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EARTH RESOURCES INSTITUTE

Fax Cover Sheet

To / Kurt Zinsally
Office of Environmental Policy

Pages Sent

9

Fax Number

456-2710

Date:

Oct 26 93

Sent At:

2:00

From Michael Holz

Additional Notes/Instructions

FYI

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EARTH RESOURCES INSTITUTE

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Arlington, Virginia 22209

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Keith Laughlin
Ass. Director of Sustainable Development
Office of Environmental Policy
The WhiteHouse

October 26, 1993

Dear Mr. Laughlin,

Earth Resources Institute has proposed to the PCSD Public Dialogue and Education Committee to develop an environmental education video production to inspire and familiarize people with the importance of the sustainable development concept to their economic and environmental future. I have spoken to Michelle Perrault, Judith Espinosa and Madelaine Kunin as well as many of the other PCSD members and liaisons including Katey McGinty and Kurt Zwally in your office and have established a broad support group for this concept. In keeping with a suggestion by Ben Woodhouse and Donna Wise the tone of the production follows the advisory mandate of the PCSD charter and can be used as an outreach tool for your task force, a dramatic visual tutorial for the entire PCSD on examples of existing sustainable projects and is suitable for award events. The production can introduce a series of more in depth treatments of the task force areas and can be updated in this way. This production falls within the PCSD charter and would be of immediate use to the PCSD as you begin the public outreach and dialogue process.

I sent the original proposal to OEP in August along with support letters from Jonathan Lash, Jay Hair and Brad Smith at EPA for this concept. Also included were letters recommending our most recent production "The Web of Life" which recently held it's Congressional Premiere at the Smithsonian and was introduced by Tim Worth and Tom Lovejoy and sponsored by six Senators.

Sponsorship for this environmental education video on sustainable development will be split between the corporate PCSD members or with Wade Green at Rockefeller Financial Services. I look forward to the possibility of working with you in realizing this concept. We can create an inspiring tool for the PCSD public outreach and dialogue and send a timely message to young people that we care about their future.

Sincerely,


Michael Hotz
Executive Director

CC Kurt Zwally

PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT

Public Linkage, Dialogue and Education Committee

The charter of the Public Linkage, Dialogue and Education Committee is to identify organizations and individuals who can help sustainable development principles to be brought into practice at all levels of society. The Committee is to propose an outreach/dialogue strategy that will enhance both participation and awareness of these organizations and individuals as proponents of economic growth and effective use of natural and cultural resources.

The Committee is co-chaired by Judith Espinosa, Secretary of the New Mexico Environment Department and Michele Perrault, President of the Sierra Club. Kenneth Lay, Chairman and CEO, Enron Corporation; Madeleine Kunin, Deputy Secretary, US Department of Education; and Keith Laughlin, Associate Director of Sustainable Development, White House Office of Environmental Policy are members of the Committee.

Overview

Any progress toward sustainable development requires conviction that how we behave always has consequences. Whatever we do today will shape the face of tomorrow's world. Developing an individual and public consciousness that acknowledges an irrefutable linkage between our behavior and resulting consequences depends upon several key factors:

- **Agendas and actions intended to further the cause of sustainability must evolve through collaborative planning and consensus building in which all segments of society are represented.**
- The PCSD must reach out to seek public input across all socio-economic groups to ensure that proper representation of the nation is included in its activities.
- Our global society must come to agree upon a working definition of sustainable development.
- The concepts of sustainable development must become as familiar as those now accepted for resource conservation through recycling.
- Familiarity with these concepts must foster acceptance and, with acceptance, the principles of sustainable development must manifest themselves in the everyday activity of every sector of society.

These factors must guide the PCSD's future action, for only through individual and collective commitment to these principles can significant and lasting progress be made.

Work Plan

Public Linkage and Dialogue

Establishing ties with the public can only be accomplished through dialogue. Dialogue fosters understanding, commitment and consensus -- all of which are prerequisites to significant change. Whereas there is no single best method for establishing public linkages and dialogue, an enduring and strong process can be rooted in early-on, collaborative planning. Planning that unites federal, state and local governments with effective public participation can produce an action agenda with sufficiently broad support to ensure its implementation. Anything short of real, day-to-day dialogue among all sectors of our society will hobble real progress toward achieving sustainable development.

The PCSD should not try to establish itself as the authority on sustainable development, but should encourage fresh approaches to meaningful dialogue. Serving as a catalyst for local agendas, facilitating the flow of information, and providing a central point for information dissemination is more properly the role of the PCSD. To this end, the following list is intended only as representative of actions that might be encouraged by the PCSD.

- Organize a series of "town meetings" around the country for the express purpose of discussing local concerns to be reflected in any national sustainable development agenda. These can feature:
 - ▶ Assembly of a diverse array of people, i.e., from neighborhood associations to business persons, chambers of commerce to clergy, environmental and grassroots activists to academics. The meetings should be well-planned, promoted by the White House and should focus on requesting public input on practical applications of the sustainable development concept.
 - ▶ Attendance by members of the PCSD as part of a conscious effort to retain local sensitivity and direction. There is never a substitute for first-hand experience.
- Promote the Presidential Sustainable Development Award that recognizes outstanding sustainable development achievements by individuals and groups. The award process will be implemented through the PCSD Committee process. The Public Linkage, Dialogue and Education Committee will play a role in creating national interest and prestige for the award. The Committee should also identify other existing environmental award programs in governmental agencies, to ensure close coordination.
- Ensure that the PCSD's range of vision includes global issues and international concerns. There must be a commitment to a "think globally, act locally" orientation.

- Create mechanisms for the PCSD and others to link with international forums whose interests are related to sustainable development. Establishment of such linkages may be through participation in follow-on meetings and events resulting from such things as the United Nations Rio de Janeiro meeting, Earth Day, etc.
- State and local governments play a vital role in matters of sustainable development. In recognition of this role, we recommend that PCSD policy include on subcommittees and other PCSD action groups representatives from state and local governments as well as those from grass roots interest groups.
- Design and conduct a national campaign of low-key, unpretentious public service announcements on radio and television that emphasize the importance of sustainable development and how achieving sustainable development objectives does result in a "zero sum game." Other devices for information dissemination and advocacy include news releases, newsletters and other communications that can be released via "electronic media."
- Stay in close touch and work with organizations whose activities are related to sustainable development issues because they can be a rich resource for new ideas and approaches. This may include PCSD member attendance at meetings and roundtables whose focus is upon sustainable development issues. While the Council's activities may be reported at these meetings, the most important function will be served through accepting input from others. The PCSD must clearly establish itself as an entity that both listens to and promotes ideas of excellence, regardless of their origin. The Committee recommends no restrictions regarding the models for roundtables which may be considered.
- Establish a subcommittee whose express purpose is to devise methods for creating ties to academic and scientific communities, to assist in assuring the basis of sustainable development on an ongoing basis.
- Establish a national network of "Dialogue Groups" whose voluntary members are representative of those who are stakeholders in sustainable development. These groups can meet on a regular schedule to discuss the development of objectives, and the advancement of actions that move us closer to our sustainable development goals. Modern communication technologies will find useful application to draw Dialogue Groups in different parts of the nation closer to one another with a continuing focus on consensus building.

The Dialogue Group concept can embody several key principles. For example:

- ▶ Operational funding can be participatory through real and in-kind support of local origin.

- ▶ Implementation of local action agendas that correspond to local needs and capabilities can be strongly encouraged and supported. After all, there is no single national or global action that applies to all situations.
 - ▶ National policy must be built from "the ground up" and not be decreed by the PCSD. This will require careful and balanced consideration of all national issues by each of the Dialogue Groups.
-
- PCSD members should seek a place on the agenda for national meetings of groups such as the National Governors' Association, Western Governors' Association, National League of Cities, National Association of Counties, as well as national trade groups as a means of soliciting resolutions from these groups in support of sustainable development initiatives.
 - Promote the applications of electronic media (e.g., computer bulletin boards, publicly accessible data bases) and determine a course of action for implementation of contemporary communications systems. Electronic media may serve as an interactive and immediate forum for important sustainable development issues and can provide feedback links to the PCSD from the information consumer.
 - Establish a formal feedback system that assures PCSD/government responsiveness to the proposals, questions, letters, and other issues posed by any individual or group. This system may take the form of a "clearinghouse" whereby all responses may be shared with a broad-based audience. Longevity beyond a particular administration can be ensured by recruiting a long-term sponsor (thereby obviating a need for federal spending).
 - Develop criteria for outreach to ensure the best use of available resources. The Committee should explore the use of new technologies such as teleconferencing and videoconferencing as methods of obtaining input at lower cost.

Education

This nation's educational institutions have perhaps more power to shape a positive national attitude toward sustainable development than any other component of our society. Our educational institutions play an important role in our technological readiness for the economies of the future. They must also teach us to adapt our present needs with concern for future generations. Students must be made keenly aware that all behavior has its consequences and that sustainable development cannot be left to chance. Actions favoring sustainable development must be planned for, encouraged and adopted across the board.

As with the establishment of public linkages and dialogue, the proper role of the PCSD is as an advocate for sustainable development rather than as the sole creator of the process. Possible Council activities include:

- Educational resources of many federal entities can be inventoried to identify activities/materials/programs that are pertinent to matters of sustainable development. This information can then be used to coordinate efforts so that policies of sustainable development are consistently espoused.
- Working closely with groups such as the Children's Television Workshop and other producers to incorporate sustainable development ideas into programs such as "Sesame Street" and "Mister Rogers' Neighborhood." Tapping the writing creativity associated with these programs could teach enduring positive attitudes toward sustainable development concepts.
- Encourage educational institutions of all levels to play a role in developing and implementing curricular materials to teach concepts and develop appreciation of sustainable development. Just as environmental awareness has found its way into a variety of subjects, so must the issues of sustainable development find a place in civics, history, mathematics and other traditional content areas.
- Advocate a program for establishing a broad educational framework whereby sustainable development concepts are brought together across educational strands.
- Prepare a 3-5 minute, multilingual video for distribution to schools around the country. This video can provide a simple and basic outline of sustainable development and the role it should play in our everyday lives. Focus should be on how students can incorporate sustainable development activities into their daily activities. Importantly, the PCSD should assess already available materials for possible adaptation or adoption.

Regardless of the specific actions taken by the PCSD, there must be high priority placed upon informing the younger generation of society's need for definitive policies and practices to promote sustainable development. This investment must be considered long term with its attainment only capable of being judged over perhaps 25 years. Its importance, though, cannot be overstated.

Actions

The Committee recommends the Council discuss the above proposed projects and prioritize them if necessary, and that member agencies or organizations consider funding them.

The Public Linkage, Dialogue and Education Committee requests feedback on how it can best support the activities of the PCSD and its Committees.

The Committee recommends that the Council clarify areas in which it is seeking public comment, assist the Committee in setting criteria to accept public comment, and set timelines for public input.

The Committee requests guidance on how public linkage and dialogue efforts will be financed, particularly to ensure participation from lower-income groups who might otherwise be excluded.

The Council should establish standard criteria against which proposals received by the PCSD may be evaluated consistently and fairly. Already the Council has received a number of recommendations for projects, products and activities (see enclosed list). These criteria should also address the potential uses/benefits of the proposal. Deserving special attention is the issue of identifying already existing resources to avoid unnecessary duplication while still encouraging fresh approaches.

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PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT Public Linkage, Dialogue and Education Task Force

The charter of the Public Linkage, Dialogue and Education Task Force is to identify audiences who can help move the residents of Planet Earth toward practices that further sustainable development. Further, this Task Force is to propose an outreach/dialogue strategy that will enhance both awareness and participation of these audiences as proponents of responsible behavior toward continued environmental and economic preservation.

The Task Force is co-chaired by Judith Espinosa, Secretary of the New Mexico Environment Department and Michele Perrault, President of the Sierra Club. Kenneth Lay, Madeleine Kunin and Curtis Lowry are members of the Task Force.

*For
Michele Perrault
Curtis Lowry
Kenneth Lay*

Overview

Any progress toward sustainable development requires conviction that how we behave always has consequences. Whatever we do today will shape the face of tomorrow's world. Molding individual and public consciousness that acknowledges an irrefutable linkage between our behavior and resulting consequences depends upon several key factors:

1. Our global society must come to agree on a working definition of sustainable development.
2. The concepts of sustainable development must become as familiar as those now accepted for resource conservation through recycling.
3. Familiarity with these concepts must foster acceptance and, with acceptance, the principles of sustainable development must manifest themselves in the everyday activity of every sector of society.
4. Agendas and actions intended to further the cause of sustainability must evolve through collaborative planning and consensus building in which all segments of society are represented.

These factors must guide PCSD's future action, for only through individual and collective commitment to these principles can significant and lasting progress be made.

DRAFT

Work Plan**Public Linkage and Dialogue**

Establishing ties with the public can only be accomplished through dialogue. Dialogue fosters understanding, commitment and consensus, all of which are prerequisites to significant change. Whereas there is no single best method for establishing public linkages and dialogue, an enduring and strong process can be rooted in early-on, collaborative planning. Planning that unites federal, state and local governments with effective public participation can produce an action agenda with sufficiently broad support to ensure its implementation. Anything short of real, day-to-day dialogue among all sectors of our society will hobble real progress toward achieving sustainable development. An example of how working with another entity (The Sustainability Project) can be profitable is attached.

should not try to
The PCSD ~~cannot~~ establish itself as the authority on sustainable development, but should encourage fresh approaches to meaningful dialogue. Serving as a catalyst for local agendas, ~~coordinating~~ the flow of information, and providing a central point for information dissemination is more properly the role of the PCSD. To this end, the following is intended only as representative of actions that might be encouraged by the PCSD. *FACILITATING*

1. Organize a series of "town meetings" around the country for the express purpose of discussing local concerns to be reflected in any national sustainable development agenda. These can feature:
 - A. Assembly of a diverse array of people, i.e., from neighborhood associations to business persons, chambers of commerce to clergy, environmental and grassroots activists to academics. The meetings should be well-planned, promoted by the White House and should focus on requesting public input on practical applications of the sustainable development concept.
 - B. Attendance by members of the PCSD as part of a conscious effort to retain local sensitivity and direction. There is never a substitute for first-hand experience.
2. Promote the Presidential Award for Environmental Excellence campaign that recognizes outstanding sustainable development achievements. The award process will be implemented through the existing program for National Environmental Achievement Awards. The role of this Task Force will be to create national interest and prestige for this award as a way to stimulate innovative action.

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3. Design and conduct a national campaign of low-key, unpretentious public service announcements on radio and television that emphasizes the importance of sustainable development and how achieving sustainable development objectives does result in a "zero sum game."
4. Stay in close touch and work with organizations whose activities are related to sustainable development issues because they can be a rich resource for new ideas and approaches. This may include PCSD member attendance at meetings and roundtables whose focus is upon sustainable development issues. While the Council's activities may be reported at these meetings, the most important function will be served through accepting input from others. The PCSD must clearly establish itself as an entity that both listens to and promotes ideas of excellence, regardless of their origin. *highly*
5. Establish a national network of "Dialogue Centers" whose membership represents all those who are stakeholders in sustainable development. Dialogue Centers, in turn, will share close and frequent communication regarding problem identification, development of objectives, and the advancement of actions that move us closer to our sustainable development goals. Modern communication technologies will find useful application to draw Dialogue Centers closer to one another with a continuing focus upon consensus building.

The Dialogue Center concept can embody several key principles. For example:

- A. Operational funding can be participatory through real and in-kind support of local origin.
 - B. Implementation of local action agendas that correspond to local needs and capabilities can be strongly encouraged and supported. After all, there is no single national or global action that applies to all situations.
 - C. National policy must be built from "the ground up" and not be decreed by the PCSD. This will require careful and balanced consideration of all national issues by each of the Dialogue Centers.
6. PCSD members should seek a place on the agenda for national meetings of groups such as the National Governors' Association, Western Governors' Association, National League of Cities, National Association of Counties, as well as national trade groups as a means of soliciting resolutions from those groups in support of sustainable development initiatives.

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7. Promote responsible corporate endorsement of programs to enhance sustainable development (along with corporate participation with information dissemination programs through advertising).

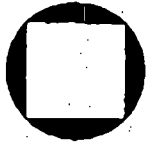
Education

This nation's educational institutions have perhaps more power to shape a positive national attitude toward sustainable development than any other component of our society. Our educational institutions play an important role in our technological readiness for the economies of the future. They must also teach us to adapt our present needs with concern for future generations. Students must be made keenly aware that all behavior has its consequences and that sustainable development cannot be left to chance. Actions favoring sustainable development must be planned for, encouraged and adopted across the board. As with the establishment of public linkages and dialogue, the proper role of the PCSD is as an advocate for sustainable development rather than as the sole creator of the process. Possible Council activities include:

1. Working closely with groups such as the Children's Television Workshop and other producers to incorporate sustainable development ideas into programs such as "Sesame Street" and "Mister Rogers' Neighborhood." Tapping the writing creativity associated with these programs could teach enduring positive attitudes toward sustainable development concepts.
2. Encourage educational institutions of all levels to play a role in developing and implementing curricular materials to teach concepts and develop appreciation of sustainable development. Just as environmental awareness has found its way into a variety of subjects, so must the issues of sustainable development find a place in civics, history, mathematics and other traditional content areas.
3. Prepare a 3-5 minute video for distribution to schools around the country. This video can provide a simple and basic outline of sustainable development and the role it should play in our everyday lives. Focus should be on how students can incorporate sustainable development activities into their daily activities.

Regardless of the specific actions taken by the PCSD, there must be high priority placed upon informing the younger generation of society's need for definitive policies and practices to promote sustainable development. This investment must be considered long term with its attainment only capable of being judged over perhaps 25 years. Its importance, though, cannot be overstated.

THE SUSTAINABILITY PROJECT



To: Judy Espinosa, Member, President's Council on Sustainable Development
From: Stan Euston, Director, The Sustainability Project
Subject: Report on Citizen Involvement in the Work of the President's Council on Sustainable Development

October 3, 1993

Attached is the final report from The Sustainability Project's September 2-3 workshop. This report includes recommendations to the PCSD for a very strong citizen voice in the work of the Council. Furthermore, it suggests how this can be accomplished in an effective and efficient manner through use of a **collaborative planning model**.

This model involves use of planning techniques and approaches to alter decision-making to achieve the goal of sustainability. It envisions a constant interaction between the PCSD and non-governmental, community, and state sustainability efforts. It foresees development of strategies for sustainable development arising from both value-oriented principles and from data and analysis on the national and global threats to a sustainable future. These value oriented principles must be heavily weighted to citizen efforts; they cannot be announced from "on high". At the same time, only a national body such as the PCSD is in a position to develop, collate and analyse the mass of data needed to understand our predicaments.

Collaborative planning will utilize every resource and perspective to its fullest to arrive at the most effective strategies for sustainability. It sees the sustainability challenge as too big for any one entity, and aims for agreements as to what level and what sector will make what contribution to the big picture of planning and implementing sustainability. This collaborative model is a sound and business-like approach for bringing the ideas, experience and energy of citizens and citizens groups into the work of the PCSD.

The model we propose has been successfully used in specific situations. What is needed is a rapid but thorough analysis of its prior use, and development of the model for use by the Council. The Sustainability Project is prepared to work with the PCSD as a non-profit consultant or contractor, or through a demonstration grant to perform these tasks. Through our national network, we bring to the job in depth, on the ground experience in citizen involvement, strategic planning, environmental and economic planning, and in collaborative regional planning. We look forward to working further with you, and with your committee and the Council in these efforts.

**CITIZEN INVOLVEMENT IN THE PRESIDENT'S COUNCIL ON
SUSTAINABLE DEVELOPMENT: A PROPOSED MODEL**
SUBMITTED BY THE SUSTAINABILITY PROJECT, OCTOBER 3, 1993

INTRODUCTION

On September 2 and 3, 1993, a group of some 30 individuals from across the country met in Santa Fe, N.M. to discuss strategies for citizen involvement in the work of the PCSD. During two days of intensive, facilitated interaction, participants were asked to contribute through their role as *citizens* -- citizens who were vitally concerned about the future of the nation and the planet. The workshop focused on two issues: how can citizens contribute to the success of the PCSD, and reciprocally, how can the Council contribute to mobilizing the kind of inclusive public involvement that is essential to move toward a sustainable society? The workshop recommendations were circulated to a wider audience for review and comment. The results include: a set of *principles* that propose the parameters for citizen involvement with the PCSD; proposed *roles* for both the PCSD and citizens and citizen groups; and the outlines of a *collaborative planning model* that we believe holds great promise for use by the PCSD.

PRINCIPLES

- (1) Progress toward a sustainable society requires an unprecedented civic dialog among all sectors of society. The societal and institutional changes necessary to achieve sustainability must, in the end, proceed from the experience, commitment and action of citizens in every walk of life. **Citizen Involvement is thus not an "extra" but is at the very heart of the mission of the PCSD.**
- (2) **Citizen participation must include every segment of society.** The PCSD must strive to understand the diverse cultural and community values that can contribute to a sustainable society.
- (3) **Citizens and citizen group representatives must be full partners with the PCSD in setting the larger national agenda for sustainable development.**
- (4) **A system of accountability should be built into all plans for PCSD public participation.** The Council needs to assure itself and the public that this participation is broadly representative, inclusive and meaningful through some formal means of accountability.
- (5) **"Citizens", including members of the Council itself, should participate in PCSD programs primarily as members of the commonweal -- as citizens of their locality, the nation and the world -- in addition to any other role they may play.**

ROLES

The Santa Fe Workshop arrived at the concept of reciprocity between the Council and citizens and citizens groups. The following is a citizens' perspective on the balance of roles between the Council and its citizen constituency

Roles of the Council

(1) The Council should actively support in meaningful and concrete ways -- through demonstration projects and other means -- a diversity of community-based processes of citizen involvement that are directed at sustainability. These "community-based processes" (including non-governmental, local, state and regional efforts) are at the heart of any participatory approach to achieving sustainability. The Council should thus form inclusive partnerships with a diverse array of citizen groups throughout the country.

(2) The Council should develop -- in collaboration with community-based sustainability efforts of all kinds -- principles of sustainability that consider the "big picture" both nationally and globally. These principles must be based not only on comprehensive analysis of the *data*, but also equally importantly on *values* that transcend the present and give significant weight to the future. The analysis of these values should rely substantially on community-based citizen input.

(3) The Council should develop baseline data and analysis on the current "state of sustainability", and should develop scenarios that inform citizens of the consequences to sustainability of alternative courses of both public and private action. This data and analysis should be in a format that is immediately useful and accessible to citizens and community-based sustainability efforts throughout the country.

(4) The Council should provide vigorous leadership and advocacy on sustainability, including leadership toward making the Federal government -- as the world's largest purchaser of goods and services, as manager of millions of acres of land, and as the focus of institutional change -- a model of sustainability.

Roles of Citizens and Citizen Groups

(1) Citizen groups will identify, develop, implement and evaluate successful and innovative models for community-based processes aimed at sustainability. These processes, in addition to guiding localities, states and regions along the path to sustainability, will provide essential ideas and information to national efforts to develop principles of sustainability and to move public and private decision making toward sustainability.

(2) Citizen groups will suggest guidelines and benchmarks for evaluating the Council's progress, both substantively and in terms of citizen involvement.

(3) Citizen groups will assist in the evaluation of demonstration projects sponsored by the Council.

(4) Citizen groups will evaluate their own operations to ensure a broad base of views on sustainability, and will act to stimulate effective communication and cooperation among themselves.

PLANNING FOR SUSTAINABILITY: A COLLABORATIVE MODEL

The above principles and roles for citizen participation lead naturally to the idea of collaborative planning involving the PCSD, a wide range of local, state and community based non-governmental organizations, and Federal, state and local agencies.

Planning, of course, has been institutionalized at the local level for years, and sporadically at the state and regional level. But the outcome of much of this planning has been, at best, marginal. The infusion of the *goal of sustainability* into planning at all levels and of all types can revitalize the planning process. And a revitalized planning process provides perhaps the best vehicle now available for influencing in a consistent manner the transition toward sustainability.

Planning processes can provide a structured format for: (a) factoring the values of a sustainable future into current decision making; (b) gaining a synoptic and comprehensive picture of the economic, economic and social systems that influence sustainability; (c) critically evaluating alternative means to move societal systems toward sustainability; and (d) bringing diverse interests to the table in formats conducive to inclusive agreements.

This paper proposes a collaborative model for sustainability planning. Collaboration means that different levels (e.g., community, state, regional and national) and different sectors (e.g., manufacturing, agriculture) agree to a "division of labor" for planning and implementation of sustainability programs. Yet within this system of agreed to responsibilities, there is a constant flow of information, and a highly refined sense of "referral" that transposes information and decisions from one level to another as a matter of course. Thus, as community-based programs develop approaches to the issue of values for sustainability, or as the manufacturing sector advances new approaches to waste reduction, other levels and sectors will incorporate (or at least seriously consider) these findings into their sustainability planning. Information and decisions will thus be networked throughout the entire "sustainability planning and implementation system", resulting in a truly collaborative and citizen driven effort for changing the direction of all facets of society toward a sustainable future.

Collaborative planning is not new to public policy, but its use in an area as broad and as crucial as sustainability will require a sustained effort to develop and clarify the collaborative planning model, and to try multiple experiments at implementing the model. The PCSD is in a key position to orchestrate the use of this model in the area of sustainability. In fact, it can be argued that the collaborative planning model is the *only* approach to the work of the PCSD in developing national strategies for

sustainable development that will result in success. A top down, hierarchal, expert oriented approach is doomed to failure, and will be swamped by the real world of vying interests, demands for citizen access, and the ultimate failure of irrelevance to the lives and experience of everyday people.

Several examples of successful collaborative models were cited at the Santa Fe Workshop. While none of the examples exactly fits the sustainability imperative, they are helpful in understanding certain facets of a nationwide effort at collaborative planning for sustainability, an effort in which on-the-ground citizen ideas will influence every part of the process. These examples include: the process for developing the Public Health Service's "Promoting Health/Preventing Disease: Objectives for the Nation" (1980), which has had substantial impact on planning for health services in the nation, and which used a planning format that gave a central role to on-the-ground practitioners for developing national objectives; models used over a period of years by the Soil Conservation Service in which national conservation goals are developed and implemented through a locally oriented process; a number of regional planning experiences in which citizen groups have had major participatory roles; and several recent inter-agency planning agreements that focus resource planning on bioregions. The Round table model being used in Canada, and now being experimented within the U.S., has clear relevance to the collaborative planning model, especially the experiences of those provinces such as British Columbia where government has not played a dominant role.

In summary, the collaborative planning model aims to use every possible resource, idea and constituency in developing solid strategies and plans to achieve sustainability. It provides the essential and sobering perspective of the national and global picture to communities and regions, and it fosters a feedback from these levels to national and international efforts. It uses government, but government is only one partner in the giant effort to move to a sustainable society. It is inclusive in its participation, but at the same time structured and business-like in its approach to the issues and to decision making.

Much thinking and experimentation needs to be done to make this model fully operational. The PCSD, as it develops its agenda and as it effects its citizen involvement programs, should make the development and implementation of the collaborative planning model a major priority.

Prepared by The Sustainability Project
Stanley R. Euston, Director
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Santa Fe, NM, 87505

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JUDITH M. ESPINOSA
SECRETARY

RON CURRY
DEPUTY SECRETARY

10/7 10:10

Keith,
Here's the new draft.
The made all of yr changes
except one which I will mention
again. They also made some
additions that came out of the call. They're
looking to finalize it didn't. I have told them
we will be sending some comments.
LCZ

MEMORANDUM

TO: PUBLIC LINKAGE, DIALOGUE AND EDUCATION COMMITTEE MEMBERS

FROM: JUDITH M. ESPINOSA

DATE: OCTOBER 6, 1993

Enclosed is a second draft of the Committee report based on this morning's Conference Call.

Please let me know if you have further changes before I finalize the document.

Thank you.

DRAFT

PRESIDENT'S COUNCIL ON SUSTAINABLE DEVELOPMENT
Public Linkage, Dialogue and Education Committee

The charter of the Public Linkage, Dialogue and Education Committee is to identify organizations and individuals who can offer input to the President's Council on Sustainable Development and can help move residents of Planet Earth toward practices that further sustainable development. Further, this Committee is to propose an outreach/dialogue strategy that will enhance both awareness and participation of these organizations and individuals as proponents of responsible behavior toward continued environmental and economic preservation.

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- The PCSD must reach out to seek public input across all socio-economic groups to ensure that proper representation of the nation is included in its activities.
- Our global society must come to agree upon a working definition of sustainable development.
- The concepts of sustainable development must become as familiar as those now accepted for resource conservation through recycling.
- Familiarity with these concepts must foster acceptance and, with acceptance, the principles of sustainable development must manifest themselves in the everyday activity of every sector of society.

These factors must guide the PCSD's future action, for only through individual and collective commitment to these principles can significant and lasting progress be made.

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Work Plan

Public Linkage and Dialogue

Establishing ties with the public can only be accomplished through dialogue. Dialogue fosters understanding, commitment and consensus -- all of which are prerequisites to significant change. Whereas there is no single best method for establishing public linkages and dialogue, an enduring and strong process can be rooted in early-on, collaborative planning. Planning that unites federal, state and local governments with effective public participation can produce an action agenda with sufficiently broad support to ensure its implementation. Anything short of real, day-to-day dialogue among all sectors of our society will hobble real progress toward achieving sustainable development.

The PCSD should not try to establish itself as the authority on sustainable development, but should encourage fresh approaches to meaningful dialogue. Serving as a catalyst for local agendas, facilitating the flow of information, and providing a central point for information dissemination is more properly the role of the PCSD. To this end, the following list is intended only as representative of actions that might be encouraged by the PCSD.

- Organize a series of "town meetings" around the country for the express purpose of discussing local concerns to be reflected in any national sustainable development agenda. These can feature:
 - ▶ Assembly of a diverse array of people, i.e., from neighborhood associations to business persons, chambers of commerce to clergy, environmental and grassroots activists to academics. The meetings should be well-planned, promoted by the White House and should focus on requesting public input on practical applications of the sustainable development concept.
 - ▶ Attendance by members of the PCSD as part of a conscious effort to retain local sensitivity and direction. There is never a substitute for first-hand experience.
- Promote the Presidential Sustainable Development Award that recognizes outstanding sustainable development achievements by individuals and groups. The award process will be implemented through the PCSD Committee process. The Public Linkage, Dialogue and Education Committee will play a role in creating national interest and prestige for the award. The Committee should also identify other existing environmental award programs in governmental agencies, to ensure close coordination.
- Ensure that the PCSD's range of vision includes global issues and international concerns. There must be a commitment to a "think globally, act locally" orientation.

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- new → • Create mechanisms for the PCSD and others to link with international forums whose interests are related to sustainable development. Establishment of such linkages may be through participation in follow-on meetings and events resulting from such things as the United Nations Rio de Janeiro meeting, Earth Day, etc.
- State and local governments play a vital role in matters of sustainable development. In recognition of this role, we recommend that PCSD policy include on subcommittees and other PCSD action groups representatives from state and local governments as well as those from grass roots interest groups.
- Design and conduct a national campaign of low-key, unpretentious public service announcements on radio and television that emphasize the importance of sustainable development and how achieving sustainable development objectives does result in a "zero sum game." Other devices for information dissemination and advocacy include news releases, newsletters and other communications that can be released via "electronic media."
- Stay in close touch and work with organizations whose activities are related to sustainable development issues because they can be a rich resource for new ideas and approaches. This may include PCSD member attendance at meetings and roundtables whose focus is upon sustainable development issues. While the Council's activities may be reported at these meetings, the most important function will be served through accepting input from others. The PCSD must clearly establish itself as an entity that both listens to and promotes ideas of excellence, regardless of their origin. The Committee recommends no restrictions regarding the models for roundtables which may be considered.
- new → • Establish a subcommittee whose express purpose is to devise methods for creating ties to academic and scientific communities, to assist in assuring the basis of sustainable development on an ongoing basis.
- Establish a national network of "Dialogue Groups" whose voluntary members are representative of those who are stakeholders in sustainable development. These groups can meet on a regular schedule to discuss the development of objectives, and the advancement of actions that move us closer to our sustainable development goals. Modern communication technologies will find useful application to draw Dialogue Groups in different parts of the nation closer to one another with a continuing focus on consensus building.

The Dialogue Group concept can embody several key principles. For example:

- Operational funding can be participatory through real and in-kind support of local origin.

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- ▶ Implementation of local action agendas that correspond to local needs and capabilities can be strongly encouraged and supported. After all, there is no single national or global action that applies to all situations.
- ▶ National policy must be built from "the ground up" and not be decreed by the PCSD. This will require careful and balanced consideration of all national issues by each of the Dialogue Groups.

- Establish standard criteria against which proposals received by the PCSD may be evaluated consistently and fairly. Already the Council has received a number of recommendations for projects, products and activities (see enclosed list). These criteria should also address the potential uses/benefits of the proposal. Deserving special attention is the issue of identifying already existing resources to avoid unnecessary duplication while still encouraging fresh approaches.
- PCSD members should seek a place on the agenda for national meetings of groups such as the National Governors' Association, Western Governors' Association, National League of Cities, National Association of Counties, as well as national trade groups as a means of soliciting resolutions from these groups in support of sustainable development initiatives.
- Promote the applications of electronic media (e.g., computer bulletin boards, publicly accessible data bases) and determine a course of action for implementation of contemporary communications systems. Electronic media may serve as an interactive and immediate forum for important sustainable development issues and can provide feedback links to the PCSD from the information consumer.
- Establish a formal feedback system that assures PCSD/government responsiveness to the proposals, questions, letters, and other issues posed by any individual or group. This system may take the form of a "clearinghouse" whereby all responses may be shared with a broad-based audience. Longevity beyond a particular administration can be ensured by recruiting a long-term sponsor (thereby obviating a need for federal spending).
- Develop criteria for outreach to ensure the best use of available resources. The Committee should explore the use of new technologies such as teleconferencing and videoconferencing as methods of obtaining input at lower cost.

Education

This nation's educational institutions have perhaps more power to shape a positive national attitude toward sustainable development than any other component of our society. Our educational institutions play an important role in our technological readiness for the economies of the future. They must also teach

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us to adapt our present needs with concern for future generations. Students must be made keenly aware that all behavior has its consequences and that sustainable development cannot be left to chance. Actions favoring sustainable development must be planned for, encouraged and adopted across the board.

As with the establishment of public linkages and dialogue, the proper role of the PCSD is as an advocate for sustainable development rather than as the sole creator of the process. Possible Council activities include:

- na*
→ • Educational resources of many federal entities can be inventoried to identify activities/materials/programs that are pertinent to matters of sustainable development. This information can then be used to coordinate efforts so that policies of sustainable development are consistently espoused.
- Working closely with groups such as the Children's Television Workshop and other producers to incorporate sustainable development ideas into programs such as "Sesame Street" and "Mister Rogers' Neighborhood." Tapping the writing creativity associated with these programs could teach enduring positive attitudes toward sustainable development concepts.
- Encourage educational institutions of all levels to play a role in developing and implementing curricular materials to teach concepts and develop appreciation of sustainable development. Just as environmental awareness has found its way into a variety of subjects, so must the issues of sustainable development find a place in civics, history, mathematics and other traditional content areas.
- new*
→ • Prepare a 3-5 minute, multilingual video for distribution to schools around the country. This video can provide a simple and basic outline of sustainable development and the role it should play in our everyday lives. Focus should be on how students can incorporate sustainable development activities into their daily activities. Importantly, the PCSD should assess already available materials for possible adaptation or adoption.

Regardless of the specific actions taken by the PCSD, there must be high priority placed upon informing the younger generation of society's need for definitive policies and practices to promote sustainable development. This investment must be considered long term with its attainment only capable of being judged over perhaps 25 years. Its importance, though, cannot be overstated.

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new { The Committee recommends the Council discuss the above proposed projects and prioritize them if necessary, and that member agencies or organizations consider funding them.

The Public Linkage, Dialogue and Education Committee requests feedback on how it can best support the activities of the PCSD and its Committees.

The Committee recommends that the Council clarify areas in which it is seeking public comment, assist the Committee in setting criteria to accept public comment, and set timelines for public input.

The Committee requests guidance on how public linkage and dialogue efforts will be financed, particularly to ensure participation from lower-income groups who might otherwise be excluded.