The whole theme of sustainable development features a unifying element.

Adams: Emphasis on spirit of pride. What federal policies can contribute? How does population figure into this?

Vice President Gore: Those are not easy questions. Those are ones we are asking your help with. Linkages related to same questions there. If you do a better job with education and economic development you're going to have an impact on the way the pattern of development unfolds.

McGinty: There is no laundry list of federal policies. Critical role for Council. Communities feels there is a bewildering away of federal programs that are impossible to access. Each of you know a community that is trying to pursue sustainable development. As a result of the floods in the Midwest, many communities are interested in alternatives to rebuilding on the flood plains. We need to know these policies and how to access them. Charlottesville, Virginia looked at sustainable development in the future. They made an assessment and analysis of possible population growth in that area. Putting numbers on what the possible pressures are really galvanize a lot of action from the community.

Wirth: As the idea of sustainable communities has potential to catalyze communities there has been an assumption made that intercity/minority America has not been concerned about environment but only about jobs. Concern about environmental health and jobs is intense. How are we going to deal with this issue? Some groups leaders say don't talk to us about the environment because that's a suburban issue whereas the people really at stake are saying just the opposite. Having hearings around the country is extremely important but we also need to rid this country of a lot of this discussion that these two issues are mutually exclusive. We have a job to help the country to come to a newer awareness.

ACTIONS:

- Review/refine/focus work plan

- Add representatives from U.S. Department of Housing and Urban Development, U.S. Department of Labor and U.S. Department of Transportation
- Reconstitute Committee. Include PCSD members involved at community level (Add Michele Perrault, Judith Espinosa)
- Identify the interfaces with other task force efforts
- Involve Dept. of Commerce (Office of Sust. Dev.) and Clinton empowerment initiative.
- Consider sub-groups for urban, rural, feedback/outreach and public policy. (Sustainable model with no difference)
- Inventory existing programs, identify what works.

ENERGY TASK FORCE GROUP

A Final Draft Discussion Paper (10/5/93) was prepared by task force members *Richard A. Clarke* (Pacific Gas & Electric), *Kenneth T. Derr* (Chevron Corporation), *Jonathan Lash* (World Resources Institute) and *Hazel O'Leary* (U.S. Department of Energy). Copies were distributed to members and staff of the PCSD prior to the meeting and to the public at the meeting.

STATUS REPORT PRESENTATION

Derr: Energy is probably too broad a subject to try to deal with in totality. It encompasses a lot of things. "Energy offers one of the most difficult challenges in our quest for sustainability..." The Task Force was chartered with three purposes:

1. To develop a vision for the United States of energy policy in the future that would be consistent with the concept of sustainable development. Lengthy and difficult process; interrelate to other items from other task forces. The interrelationship of energy with economic growth and environmental protection is important.
2. To identify common understandings of where we are; factual data that exists. Common understanding of where we are from the standpoint of energy supplies, major environmental impacts associated with supplying energy.
3. To identify how we start with some early steps in this energy transformation. Eco-efficiency is important to whole process of how we set regulations and implement regulatory policy. What is the litany of do-able actions and guidelines that we can recommend in this area that then become a first stepping stone to the vision that we would hope would be the final stepping stone to this process. How do we to accomplish that vision? We are very hopeful that we can get some guidance from the committee.

DISCUSSION

Krupp: *Washington Post* headlines "National Climate Action Plan to be Released This Week." Central to this is the achievement of the National Action Plan in response to Rio and meeting obligations of the Climate Change Convention in the United States.

1. The whole area of the transportation sector offers a tremendous obligation.
2. We need to examine the approach in the Clean Air Act to look multisectorally to look at most efficient ways of getting there.
3. We need to think through some of the measurements and systems to track how we're doing in eliminating greenhouse impacts.

Perrault: Need creative vision and need to know what our time frames are: What do we see down the road when you get beyond fossil fuels. They make a big difference on how you direct your research. Would enrich the Task Force to include some subcommittees on these specific issues.

Lash: Our intention is to to broaden all task forces.

Derr: What time frame is the entire PCSD looking at?

Lay: As we go through our Task Forces we need to know make sure that we do maximum steps possible. Once we set our sustainable development goals, we should let the market systems suggest how we should achieve our goals.

Hair: For the Council to have some clarity we should discuss whether any of the task forces should serve as an oversight on the activities of the Clinton administration.

Krupp: Was not suggesting we evaluate; just follow progress made so that if adjustments are needed, we can so advise the President.

Clarke: National Energy Policy Plan goes to year 2000. Should we look past this? It would be helpful to address these philosophical issues.

Derr: It is a mistake to let task force become task force on Global Warming. As a Council perhaps we need to try to decide how we are going to deal with the issue of global warming. It is a factor in any vision for energy but how you deal with it varies significantly on the science.

Adams: This can be the most practical task force and the one that can have quickest impact on country. Expect hard nuts and bolts of clear vision on what we think we can get out of the system and the potential role of global warming problems. Suggest we replace the last paragraph of the task force report with new phrasing.

Krupp: Propose that task force embraces both issues: energy and global warming.

McGinty: Regional component and local input would be very important in this group in order to describe national vision. There is a need for some parts of the country to identify the opportunities to contribute at a local or regional level.

Barth: Our economic policy is not going to lead us to a successful end. We have a great room for improvement on the economic side as well as environmental side. Are we going down the wrong track on our energy discussion?

Lash: Suspect we need to review our scope of the program.

ACTIONS:

- Add transportation
- Develop long term vision
- Receive tutorials by experts on the issues
- Co-chairs test with administration—"comprehensive energy policy wanted?"
- What does sustainable energy look like? —define
- Design plan to move toward the vision/direction
- Include climate change (scoping out, tracking and looking for additional opportunities)
- Include economic side of energy (trade, etc.)
- Measurement of progress established

CROSS-CUTTING ISSUE: POPULATION AND CONSUMPTION

Copies of the United States Mission to the United Nations Press Release (5/11/93) of the "Statement by The Honorable Timothy E. Wirth, United States Representative to the Second Preparatory Committee for the International Conference on Population and Development" were distributed to members and staff of the PCSD prior to the meeting and to the public at the meeting. At the meeting Wirth distributed two charts: 1) U.S. Population Growth 1950-2050, and 2) EPA Ozone Attainment Goals and Predicted Accomplishment Dates with Projected Percent Increase in Population 1990-2005 for the State of California. Wirth is Counselor at the U.S. Department of State and is an ex-officio member of the PCSD.

Wirth: The United States must adopt a process of starting to address the impact of population. Internationally, overpopulation is unsustainable for economic and environmental life. International issues of overpopulation need to be considered because:

1. We cannot talk about sustainability if we don't know what we are sustaining.
2. The United States' impact on the world is so dramatic. We have an obligation to address the issue of population and environment.
3. If we don't take on the issue, how can we expect the rest of the world to do so? The world looks to us for leadership.

We don't know nearly as much about population issues as we do about everything else we have discussed—it is a taboo subject. U.S. population growth is a natural increase, not caused by immigration as many would think. The implication of this growth rate is obvious: it has ramifications on employment, social services, energy demand, food export situation, environment.

We've looked at the international and the national now we need to look at one state [reference to handout]. The relationship of population to environment is quite clear by looking at this table.

It should be/has to be part of the analysis of each group—it is a cross-cutting issue. Should the PCSD take this on as a task force? Should there be a population policy and how would that relate to immigration policy? Population and consumption are important issues to take on for this PCSD.

DISCUSSION

Adams: Every task force has reported on the need for understanding population. Recommend we set up such a task force.

Espinosa: I have mixed emotions about this issue. There is a definite link between the issues. As a Catholic I understand the issue of abortion; as a woman I understand the issue of reproductive rights; as a hispanic woman, I understand the issue of large families; as a hispanic, I understand the issue of immigration. It is not an issue to which we should close our minds, but it is one of the most heated issues the Council can take on.

Krupp: I find it is difficult for us to proceed without a population task force. I would endorse such a suggestion that we have a population task force.

Chavis: Doesn't "cross-cutting" mean that the issue should be addressed in each task force?

Lash: Wirth is suggesting that we can't address this issue without a task force.

Wirth: We need to identify what we are sustaining and for whom.

Chavis: We need to consider how we address the issue of elevating one cross-cutting issue over another. The issue of population is *one* of the issues but it is not *the* issue. It would be a mistake to have this issue separated into a task force because there would be a great deal of debate. It is not the driving force.

Derr: If the subject of this PCSD is sustainable development, how can we not have a task force on sustainable population? I support a task force. It is hard to deal with sustainable development without talking about sustainable population.

ACTION:

1. Identify member interest (sign-up)
2. Co-chairs to discuss further w/ Tim Wirth
3. Obtain U.S. Department of Commerce assistance

CROSS-CUTTING ISSUE: EDUCATION

Kunin: Clearly education is a cross-cutting issue. Overall, when you talk about improving the quality of education or providing access to a higher level of education, you have an impact on sustainable development. People will be able to know more, do more. The overall agenda of the Council will serve this purpose. The recent report on literacy has been elevated to a much higher threshold than ever before.

The question is how specific do we want to get. We could have our greatest impact in general information. That is how attitude and action work—knowledge and power are linked. We need to have an educated public that can help us make this shift from a polarized debate to a less polarized debate. Education also has to play a role in research. How you measure economic pressures or environmental costs is one that needs great attention. The concept of sound education making connections between disciplines is essential. The overarching piece of legislation—Goals 2000—passed last week which provides for American children have to have a certain common body of knowledge. We can define our expectations and our expectations can be recognized as necessary. It is a delicate balance. There is a lot of local interpretation of an overall national point of view that has to be continuously respected. Also fostering technologies. This opens up tremendous possibilities.

In overall summary, the whole concept is that education is a tool that can be developed further and must be developed further if we build upon the existing reform movement which creates a forum in which to plug sustainable development. It is imperative that we make the education approach more universal with certain standards, guidelines, that communities can adopt. Identify the opportunities for action that may come up. Decide if the PCSD wants to get involved with the transfer of information to an educational institute. Great opportunity for integration occur; not come after the fact but become part of the future of our children. In post-higher educational level there are great opportunities in the work force. The concept that education can be used to create change, to create a real paradigm shift, to see economic development and environment as partners is important. But we have to work on all fronts simultaneously. The greatest change can occur when a child is young but I think there is a need for adult education. It would be useful for a short-term task force to focus on education.

ACTION

- Keep education as part of the Public Linkage Task Force
- Develop formal education strategy (Kunin)

CROSS-CUTTING ISSUE: POLICY TOOLS TO STIMULATE SUSTAINABLE DEVELOPMENT

Lash: There is a group that has been looking at market incentives. Some members of that group represent members of the Council and some do not. I think after discussing it with the group, it is probably not timely to set the group up as part of the PCSD although we ought to discuss what to do to ensure that we get that kind of feedback. The Market Mechanisms Working Group has discussed looking at taxes and fees and education and other approaches.

Perrault: Is this group not like other groups that would meet to discuss policies and feed these into other groups?

Wirth: Is it possible to look at committees on the hill and latch up to them? There is a lot of good material out there and this would be a good way to include members of Congress.

Buzzelli: Good suggestion—last thing we need to do is duplicate our work.

BREAK FOR LUNCH

*****KELSEY WIRTH TO BEGIN EDITING HERE*****

ECO-EFFICIENCY TASK FORCE

A Proposed Project Outline (10/1/93) was prepared by task force members *Richard Barth* (CIBA-GEIGY), *Ted Strong* (Columbia River Inter-Tribal Fish Commission), *A.D. (Pete) Correll* (Georgia-Pacific Corporation), *Mike Espy* (U.S. Department of Agriculture), *Fred Krupp* (Environmental Defense Fund), *John Sawhill* (The Nature Conservancy), and *Jonathan Lash* (World Resources Institute). Copies were distributed to members and staff of the PCSD prior to the meeting and to the public at the meeting.

Fred Krupp- thank cttee and liaison members

- term that refers to maximizing econ and soc gins while minimizing enviro impacts

- id roles pcsd can take to promote in businesss and manuf. sectors in parts.

- concl: pollution prevention is key

- gov't can help meet challenge

- 1-create framework of incentives that promote pp

- 2-help develop yardsticks

- 3-tech capacities US firms could be assisted w/ incentives and mechanisms to facilitate tech transfer

- 4-cross-cutting issue of educ. Strength enviro ethic in business, consumers, and all levels

1-cleaner, cheaper enviro management - EPA Yorktown VA plant of Amoco - report came up w/ interesting conclusions

- last 20 yrs, gov't has been doing much - top down, command and control - effective style in past, w/ much progress - but must look in 90s for better ways that are cleaner and cheaper - not doing away w/ gt regul, but supplementing one approach w/ another.

- by happenstance, someone fm EPA and Amoco were sitting on plane to see if two org's could work together to examine current gov't policies

- whole basis of EPA policy specified spec. machines, tech - no overall measurements of what prob's/solutions

- study showed if lowered temp. of ponds at almost no cost, decrease benzene into atm., reduce more benzene, look at barge/boating facilities

- EPA decided couldn't be flexible- spent \$41 million instead

Lessons --

gov't job to come up w/ mandatory targets, and ensure enforcement - but leave int up to private sector to realize how to reach those goals.

Task Force - wants to repeat Yorktown experiment around cty in diff. regions - how to strategically target experiments to have max. policy yield

beyond cheaper, more efficient management policies

2 - Eco-industrial Park - to emphasize poll prevention and processs of going thru design willl have lessons for others

3 - how to foster life cycle product stewardship - concern for design, process, disposal of product

-encouraged and want to follow commerce dept's green GDP project - and chem. manufacturer's

Responsible Care effort - on latter, est. code of product stewardship, task force should bring this code to PCSD, how can we learn from it, improve it.

DISCUSSION

Q: Are we on right track, approp. scope?

Carol Browner: Amoco/Yorktown not uncommon experience - adversarial rel. heightened; agency toward industry and vice versa - Congress writes laws that are less and less flexible - limiting Agency's ability to allow for creativity, innovation, flexibility

-opp. for enviro tech \$200 bil. demand today- by end of decade will increase to \$300 bil. - better for Am. workers if allow for flexibility that gives incentive to tech develop., enhances Am. competitiveness.

-PCSD can be used as place to look at how do you allow flexibilities - rigorous standards, flexibility on how to achieve, rigorous enforcement

-business often can find less costly, more efficient solutions

-finally, not just fed gov't that falls into trap of inflexibility - state and local gov'ts also have prob. - so must look there in choosing state/local projects, make sure local gov'ts accept projects.

-work w/ Congress in terms of reauth. of enviro laws to build in approp. amt. flexibility

Judith Espinosa: steering capacity for state capacity at EPA - good way for PCSD to interject in Cong. mandates sent out re: how states and local gov'ts deal with industry b/c often constrained by fed. constraints/law - so comes back, again, to Congressional action

-reauthor. coming up of enviro laws

JL: frustration on all sides of table, is this right focus of group

Pete Correll: unique opp., one where we can build on work already done, mood of reg. agency changing - can really make a difference short-term and long-term.

Michelle: work plan - #3 where talks about task force working w/ agencies to plan industry parks - does this mean rep. council's viewpt. on site selection? b/c site selection gets involved in diff. publics

Fred: do get into lots of people not wanting site in their backyd.- Q is would demon. project along US/Canada, US/Mexico borders make sens, in tribal areas - where we can get best policy outcomes fm. strategically picking location

Carol: not just location; also need to think re: industrial sectors, so can apply this across a broader gp.

Michelle: tech. transfer/ US role in this? is this pt of eco-efficiency task force?

JL: didn't give it to any spec. gp.

M: I suggest that this gp. address this issue

Fred: Make sure we're developing tech in US so we can transfer - one way to do that is by getting incentives right, allow greater flexibility - right now, system not set up so it spurs innovation -best thing to spur tech transfer is to change way we regulate to spur innovation

Michelle: often transfer things now that are damaging overseas b/c no guidance

Sam Johnson: tech transfer occurring already in all areas, good tech and bad. That's happening. What's surprised me in last 10 yrs is are so many win-win sit's on econ and enviro side. If pursue enviro efficiency first, inevitably an econ favorable outcome in long term. May require more money in short, but longterm pay off

We're largest productrer of aerosols, banned CFCs - butane and propane a lot cheaper by factor of 1/5 or 1/10. Now have another prob, but solution again cheaper - thousands of these opp's exist in factories today - develop of compressed air

People in engineering dept. don't see this, don't look at long term econ benefits to cleaning up production process. Waste costs money. This ethic is not fully ingrained in tech workforce or people working on ground. It requires a completely different mindset, which is where educ comes in. Building ethic through educational systems, starting early on in schools.

So I'm optimistic in future. There are a host of things that can be done that are in the self-interest of industry, and that can be done in the near future, without

John Adams: Gore's empowerment zone gps - communities must be asked re: site projects, not just industry. Also, many ex's of enviro gps that work w/ community gps on site-specific project - eg, NRDC in South Bronx - 3rd, look at other Amocos, but at diff. industries eg, Dow chemical - finally, last gasp that believe in command and control ; don't give it up until you're sure agencies do what they're supposed to do. Must be very very cautious. In some areas, only command and control seem to work.

JL: Katie left one comment - concerned eco-ffic often seen only for manufacturer; in fact, concepts and benefits can be more broadly considered, eg, sustainable agriculture, either as sub-group of eco-efficiency gp or part of. She also asked that the gp. be sure not to forget the big picture, the need to define the overall goals of eco-efficiency.

Sam Johnson: I agree agric. should be added, are great opportunities to change unsustainable practices.

Dick Clarke: I'd like to add one other dimension. Enviro gps. say to indict what they have to achieve, there ust be something in it for business. We see that we can profit from eco-efficiency. It was because of this recog by enviros that business has to get something out of the process as well.

Tom Donahue: on task force reports, are we accepting them, am I asked to sign off on these reports?

JL: reports are only a proposal on how we should proceed

T Donahue: Further, question asked, Should trade issues by addressed by this task force? I don't understand trade policy in terms of SD. Nations and their trade policies? or what?

JL: In general, a view that there's interactin btwn trade and enviro and resource use to extent that free trade encourages erffic, and that's a goal. Can also be neg. reaction, ie, rules of free trade can undercut enforcement, attainment of enviro goals.

Fred: This is a subject put on charts of first mtg and handed to our task force. We decided that given where NAFTA debate is, nothing we can add in the are. We didn't think it would be a productive area to pursue. We want to focus on areas in which we would be able to contribute.

Echo what Katie said - for too long, we in enviro comm. have ignored that we have a stake in increasing effic - also true that more clean-up for dollars we spend is very imp. Clean Air Act - realization we can meet cleanup goal in way much cheaper, in rel to acid rain. We have some work to do w/in each of our constituencies that we too have a stake in efficiency.

Madeline Kunin: Also can be applied to land-use decisions and general development, and the idea of having an ecoeff shopping mall has been proposed. So we can look, again, beyond manufacturing to other eco-efficient projects.

ACTION

- Include technology transfer and tools for sustainable development
- Develop next level of plan.
- November 4 next meeting. Include subgroup on market mechanisms.
- Examine group composition--make it more broadly representative.
- Eco-efficiency group determine how to deal with "tech tools" group and input from that group--recs at January meeting
- Sustainable agriculture?

NATURAL RESOURCE MANAGEMENT TASK FORCE

Ted Strong and slide show - Our task force was given resp to review nat resource issues incl watershed, wetlands, biodiversity, fisheries, forestry, coastal develop.

I'd like to bring you a more concrete picture of what we're talking about. First, watershed was seen as common denominator for all these issues - geographic area where people live and use nat. resources. Are intended for people to create own vision for their liveds and futures. Include streams, landfills, homes, towns, bedrock, underground water tables, sanctuaries and estuaries... One example is the Columbia River Basic, which is really comprised of many watersheds. There are diverse life forms along the Columbia and Snake Rivers. 4 of Indian tribes that are parents for org I work for - some 44 million acres. Aboriginal titles to land still exist.

The salmon migrate out of the Columbia River, many head North to Alaska, some South to coast of Oregon. Ex. of community of native peoples completely sustained by nat. resources. Our activities bring us into close harmony; was center of culture as well as source of food; perfectly integrated human and natural union. 1850s, humans were 1/3 of salmon; 1990s, salmon 1/5 of human, 1% of what it used to be.

Development came to Indian tribes, and this is result: no more Indian community, no more economic activites. There has been a tremendous cultural disturbance. SD should take into acct other uses people have for nat sources.

132 hydropower dams on columbia River, so many traditional uses have been changed. Hydropower industry contributes \$2 bil/yr in sales. So, it is a powerful industry. There are no fish migration facilities in many of these dams. There are some fish ladders as part of effort to replace what was lost with development. Annualized cost of \$3 mil to try and restore salmon - a losing cause, and costs continue to rise.

Irrigation and agric. are \$5 bil. industries. Non-pt.pollution

Shipping an imp. industry as well, contribute to vitality of NW economy

Forestry produces \$2 bil/yr in sales and products, are home to many of returning salmon; Pres's management plan is watershed based

Recreation major source revenue - ie, windsurfing, fishing. Indian fishing still done in traditional methods.

Econ returns of resource-based industries - agric, forestry, recreation, aluminum, fishery - fishery used to \$500milyr industry, is now \$5 mil/yr industry.

Q of development. Some of us don't want any development at all, would rather preserve traditional life.

Pollution fm mining, probs w/ integration of cattle w/ fishing industry and water use industries, b/c of contamination.

Willoba Bay (?)are - communities have begun process to attain sustainable development, have made much progress

So watershed management can impact many industries; must ensure they're impacted favorably.

Richard Barth -- 1 statement in our write-up captures best what Ted was saying: "Watersheds provide a unit for analysis of natural resource problems because ..." The reason we came so quickly to adopting watersheds as embracing vast range of topics we were assigned for that reason. Focussing on watersheds provides an integrated approach to these various subsets.

Ted's pictures also show that in our country, many key watersheds have been suffering. The task force proposes to select watersheds

- w. coast, S,SE, midwest, NE, NW

- study teams for each watershed

Proceeds to read through proposal.

DISCUSSION

Jay Hair -- Did you include Calif?

RB: No - no intention to exclude anybody; did want regional balance

JH: Calif v. imp, can't be ignored

Strong: REgional teams using analyses, they then will gather sci and tech info that describe watersheds, determine which will be used as models, might be used as successfully models; we know that we've listed some watersheds, and we anticipate each team will go down to smaller watersheds.

Bruce Babbitt: I'd only add there is enormous upside potential of this way of looking at nat. resource use
-ex, forest planning process in NW. Basic prob in Pacific NW is Forest Service is administering its pt w/ its set co standards, BLM using another, state of Wash, Oregon, each using own methods, while forest remains single ecosystem. Diff. management standards don't make sense, arbitrary lines drawn. Managed in FEB to bring experts together in bldg in downtown Portland, fm EPA, BREA, Interior, Forest Service, local gov't. Put map of ecosystem on wall, and said okay, let's see if we can erase jurisdictional lines, figure out how to make management work.

Strong pts out largest single ecosystem management challenges is issue of the salmon in Columbia River system. When a sockeye salmon is born in Redfish Lake in mtns of Idaho, ultimately heads downstream, tribs of Snake, Col, out into Pac ocean, by Alaska by Japan before it begins journey back home - passes through 23 polit jurisdictions. The only way of constructing realistic response is to think of that as a system, and ask Q, isn't there some way to drive 23 jurisdictions into corral from which we can construct adequate management plan?

Michelle: I like the idea of watersheds as examples. I'd highly rec Lake Tahoe area; they'd be pleased to assist Council in looking at what has and hasn't worked. What I'm not sure is how teams would work w/ various gps already working on these issues in local areas. It would be good to have some sort of a framework.

Also, a lot of the issues covered are landuse questions also laid out in sust. communities, trying to build communities around watershed.

Carol Browner: In talking about some of spec systems was thought to look at systems where work hasn't gone on before, use PCSD to generate new work. Chesapeake Bay has already been focus of number of gps, agencies. What's the best leverage for PCSD?

Barth: Work from what we have, build on it. We need an approach by which we can also solve on our own, undertaking thorny issues. Also, we should see whether we might be able to draw some conclusions in diff areas, find solution to conflicts, tensions, since goal of Council is to move fm. confrontational to collaborative approach.

Carol: One watershed not included on list that would be appropriate is Gulf of Mexico, which has never really received much attention before. Also provides opp to bring together number of agencies such as NOAA, Interior and EPA to work together in coordinated manner. And to deal w/ int'l issues associated with resource management.

Barth: Sustainable Agriculture - we might find a connection here, depending upon what watersheds are identified. Westchester County - farming interests are concerned about what NY city is asserting for city population. Tension btwn sustained agric, and how water is used and made available.

Fred: This committee has come a long way. There were more mtgs of this cttee than any other, and the notion of learning lessons fm sustainable watersheds is very imp. in many areas, including agricultural sustainability. I'm tremendously excited about this. I'm glad the point was made before in the Council on Sust Communitites is echoed here in watershed, b/c is slightly larger unit - approach is very similar. I also think in reinventing gov't, is one whole section about how our fed grant programs have become very balkanized. Local communities prevented by fed gov't regulation from doing what makes sense in creation of sustainable community. Challenge to change gov't policies to create better framework.

Judith: Added rivers in New Mexico. If this Council is going to look at spec watersheds, I'd suggest we'll get only a few, and well allow however public input to provide to council some sust watersheds taht have worked in our part pet areas, so people have opp to come forward and provide type of bibliography where persons of diverse populations can come and show good prograss. This way we'll avoid getting into my watershed is better than yours.

Dick: If we can't reach out on local basis to those that have knowledge and experience, we won't be nearly as efficient as we could be. This is a major challenge of the task force, getting the buy-in. I expect we can leverage the prestige of this body to get that. And then the number, I'd say more rather than less, and again at the grass roots level.

Strong: One of expectations we have is to conduct inventory of watersheds in region. We can only go so far as listing watersheds and geographically describing them. some earlier work has been limited to water qulaity surveys, no looking at biodiversity or the historical contxt as well as what is there presently. In examining watersheds, we see that these communitites will have to decide what they want as part of that watershed, w/ regard to watersheds and other use of watersheds. In some areas, it means an entire change in how the community wants to support itself. The inventories of assessments will draw on experts from each region to help analyze results.

Clarke: what about Endangered Species Act? Many of us in business have stories to tell about millions of dollars spent to protect species. Are we going to examine this?

Dick: Under biodiversity, I sort of assumed that was included. I'd also imagine once we get into spec watersheds, we will find those controversies.

Babbitt: Yes, we should look at endangered species. Even more interesting than tech way decisions are made is managment issue of watersheds and ecosystems so don't get into these train wreck scenarios. Early intervention prevents expense response later on.

ACTIONS

- Determine: scope (# of projects), budget, results expected, timing
- "Test" with U.S. Environmental Protection Agency, U.S. Department of the Interior, White House Office of Environmental Policy
- Identify several representative (develop criteria) watersheds
- Analyze 3-4 examples—how to harmonize
- Centralized vs. decentralized approach
- Harmonization emphasis!
- Criteria: federal/private, rural/urban

PUBLIC COMMENT PERIOD

D. Buzzelli: We're going to begin our public commentary. We are behind schedule, and I want you to know we still intend to have you out of here on time.

Jonathan: We're going to do this in 2 pts.

staff has pulled together list of 10 Q's from those submitted by public.

12 individuals who spec asked to have chance to address council - 3 minutes each.

Not as much time as we'd like to allow, in future we'll try to allow more opportunity for public input.

I encourage more written comments. We're going to put them together and distribute them to Council members.

WRITTEN QUESTIONS FOR THE MEMBERS

1) Primarily directed at energy task force. Jobs and the Environment. How can the link be strengthened. This involves questions raised by NAFTA deliberations and other 'competitiveness' discussions.

Dear: Every discussion has said the fundam goal of council is to determine how we can link more jobs w/ environmental protection, so I think that's fundam. objective we're all trying to deal with. I look at that as our #1 objective.

2) Agenda 21. It's not clear fm our discussion how the PCSD intends to respond to and make operational goals of Agenda 21.

Ruckleshaus: My understanding is that we are simply to advise input into Admin. for doing that, and frankly I don't understand what that process for Admin. is.

JL: My understanding that strategies determined by PCSD will be used by Admin. in following Agenda 21.

3) Have we decided as a country that nuclear energy is more dangerous than fossil fuels?

Adams: I won't accept right off the bat that nuclear energy is dangerous. I also think we're looking at a whole new group of nuclear generators, and they are much more passive, benign form of nuclear power that won't have consequences of current generation of generators. Many countries in the world are looking upon nuclear power as a way they can expand their energy source. Most people in my industry believe that until there's public willingness to accept nuclear power, it won't be pursued.

4) Could words sustainable living be used instead of SD? SD seems more relevant to developing countries.

Jay Hair: Move toward concept of sustainable societies. Sustainable livelihoods. It's a matter of semantics, but I do agree with the sense of the question, what we're really talking about is how to achieve sust society.

5) Touch Q's of redistribution of wealth - what happens when coal eclipsed by solar energy, how will PCSD deal w/ cult patterns like large families?

Rucklehaus: I'm not sure there is an answer. In B Commission, inherent in def. was some redistrib. in societies where differences btwn have and have nots are dramatic. Unless more equity is achieved, development is not sustainable.

Adams: Can't look at pop w/out looking at consumption, which is the equity issue we must look at.

6) Does the PCSD has a mechanism to ensure representation of future generations and their interests?

Michelle: Education. No reason why youth can't be represented on that one and certainly on some others as well.

JL: Implicit that equity means intergenerational.

7) Who will be responsible for continuity of Council's work, be resp. for legal, constitutional recommendations?

Buz: The last thing we want to see happen is that this falls off the cliff. We must discuss this w/ Admin and Congress.

8) How do you intend to involve scientists, local grass roots leaders, international leaders, computer networks?

Michelle: The point of dialogue groups is to allow for stakeholder participation, whatever form of outreach we choose.

Judith: Workplan outlines some of the ideas we have. What we want to do here today is to get more creative ideas on how to involve the diff. segments of society.

JL: One other point, we expect working gps will have expanded memberships incl people who aren't members of council.

9) Does the Council plan to put out a report?

Specific mandate is to make policy rec's to President. Should be made in a form that has broader impact. Great deal of interest in doing things in interim that go beyond production of mere reports.

Lay: backtrack quickly. Jobs, enviro, NAFTA. There have been a number of studies done that say best way to improve enviro is to improve standard of living. second, US jobs and enviro - w/ NAFTA, great need in Mexico will be power generation, which will provide jobs in US, come from companies like GE and Westinghouse. In most cases, we're replacing nat gas for oil and coal. so there are several ways NAFTA will increase jobs in US and improve enviro in Mexico

Finally, in many cities around world, have power projects built without experts - increasingly beg to build enviro concerns into formula, thereby improving the environment over what would otherwise be the case.

PUBLIC COMMENTS

1) Iowa City, co-chair citizen network on SD - Connections with public will make Council succeed. People will give you moral authority. Becomes real when people have info, access. We are your allies in creating political strength. Admin. has had 2 major efforts. PCSD and state dept failing b/c aren't bringing in citizens. We need an honest

- 1-pass resolution that all info will in timely way be put on econet conferences
- 2-take steps to take citizen's network to appt indiv's to serve on working gps
- 3-accept invite to hold mtg in Iowa - perhaps 1994 joint mts

over 300 org's, subst. pt of PCSD support - disappointed particp. of people outside is not a priority made real.

2) Internat'l solar energy - similar comments

really a wonderful opp to tap into diversity of NGOs, find out what activities and what forums, info from membership can input into Council directly. Council can apply directly - ex, renewable energy. we'd like you to open dialogue to NGOs, disseminating info, accepting and encouraging input.

3) grew up in small town in Mexico that doesn't exist anymore b/c mines shut down.

1-energy- look more aggressively at renewables, energy efficiency- eg, Texas demand for energy to increase drastically - opp's for creating jobs in US

2-energy efficiency - for eco-eff and energy task forces- part, network of utilities across cty that working toward energy eff, w/ poll prevention and improved quality - ex's in Iowa

-imp for rural econ development for states like Maine where timber employs so many people

3- small business; number of energy-eff org's like coalition for energy eff and renewable tech in Calif.

- other gps that could bring perspective of companies bringing new tech

-imp that market mechanisms be focussed upon

-Council should look at transition strategies for industry in distress eg, timber, mining that will be affected by SD.

4) Linda Stark - Indep. Consultant, free lance writer on SD

-endorse public linkages; never substitute firsthand experience. Brundtland Report - held mtgs around world. imp to get out, have longer mtgs. In BC, last 6 months met 4 times, 3-4 days each time.

Most interesting material came from public hearing. Quotes are scattered throughout book.

-Clarif. of roundtable information forum project; roundtables in Canada did outstanding job - put together a proposal funded by Hewlett Foundation - a little funding, will be going to other foundations, take one day info forums around to diff. states, to talk re: what Council is doing, and imp of SD - multi stakeholder forums. (WE all have stake in future)

5) Alexander Ferrill - UPenn

-caution against taking on too much, esp in definition, principles - SD at best a general guide to policies. Focus should be creation of guidelines to help indiv. task forces write own metrics. It should be possible to take metrics and judge against principles

-Q: #2 in energy efficiency - tech challenge is development of other energy sources, not getting most out of current. Implications of quote in int'l perspective, where leadership of U.S. is required? Tells them they shld develop using old methods.

So why is goal improving status quo, when real challenge is developing renewables?

6) Kathleen Gildred -

Congratulations and Thank you. We are all here b/c we are grateful and want to participate S. Calif - S Calif council on SD for LA. We hope efforts we're working on will contribute to what you're doing here. I see this is give and take info process we're developing; national level; state level

I rec that you rec to states and cities that they develop local, regional, state councils on SD. Need combo of pol leadership, industry, public. Multistakeholder process. We're making this up, there's no blueprint for SD, and we need to share our successes and lessons.

Rec to mayors, gov'rs, chambers of commerce, nat'l enviro gps - also, be source of info so it feeds processes at local level - ex, principles, goals, strategies.

Santa Monica developed resolution for sustainable community - was brought statewide in Calif - can do same nationwide

Develop compendium of programs that already exist so cities know where they can info in fed. gov't -incredible opp to catalyze national movement

7) Jack Morgan -

involvement-works for Public Tech Inc - noted earlier that Sec Labor isn't involved yet in panel - also, HUD and Transp aren't represented

representation of local gov't in this process - things happen at local level - so many initiatives have come from local communities

Again, need for greater participation, use of already existing networks, build upon what's already out there.

Broaden concept of community

8) Carl Hen- active concerned senior citizen from N Jersey

-most members seem to agree current system econ score keeping and decision making using only partial costs is rigged against enviro, full acctability for all stakeholders, and rigged against fairness. Are 26 members, last thing I'd rec is that you have 13 economists. But there are no economists. I raise the Q of confidence and credibility w/out representation of some brilliant economists like Herman Daly and Bob Costanza. I hope you will reinforce that input into your deliberations.

9) Kathleen Lithorse(?) - director Enviro Institute in college in Wisc

US and Canadian gp representing pulp and paper, scientists, tribes, local citizens, enviro gps, to advise gov'ts to restore and protect lake superior basin - also involved in public educ in enviro issues.

-emerging SD initiatives in Great Lakes area:

1 of most exciting is bottom up and top down approaches are coming together. nat'l leadership w/ energies of local communitites

-set of draft ecosystem objectives - principles and indicators for achievement of sustainability - cld be a model

-reserve as planning template for SD in that region

-local initiatives - goes through a number of them - transform economically distressed regions - seeking linkages w/ rest of Great Lake region

-resource mapping at college

-community leadership training

-seek to be pt of national dialogue, link Council to regional efforts

-gratitude and renewed hope at commitment Admin is making at nat'l effort of sust

10) Dr. Elizabeth Sartoris - indep biologist

Wishes all could seek council of one child, one indigenous elder for help. To remind us we aren't talking about resources for humanity, but about our mother.

communities as living systems - as Gore said.

b/c we haven't seen ourselves as living systems w/in living systems, we've put profits ahead of welfare of human beings and other species

new set of values is old set of indigenous peoples - health of all living communities at all levels.

National Summit in which we bring in elders and children, televise to talk about SD at all levels.

If we have new values, consider living systems, rel to other species, and have new acctg system, we can take on most imp. task in history of humanity.

SETTING THE PRIORITIES OF THE PCSD

2 or 3 major considerations:

- Is the overall direction approp given council's objectives?
- Overall, are the types of work being undertaken and nature of products appropriate?
- Can the work be accomplished in light of the Council's resources and staff

- Principles, goals and Def.
- Public linkage
- Sust Communities
- Energy
- Eco-Efficiency
- Nat. Resources.

Are there other issues the council members feel need to be addressed? sust agric, pop and consumption, global climate change, education

Ben Chavis - possible to have task force led by ea member of Council, and I'm concerned about that. Small # task forces, ID numerous issues that cut across all of them.

Michelle - Agenda 21 addresses all topics, in integrated manner and so could be a model in how PCSD approaches issues

Ehr added Agenda 21 to list of addit'l issues

4 issues that have come up during conversation, 6 existing working gps -

Carol: sust agric falls into 2 gps, eco-effic and nat resource management; both need to address agric. issues. Liaison gps should look at that more closely.

Ken Lay: Shouldn't add any more task forces than we absolutely need. Educ fits in w/ public linkage task force.

Judith: sust agric can be viewed in sustainable communities as well. Perhaps education should be a principle, but not separate and apart fm. public linkage

Jay Hair: of 4 issues, only one that requires new task force, is population and consumption.

Judith: on Agenda 21 issue, task forces need some direction on Agenda 21, get its hands on it. I would argue maybe we should look at setting it apart, or else each task force needs direction fm Council on how we're going to deal w/ it.

Michelle: Let task forces know time table of UN commission

Ehr: Maybe staff could collect some of that info, and get it to various task forces. IN Jan you could decide whether you wanted to appoint a separate gp.

So on population and consumption, ad-hoc gp to work btwn now and Jan, come back to full council w/ some kind of a recommendation.

Tim will need help of others

Ehr: Education - people comfortable w/it being subset of public outreach task force? Yes

Sust agric - is there anyone w/ prob of it being on the agenda? and 2, how to do it?

Jay Hair: clearly shld be addressed

JL: concerned that angle we've heard might leave us looking at pieces of sust ag w/out looking at overall agric policies - eg, impacts of commodity program related to agriculture, the most imp. issue - how to get comprehensive look at agric policy? Liaison gp must examine this.

Ehr: Liaison gp. will cover details

-Agenda 21 - have staff develop more info on Agenda 21, make sure task groups receive this info.

Adams: does global climate change issue demand similar response? Go beyond year 2000. I'd like to rec this issue be scoped out to figure out where it best fits. We can then decide what we want to do about it.

Carol: I agree

Adams worried that it will be left out.

Ehr: Other issues to be put on agenda?

Michelle: Biodiversity will be handled by nat resources?

Ehr: answer that when we go back through 6 major issues.

Back to 6 existing groups

(3 major questions to take into consideration, see above)

Principles and Goals: Council okay with keeping; offer of tie-in between public outreach and principles and goals in that there is an open dialogue between public and members.

Public Outreach: project to assist in principles and goals; what to do about offers of help, what should timing be, establish criteria (?);

WRuckel: uneasy with number of projects that we could take on to review. Time and resources and money to be devoted to project. What to rely on to advise the President. Very limited resources, and job is to advise.

Overwhelmed by watershed project and size of it.

Cautionary note: Brundtland Commission Report had huge global impact; we didn't have any projects. We resisted b/c we thought our role was to provide added def and advice to world on concepts of SD. President's Commission that preceded this one engaged in number of projects. Was difficult to pull them together and make any sense of them.

Suggestion we ought to experience what SD is all about rather than sponsor projects. Imp. of experiencing instances where SD has and hasn't occurred, see what elements of success are. Shouldn't abolish task forces, but not bite off more than we can chew. So I'd suggest we follow the advice of the Editor of the Brundtland Report and schedule time that we can experience together.

Michelle: The question is, do you want to work in partnerships w/ outhr gps to have broader outreach - more of quest for partnership to further invovlement of public. These are projects that provide for partnerships for outreach to public, not endorsement of part. criteria. Should we decide Yes, we want to work with them?

Carol: I have to say Bill has provided us with a way of getting our job done. It would be nice to use this gp. to do lots of demonst projects, but many take years to do and also v. expensive. There are also many

that are already going on that are working, by which we can learn and formulate advice to Pres w/out having to do it ourselves. Work of Liaison gp must fine tune all of this. I'd encourage to instruct them to be cautious in adoption of specific demonstration projects.

Judith: I'd like to echo that, but also say demon projects doesn't just mean tech applications, but projects on dialogue already going on, how there is a move toward sust communities, org around SD - recognize dialogue projects as pt of demonstration

Need to provide that public link, find way to encourage productivity and actions going on now in SD around our country.

Ehr: Ask public outreach group to develop criteria for input and outreach opportunities, put them into more specific strategy.

Michelle: So if we find out we have \$ to put this info on computer network tomorrow, we can do it.

Hair: Don't have info floating around that's preliminary and drafty - so maybe it's next stage we should put onto network.

ENERGY --

1) climate change

2) whether there should be education process as results to that issue -

JL: Not clear we'd come to closure on that or short term strategy vs. long term vision. Reason to have tutorial, bring in experts, develop long term vision.

Adams: Liaison member in favor of long term vision and tutorial to bring everybody up to date.

Michelle: energy cttee needs to have more members on it - for public, how will that happen and in what way?

JL: constraints under which we operate, we're not chartered to provide expenses to no PCSD members participating in committees, so unless we find other source of funding, we can't support participation. And we will continue search for expertise to serve.

Ehr: so we're taking long term spectrum, and we should develop a basic tutorial on what's available in terms of energy source and global climate change.

Adams: transportation should be included, too.

JL: Let your liaisons know which gps you want to participate in. We can do as much as we decide to do. The only limit is your limit. But it takes serious personal commitment. I make a plea for you to ID which you want to work on, and make personal and substantial staff commitment.

Buzz: What resources will it take for task forces to accomplish what they want

If task force successful, so what? JL and I have obligation to work w/ Admin to get that question answered. Last thing we want is to work hard, only to find we've missed the target.

Ehr: what you're also saying is there should be an overlay to all of these discussions -
-staff, resources
-are decisions in line w/ Council's goals

ECOEFFICIENCY

Ehr: No lingering issues

Michelle: transfer will be dealt w/ in this task force?

Natural Resources

Ehr: Q was not conceptual framework, but what kind of work is really being asked

Jay: should be changed to nat resource conservation and environmental protection

Ben: Where do econ q's fall into this? Each should be able to see where econ and enviro considerations come together.

Dick: Econ should be on equal footing. Clearly issues we were assigned involved this tension, is at root of project. Second, we did have ambitious approach toward involving many regions. There's an interest, acc to public comments, involving the various publics. If we're going to be responsive, this provides good opportunity. How many and how much of resource, the answer will be a lot of resources to do justice to task. The Q is matching up the resources.

Ben: How about Nat Resources, Conservation, Development and Environmental Protection.

Strong: econ benefit gained from human use of resource requires management. If we didn't have activities, wouldn't require management.

In areas of sust communities, overlap between resources and communities in areas of sust fisheries. there are communities that are literally fishing communities, sustain themselves w/ fisheries. I'd recommend that sust communities include sust fisheries.

Ehr: Can you live with name as Ben suggested?

Strong: I think it's a more thorough description.

Ehr: To summarize this part of agenda, framework is to proceed on each task force, staff memo developed, advise liaisons as to groups you wish to serve on. Jan: approval of principles.

Molly:

1-next mtg Thurs Jan 13. Dinner 12th, somewhere outside of D.C.

2-dates next 3 mts after: Mon Apr 18, Fri July 22, Fri October 28. 3-let liaisons know what your preferences are.

4-draft criteria on 25th member of council yet to be determined. (Pass out) We'd like your comments, from Council members and public.

Thank you all for a long exhausting day.

PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT

PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT

*Meeting #1
July 20, 1993*

Following are highlights of the first meeting of the President's Council on Sustainable Development held July 20, 1993, at the Thomas L. Kimball Conference Center, 1400 16th Street, N.W., Washington, D.C.

Council attendees (attachment A) and the meeting agenda (attachment B) are enclosed.

Opening Comments

Katie McGinty, Director, White House Office of Environmental Policy expressed both her personal enthusiasm, as well as the commitment of the President and Vice President, to make the Council an integral part of United States policy and an example of how policy can work. She shared examples of steps already being taken by the Administration, adding there is much more to do and she's eager to work with the Council.

Jonathan Lash, President, World Resources Institute; and Co-chair, President's Council on Sustainable Development, reported that there are currently 24 members and 2 ex-officio. He observed that many members share a sense of privilege and challenge about serving on this Council and an understanding that we must change the way we deal with the environment -- policies and the way that we make policy. He noted that we need to get beyond the battles of the last 20 years. Success cannot be expected with policies shaped always in the cauldron of conflict. This Council offers at least the opportunity to explore options that have been foreclosed by mistrust. It has a real chance to be innovative and proactive.

David Buzzelli, Vice President and Corporate Director of Environment, Health and Safety and Public Affairs, The Dow Chemical Company; and Co-chair, President's Council on Sustainable Development, expressed the need to focus on the practical implementation of sustainable development. To the public at large, this is a difficult concept with which to relate. The focus of today's meeting is on the work products of the Council -- to begin identifying the kinds of issues, projects and work you believe we should initiate. This will be an on-going discussion; the challenge today is to start this process. The Council needs to adjust to accommodate public input.

- Action:**
- *President to choose 25th member in next week or two.*
 - *Request for members' personal involvement and flexibility in scheduling to assure maximum attendance.*

Charter and Executive Order

Amended Charter and Executive Order establishing the President's Council on Sustainable Development were distributed to members. Minor amendments for both have already been filed, but neither impacts their substantive elements. Mr. Buzzelli commented that the charter gives a great deal of flexibility and freedom to the Council. It was noted that international elements in the July 12 draft have been deleted but that the Executive Order references international concerns. PCSD is encouraged to consider the international aspects of sustainable development issues.

- Action:*
- *Executive Order and Charter to be sent to members not in attendance.*

Time Line

Counselor Tim Wirth, Under Secretary for Global Affairs, U.S. Department of State, briefed the Council on time line recommendations. Under Agenda 21, countries agreed to a sustainable development course. Country progress reports will be submitted to the U.N. Commission on Sustainable Development beginning in June 1994. Also, in July 1992, the G-7 nations committed to their own sustainable development plans and had reaffirmed that commitment the week before. Thus the U.S. has two sets of commitments to develop a National Sustainable Development Strategy and clearly the world is looking for leadership. He requested that the Council discuss international responsibilities and commitments.

- Action:*
- *PCSD Staff will develop proposed process for working with State Department to aid in the preparation of a December 1994 report to the U.N. Commission on Sustainable Development.*
 - *Next meetings of the PCSD will be October 18, 1993 and January 13, 1994.*
 - *January 13 meeting may be outside Washington DC.*
 - *Co-chairs will schedule remaining meetings (for the next two years) within the next month.*

Funding

Ms. McGinty explained that the Council will be administered through the U.S. Department of Interior's "Take Pride in America" program, which can accept contributions from members and outside citizens. Cabinet members have committed staff support. In addition, private members also are making staff and other resource support available to the Council. FY93 budget is \$400,000 and the White House Office on Environmental Policy is pursuing FY94 funding from a variety of sources.

- Action:*
- *McGinty to confirm 1994 federal funding sources and amounts as soon as possible.*

Work Process of PCSD

Mr. Buzzelli outlined the Council's work process:

- Council decisions will be based on consensus. Occasions when members are asked to vote will be minimized.
- In addition to the direct involvement of members, PCSD staff liaisons will be called upon to guide and assist with Council work.
- If a member can't attend a PCSD meeting, the liaison should still attend but will not "replace" member as an active participant in the formal meeting.
- It is critical to PCSD's success that broad public involvement be sought out and that some meetings be held outside Washington, D.C.
- A summary record of each meeting will be sent to members, liaisons, and to Katie McGinty for submission to the White House. This summary also will serve as a public record of the meeting.

Action:

- *Summary report to be sent after each meeting.*
- *Members encouraged Council to actively consider communications outreach of meetings and processes.*

Welcoming Comments from Vice President Al Gore:

The Vice President expressed pleasant surprise at the size of the public attendance. He congratulated co-chairs Buzzelli and Lash for the "speedy and productive" beginning and for the outstanding Council membership. He said that this Council is the key forum in which the Administration will address the relationship between the economy and the environment. The work of this Council is the linchpin. By helping to pursue sustainable development and to develop a plan for economic progress that doesn't entail environmental destruction, he said this Council can enable the United States to play an essential role in bringing about new relationships between the environment and the economy. He said the Council is also about action. The Council can help define the country's interaction with the U. N. Commission on Sustainable Development and promote environmental leadership throughout the world.

He called upon everyone to participate fully and not to hold back. Each person is crucial, he added, and the diversity of the Council is indicative of the complexity of the issues. He challenged the Council to put to one side the cynicism and hopelessness that has paralyzed too many for too long. He added, "We're depending on you to show us the way." He thanked members for their service to the Council.

Staffing

The Council is in the process of interviewing for the Executive Director position and hopes to have that decision made in August. Four to five professionals will be hired with several additional support staff. PCSD also anticipates loaned executives from the members.

- Action:*
- *Co-chairs, their liaisons, and Katie McGinty will finish interviews and select Executive Director.*

Q&A

The Council heard and responded to several questions submitted in writing by the audience. Questions included how Council would work with various sectors, how budgets would be secured for projects, and requests to incorporate specific issues and existing coalitions within the Council's framework.

- Action:*
- *Questions will be catalogued and be made a part of the official meeting record.*

Preliminary Work Plan

Following the public sector comments, the Co-chairs asked Council members for their suggestions of what should be the focus of the work efforts.

The Co-chairs emphasized two points: (1) The short time period will necessitate prioritizing our work efforts and (2) once we agree on the near-term work priorities, we may add to that list as time and resources permit.

A discussion followed and a number of comments were made by Council members which covered a wide array of topics, thoughts and suggestions. Following are representative highlights of those comments:

- What does sustainable development mean in a contemporary, free-enterprise system in terms of economic, environmental and cultural considerations?
- It will be important to help the American public understand the "basics" of sustainable development. What does it mean for them?
- As we consider environmental equity in communities, it is important to include economic equity, as there are "third world" communities here in the United States.
- In designing the President's Award Program for Sustainable Development, we should include recognition for energy conservation/best practices.
- Our action strategy for each priority issue should include education, technology transfer and highlighting demonstration projects.

- It is important to look at incentives for achieving sustainable development objectives.
- We should consider the international aspects for each issue we work on in the Council.
- The Council should identify ways to develop a common knowledge base for critical issues.
- It is important to effectively acquire the input from, and communicate Council progress to the public sector. Consider using CNN, C-SPAN, electronic town hall meetings at community college sites and conducting meetings (full Council, partial Council, issue task forces) in various sectors of the United States.

John Ehrmann of The Keystone Center was asked to facilitate a discussion that resulted in the Council developing a list of issues they might include on their work agenda. They included:

1. Sustainable Communities
Equity, Environment/Economy and Health
2. Eco-efficiency/Pollution Prevention
Sustainable manufacturing processes
3. Biodiversity
Wetlands/watersheds
4. Transportation
5. Energy
6. Sustainable Agriculture
7. Greenhouse Gases
Measurements and Benefits
Policy
8. Tools for Achieving Sustainable Development
Full Cost Accounting
Market Incentives
Life Cycle Analysis
Total Quality Management
9. Fisheries
10. Population/Consumption
11. Coastal Resources and Development

12. Environmental Technology and Cooperation
13. Land Use
14. Food Safety
15. Issues and Relation to Economy
16. Trade and the Environment
17. Monetary Policy/Investment Strategies

The Council discussed and tentatively agreed to divide the Council's work into five activity areas:

- Determining principles, national goals and definition of sustainable development
- Identifying substantive areas of issue emphasis
- Carrying out public linkages, dialogue and education
- Establishing a President's Award for Sustainable Development
- Developing criteria for selecting demonstration projects

The Council agreed to create task forces in no more than six initial issue groupings, and requested the Council Liaison Committee to develop recommendations for the awards program and criteria for selecting demonstration projects.

- Action:*
- *Co-chairs to coordinate this process, and assure task forces are assigned within the next week.*

Public Comment

Fourteen individuals made official comments to the Council. Comments ranged from citing the need to include various sectors within the Council's horizon (children, retirees, animals, etc.) to offering support, enthusiasm and invitations to the Council and its members.

Closing Comments

- Action:*
- *Council members/liaisons were asked to complete survey of meeting effectiveness*
 - *Co-chairs thanked Jay Hair and the National Wildlife Foundation for sponsoring the meeting.*

Submitted by:

Jonathan Lash, President,
World Resources Institute;
and Co-chair, PCSD
Tel: 202/662-2555

David Buzzelli, Vice President and Corporate Director of
Environment, Health & Safety and Public Affairs, The
Dow Chemical Company; and Co-chair, PCSD
Tel: 517/636-1709

**PRESIDENT'S COUNCIL ON
SUSTAINABLE DEVELOPMENT**

**First Meeting
Tuesday, July 20, 1993
Washington, D.C.**

PARTICIPANTS

The Honorable Al Gore, Vice President of the United States

Katie McGinty, Deputy Assistant to the President and
Director of the White House Office of Environmental Policy

Council Members:

Richard Barth	President, Chairman and Chief Executive Officer, CIBA-GEIGY Corp., Ardsley, New York
Carol Browner	Administrator, U.S. Environmental Protection Agency
David T. Buzzelli (Co-Chair)	Vice President and Corporate Director of Environment, Health & Safety and Public Affairs, The Dow Chemical Company, Midland, Michigan
Benjamin F. Chavis, Jr.	Executive Director and Chief Executive Officer, National Association for the Advancement of Colored People (NAACP), Baltimore, Maryland
A. D. (Pete) Correll	President and Chief Executive Officer, Georgia- Pacific Corp., Atlanta, Georgia
Thomas Donahue	Secretary-Treasurer, AFL-CIO, Washington, DC
Judith Espinosa	Secretary of Environment, State of New Mexico, Santa Fe, New Mexico
Jay D. Hair	President and Chief Executive Officer, National Wildlife Federation, Washington, DC
Samuel C. Johnson	Chairman, S. C. Johnson & Son, Inc., Racine, Wisconsin

Fred Krupp	Executive Director, Environmental Defense Fund, New York City
Jonathan Lash (Co-Chair)	President, World Resources Institute, Washington, DC
Alida Rockefeller Messinger	Rockefeller Family and Associates, New York City
Hazel R. O'Leary	Secretary, U.S. Department of Energy
Michele Perrault	President, Sierra Club, San Francisco, California
William D. Ruckelshaus	Chairman and Chief Executive Officer, Browning- Ferris Industries, Inc., Houston, Texas
John Sawhill	President, The Nature Conservancy, Arlington, Virginia
Timothy Wirth (ex-officio)	Under Secretary for Global Affairs, U.S. Department of State

Council Members Not in Attendance:

John Adams	Executive Director, Natural Resources Defense Council, New York City
Bruce Babbitt	Secretary, U.S. Department of Interior
Ronald H. Brown	Secretary, U.S. Department of Commerce
Richard A. Clarke	Chairman, Pacific Gas & Electric Company, San Francisco, California
Kenneth T. Derr	Chairman and Chief Executive Officer, Chevron Corp., San Francisco, California
Mike Espy	Secretary, U.S. Department of Agriculture
Kenneth L. Lay	Chairman and Chief Executive Officer, Enron Corp, Houston, Texas
Theodore Strong	Executive Director, Columbia River Inter-Tribal Fish Commission, Portland, Oregon

PCSD Liaison Committee Members:

Marcia Aronoff	Deputy Director for Programs, Environmental Defense Fund, New York City
D. James Baker	Under Secretary for Oceans and Atmosphere, National Oceanic and Atmospheric Administration, U.S. Department of Commerce, Washington, DC
Frances Beinecke	Deputy Director, Natural Resources Defense Council, New York City
Ronald Curry	Deputy Secretary to the Environment Department, State of New Mexico, Santa Fe, New Mexico
Robert Fletcher	Vice President, Corporate Relations, CIBA-GEIGY Corp., Ardsley, New York
Dirk Forrister	Special Assistant for Policy, Office of the Secretary, U.S. Department of Energy, Washington, DC
Richard F. Goodstein	Director, National Government Affairs, Browning-Ferris Industries, Inc., Washington, DC
Wade Greene	Environmental Program Officer, Rockefeller Financial Services, New York City
Lynn Greenwalt	Special Assistant and Vice President, International Affairs, National Wildlife Federation, Washington, DC
David Harwood	Special Advisor to the Under Secretary for Global Affairs, U.S. Department of State, Washington, DC
Jane Hutterly	Vice President, Environmental and Safety Actions-Worldwide, S. C. Johnson & Son, Inc., Racine, Wisconsin
Glynn Key	Special Assistant to the Secretary, U.S. Department of Interior, Washington, DC
William J. Mulligan	Manager, Federal Relations, Chevron Corp., Washington, DC
Rudolph Oswald	Director, Department of Economic Research, AFL-CIO, Washington, DC
John Platt	Special Assistant to the Director, Columbia River Inter-Tribal Fish Commission, Portland, Oregon

Lee Thomas	Senior Vice President, Environmental and Government Affairs, Georgia-Pacific Corp., Atlanta, Georgia
Terence H. Thorn	Senior Vice President of Government Affairs and Public Policy, Enron Corp, Houston, Texas
Michael Vandenberg	Special Assistant to the Administrator, U.S. Environmental Protection Agency, Washington, DC
Larry Wallace	Counsellor to the Executive Director, NAACP, Washington, DC
Donna Wise (Co-Chair)	Vice President for Policy Affairs, World Resources Institute, Washington, DC
Ben Woodhouse (Co-Chair)	Director, Industry Issues and Affairs, The Dow Chemical Company, Midland, Michigan

PCSD Liaison Committee Members Not in Attendance:

James Lyons	Assistant Secretary for Natural Resources and Environment, U.S. Department of Agriculture, Washington, DC
J. Michael McCloskey	Chairman, Sierra Club, Washington, DC
Claude Poncelet	Manager, Corporate Environmental Quality, Pacific Gas & Electric Company, San Francisco, California
Russ van Herik	Vice President, Special Projects, The Nature Conservancy, Arlington, Virginia

Guests:

Carol Baudler	Vice President, Government Affairs, The Nature Conservancy, Arlington, Virginia
Judith Burrell	Special Assistant to the Secretary, U.S. Department of Transportation, Washington, DC

Terry D'Addio	Assistant to the Assistant Secretary for Natural Resources and Environment, U.S. Department of Agriculture, Washington, DC
Clare Doyle	Special Assistant to Assistant Secretary, U.S. Department of Housing & Urban Development, Washington
John Ehrmann (Facilitator)	Senior Vice President, The Keystone Center, Keystone, Colorado
Myles Flint	Acting Assistant Attorney General, U.S. Department of Justice, Washington, DC
Sherry Goodman	Deputy Under Secretary of Defense for Environmental Security, U.S. Department of Defense, Washington, DC
Mary-Clare Gumbleton	Special Assistant to the Secretary, U.S. Department of Education, Washington, DC
Mary Leslie	Associate Deputy Administrator for Business Development, Small Business Administration, Washington, DC
Peter Melhus	Director, Corporate Environmental Quality, Pacific Gas & Electric Company, San Francisco, California
Raymond Squitieri	Senior Economist, U.S. Department of the Treasury, Washington, DC

July 21, 1993

**PRESIDENT'S COUNCIL ON
SUSTAINABLE DEVELOPMENT**

**TUESDAY, JULY 20, 1993—9:00 AM-3:00 PM
THOMAS L. KIMBALL CONFERENCE CENTER
1400 16TH STREET, NW, WASHINGTON, D.C.**

9:00 AM	Welcome	Vice President Gore (invited)
9:30 AM	Opening Comments	D. Buzzelli J. Lash
9:45 AM	Discuss Charter, Time Line and Funding	J. Lash D. Buzzelli
10:15 AM	The Work Process of the PCSD	D. Buzzelli J. Lash
11:00 AM	Response to Questions Submitted by the Public	D. Buzzelli J. Lash
11:15 AM	Developing a Preliminary Work Plan of the PCSD: A Facilitated Roundtable Discussion	J. Lash D. Buzzelli J. Ehrmann
12:30 PM	Adjourn Meeting for Lunch	
1:30 PM	Selection of Initial Tasks and Work Assignments	J. Lash D. Buzzelli J. Ehrmann
2:15 PM	Wrap Up: • Future Meeting Dates • October Agenda • Feedback on Members' Perception of First Meeting	D. Buzzelli J. Lash
2:40 PM	Public Comment	J. Lash D. Buzzelli
3:00 PM	Adjourn	

7/13/93