



World Ecology Report

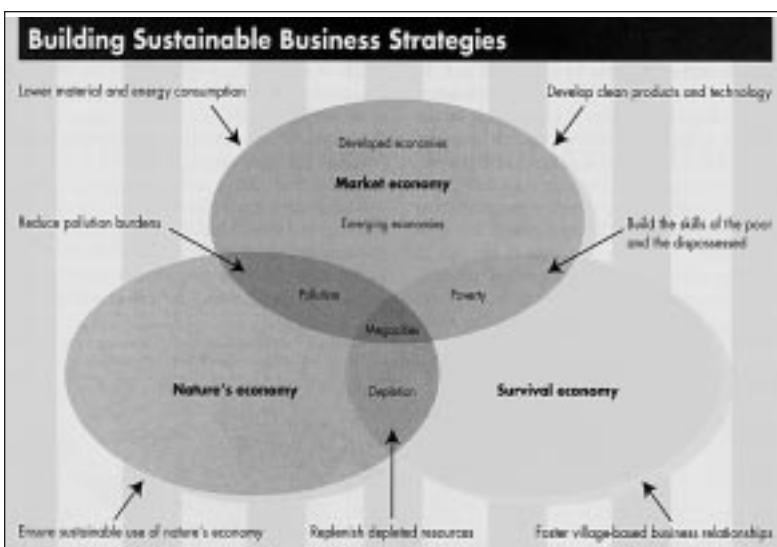
Critical Issues in Health and the Environment

Knowledge brings new choices. Education brings new knowledge.

SPECIAL FOCUS: *From Greening to Sustainability*

A LOOK AT THE CORPORATE WORLD

In the decade of the 1990s, a small number of corporations have reoriented themselves toward achieving sustainable development. More companies have realized that they can increase profits with cleaner production processes. "Going green" is no longer a matter of an advertising campaign, rather it indicates a small but growing trend among businesses who have recognized their responsibility to the environment and to the future. Those businesses tend to approach sustainable development as a means to achieve the goal of a sustainable global economy in which economic growth occurs with zero impact on the natural resource base. More and more businesses in the developed world have understood their role in creating both local and global environmental problems at the same time that they are looking to secure their future by devising practices that advance a stable international economy. A company's motivation to adopt sustainable development strategies may be its survival, but the benefits to the natural environment will likely be significant. There is a growing understanding among some corporate leaders that continuing to erode natural resources globally will ultimately have devastating effects on business. Those leaders realize that business practices which marginalize workers and increase worldwide poverty destabilize governments. A world in



SOURCE: Harvard Business Review, Jan. -Feb. 1997

chaos is not profitable. The greatest challenge lies in the industrializing developing world. It is widely acknowledged that developing economies cannot use the same technologies to industrialize that the developed world employed without undermining the gains being achieved by corporations in the developed nations. Today, China's industries emit more CO₂ than the US. Adopting sustainable development as corporate strategy provides approaches that are not only useful to businesses

in the developed economies, but can play a critical role in preventing the developing nations from making the same costly mistakes.

This special focus looks at an environmental approach to business strategies.

ENVIRONMENTAL ANALYSIS OF THE GLOBAL ECONOMY FOR BUSINESS STRATEGY

The view of the global economy that has persisted divides the world into the developed and developing sectors with a special category reserved for the poorest nations known as the least developed countries or in UN parlance, LDCs. Associated with this division is the relationship to resources: the population of the developed world consumes resources at a much higher rate relative to their numbers than those in the developing world. About 75% of the world's natural resources are consumed by the industri-

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alized nations whose total population is roughly 1 billion or about one sixth of the total global population. Currently, pollution levels in these nations are relatively low having been reduced by stringent government regulations and the export of some highly polluting manufacturing to the developing world.

The developing world produces the resources for the industrialized nations, which too often depletes the wealth of developing economies. Some economies have expanded as a result of new jobs created by the most polluting industries including commodity processing, heavy manufacturing and waste disposal. Because population is most concentrated in the developing world, where industrialization combined with urbanization is rapidly growing and where tight environmental controls have not yet been established, air, water and land pollution are occurring at higher rates and in more concentrated levels than in the industrialized nations. For example, acid rain is a growing problem in areas where coal burning is unregulated. Wealthy, industrialized nations tend to be located North of the equator, with poorer developing economies in the southern hemisphere. However, this geographic division obscures important areas of poverty in the wealthy North and areas of wealth in the developing South. In many instances, business and production practices do not follow the North/South hemispheric lines.

This categorization of nations into consumers, producers, wealthy and poor, industrializing and industrialized or North and South, rests on the premise that the market economy defines the standard of national economic life measured by indicators of market activity. An alternative view of the world economy on which business strategies might be based produces a different picture. That view divides the planet into three economies as presented below.

A WORLD OF THREE ECONOMIES

THE MARKET ECONOMY

The market economy is the form that is most familiar in every day life in both the developed and developing nations. It is comprised of the activities of production and consumption with profit as the "bottom line". The impact to the environment of a market economy can be

understood in terms of ecological "footprints". The ecological "footprint" is a way of describing the relationship of consumers' needs to land required to meet those needs. For example, on average, each American require 12.2 acres of land to meet consumer needs, the Dutch require about 8 acres, while a person living in India requires 1 acre. Clearly, the world cannot follow the pattern of market economies of the developed nations. If the present world population had the same consumerist needs as North Americans, it would take 3 planets the size of Earth to meet those needs.

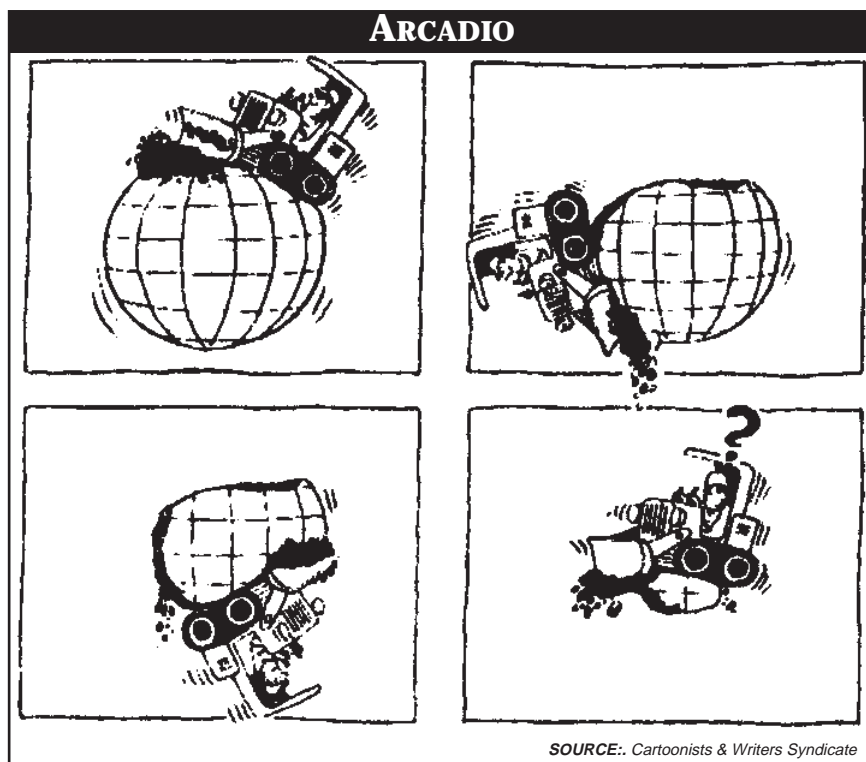
SURVIVAL ECONOMY

The survival economy, generally found in the Least Developed Countries of Africa but also in rural parts of China and India, is characterized by rural traditional village life. About 3 billion people live at subsistence levels and meet their own needs directly from their environment. The subsistence way of life is most precarious because the natural resource base has been compromised by the growing demands of the market economies in developed and developing nations. Demographic trends indicate that even though population growth worldwide has slowed, the global population will still double in about 50 years. Most of this increase will occur in the

survival economies, thus expanding the numbers of the world's poorest and most marginal people. It is in the survival economy that the vicious cycle of high fertility, increasing poverty and natural resource depletion occurs. Described by Harvard economist Amartya Sen, members of subsistence communities have large families because children are seen as necessary to meet the basic needs of family life including the care of the elderly. However, large families take a greater toll on natural resources needed to support the family which in turn drags a poor family further down into poverty. Survival pressures encourage the continuance of traditional practices that have the ultimate effect of eroding the village environment and moving the communities. There are an estimated 500 million desperately poor and usually ill people who become "environmental refugees," migrating from failing subsistence economies to overcrowded cities, which have not built sufficient infrastructure to handle their growing numbers.

NATURE'S ECONOMY

The natural economy is comprised of the natural resource base which is measured as either finite or renewable. All resources are finite depending on our use of them. The finite resources are generally considered to be those not



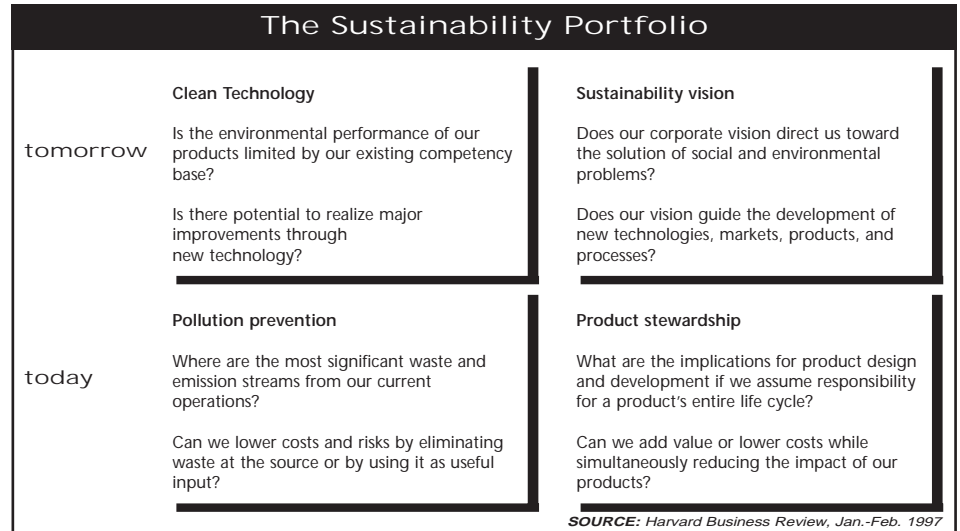
SOURCE: Cartoonists & Writers Syndicate

replaceable regardless of use, such as oil, coal or metals. The renewable resources are those that humans can replenish or that are believed to be capable of restoring themselves. These include forests, soils, air and water. Currently, however, there is great concern that aquifers world wide are so depleted that water use will have to be regulated. In February 1997, the Intergovernmental Panel on Forests of the Commission on Sustainable Development met to figure out sustainable forest management policies recognizing that there may be a point of no return for reforestation. A key issue of this two week meeting was whether an international treaty on forest management would help or hinder progress on protecting the current forest cover. The mutual threats of global climate change and ozone depletion to the stability of the global environment are accepted, however, there is no consensus on the urgency or impact of these problems. It is nature's economy that determines the fate of sustainable development and ultimately the creation of a sustainable global economy.

CORPORATE STRATEGIES FOR A SUSTAINABLE WORLD ECONOMY

Because of their financial resources and expertise, corporations are well poised to aim towards sustainable development which is viewed by a growing number of business leaders as a global commercial opportunity. A few corporations are developing strategies that incorporate the new economic models and that are also based on business' past reactions to the environmental crises of the last 30 years. Most companies, nevertheless are doing business as usual. Their focus is on internal operations with their environmental policies geared only toward pollution control and limited pollution prevention. This piecemeal approach to a company's impact on the environment is separated from a long range view of sustainable growth.

It is no easy task for a corporation to shift from its familiar patterns within a relatively narrow context to a long range global view of sustainable development. With an understanding of the three types of economies, businesses might see that their success will be limited by the growing numbers of desperately poor people in the expanding survival economies. The sustainable development perspective



allows business leaders to project the consequences of their strategies onto the three types of economies. The effect of corporate strategies on the natural economy shapes the profit margin in the long term. Part of the reorientation to sustainable development requires companies to make projections further into the future, possibly sacrificing short term gain that would adversely impact the natural economy. The transition occurs in three stages.

STAGE ONE: POLLUTION PREVENTION

Pollution prevention means the reduction or elimination of waste. This is a more logical and profitable approach to waste management than clean-up and disposal which incurs high costs often because of strict governmental regulation. Pollution prevention technologies adopted by companies in developing economies would have a particularly positive effect on the natural economy. The German chemical company, BASF is applying less polluting technologies to chemical plants it is helping to build in China, India, Indonesia and Malaysia. Its strategy is to reuse waste by turning it into raw material for other processes. Another pollution prevention strategy is the development of products that reduce pollution such as the parts for emission control devices. The ultimate goal of stage one is zero environmental impact.

STAGE TWO: PRODUCT STEWARDSHIP

Product stewardship requires a company to be responsible for the environ-

mental impact of its product from manufacture to disposal. Product design has to occur within the context of the entire life of the product so that questions of reusing and recycling are dealt with in the design phase. Xerox is one corporation that has implemented this strategy in a program for rebuilding its copiers. Xerox uses parts from its leased copiers for new machines which it leases after those parts have been "remanufactured." The company estimated that in 1995 it saved between (US)\$300-400 billion. Xerox has thus created for itself a continual source of "new" parts for its lease customers whose machines can be upgraded regularly at lower costs. Because the "remanufacturing" process creates little adverse environmental impact and reduces production costs of new machines, Xerox has become a leader in product stewardship.

Tire disposal has become a world wide problem as the number of automotive vehicles grows steadily everywhere. Dunlop Tire Corporation and Akzo Nobel have developed a radial tire that uses an aramid tire belt rather than the steel belt. The new fiber makes the tire lighter thus improving gasoline mileage which further reduces auto emissions, and makes recycling less expensive.

Dupont has developed a herbicide that it exports around the world to farmers who have reduced their annual use of chemical pesticides. The herbicide leaves no chemical residue on crops, biodegrades in soil, is nontoxic to animals and is effective at rates of 1% to 5% of conventional chemicals.

Monsanto which makes nylon fiber is

considering the possibility of leasing its carpets. Focusing its attention on the consumer's need for a product's function rather than for the product itself and cognizant of the profitability of reducing and reusing its waste products, company executives sense that people want carpets because they like to use them. The consumer does not need to be a carpet owner to get the benefits of Monsanto carpets. Nearly 2 million tons of old carpets enter US landfills annually and constitute about 1% of municipal solid waste nationally. According to Monsanto CEO Robert B. Shapiro, the company might be able to make a better quality product it could lease and reuse for a greater total profit.

**STAGE THREE:
CLEAN TECHNOLOGY**

When sustainable development is the long range goal, questions of environmental impact are built into all phases of planning. Production processes that pollute have to be replaced with new zero emission technologies. For example, the chemical and paper industries would have to give up their reliance on chlorine. In agriculture, Monsanto is developing bioengineered crops that resist traditional pests without the use of chemicals that create long term damage to the environment. This misunderstood technology has spawned public protest in some places. For example, recently groups of French and Belgians objected to the importation of American soy beans on the grounds that they had been bioengineered and might contain genetic material harmful to humans. Research on the effects of bioengineering in agriculture needs to be more extensive and publicized more widely for greater understanding.

**THE SUSTAINABILITY VISION AS
THE GUIDING PRINCIPLE TO
CORPORATE CHANGE**

Each corporate strategy can serve as an

Major Challenges to Sustainability			
	Pollution	Depletion	Poverty
Developed economies	-greenhouse gases -use of toxic materials -contaminated sites	-scarcity of materials -insufficient reuse and recycling	-urban and minority unemployment
Emerging economies	-industrial emissions -contaminated water -lack of sewage treatment	-overexploitation of renewable resources -overuse of water for irrigation	-migration to cities -local of skilled workers -income inequality
Survival economies	-dung and wood burning -lack of sanitation -ecosystem destruction due to development	-deforestation -overgrazing -soil loss	-population growth -low status of women -dislocation

SOURCE: Harvard Business Review, Jan.-Feb. 1997

end in itself or can be a stage in the development of a new corporate policy of sustainable development. The sustainability vision impacts on each of the three economies in an integrative manner. Corporations can enhance market economies in the developed and developing countries by reducing consumption of raw material and energy, and by developing clean products and technologies. Both strategies will have the effect of reducing pollution, thus protecting nature's economy and biodiversity. To further support nature's economy, corporations need to restore depleted resources, for example reforesting eroded lands, and developing methods of using natural resources in sustainable ways. Corporations must come to understand their inadvertent impact on exacerbating poverty in the survival economies as well as in the market economies. Business has a responsibility to help eradicate poverty by building the skills of the poor and supporting their reintegration into the mainstream. The three economies collide at the juncture of megacities which serve as a magnifying glass for the world's unsustainable business practices.

Monsanto is one company which has reoriented itself around sustainability in all three stages. This has included supporting research to help the victims of the Chernobyl nuclear accident. A research team at Monsanto developed an alginate that adheres to strontium 90 molecules in a person's body and flushes the radionuclides out along with the alginate. This helps to prolong life but brings

the strontium into the waste stream.

Corporations can only ensure their longevity if they continuously change to adjust to new international economic realities. The transnational corporations that have grown since the demise of the Soviet Union in 1991 have changed the global economy. At the same time developments in communications have both contributed to that change and offer the opportunity for a new

phase of corporate responsibility to take hold. Environmental responsibility and corporate growth do not automatically contradict each other as we have shown. Corporations need to understand that proceeding along current paths could in the long run lead to a company's collapse. Environmentalists and advocates of sustainable development need to understand that the motivator of corporate change is profit. At the end of the 20th century a corporate vision of sustainable development is profitable once the corporate view of the world is expanded.

A final word of caution: International corporations increasingly challenge the power of nations to impose regulations on business practices. It therefore becomes more imperative that international bodies set standards. The promise of individual, corporate and government wealth in the short term works against the establishment of regulatory safeguards. The organized public needs to be the watchdog of the transnationals putting pressure on governmental and intergovernmental bodies and the corporations themselves to move towards sustainable business policies.

SOURCES: Harvard Business Review Jan-Feb. 1997
United Nations Research Institute On Social Development, Occasional Paper No. 5, Transnational Corporations: Impediments Or Catalysts Of Social Development?, 1994
Intergovernmental Panel on Forests, Feb. 11-21, 1997, UN Headquarters, New York, various documents.
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DID YOU KNOW?

■ Armed conflicts are a global scourge with devastating effects on children. During the past decade it is estimated that 2 million children were killed; 4-5 million disabled, 12 million left homeless and 10 million were psychologically traumatized. In recent years, in 25 countries, thousands of children under the age of 16 have fought in wars.

SOURCE: UNICEF facts and figures, 1996

■ A human-rights report has targeted Paraguay's military for drafting underage boys into the army and viciously

mistreating them. Many of them under the legal age of 17 have died during military service in the last seven years. The report, from Paraguay's Church Committee for Emergency Aid, says that three recruits died as a result of torture, eight were murdered, two killed themselves and 10 died while using weapons that misfired. The situation reached a point where corporal punishment is accepted as a natural part of being in the army. Although, President Juan Carlos Wasmosy has reprimanded military officers for recruiting boys under the age of 17, the practice is unlikely to change soon. Legislators inspecting a military base recently found that of 400 recruits, nearly half were underage.

SOURCE: World Press Review, April 97

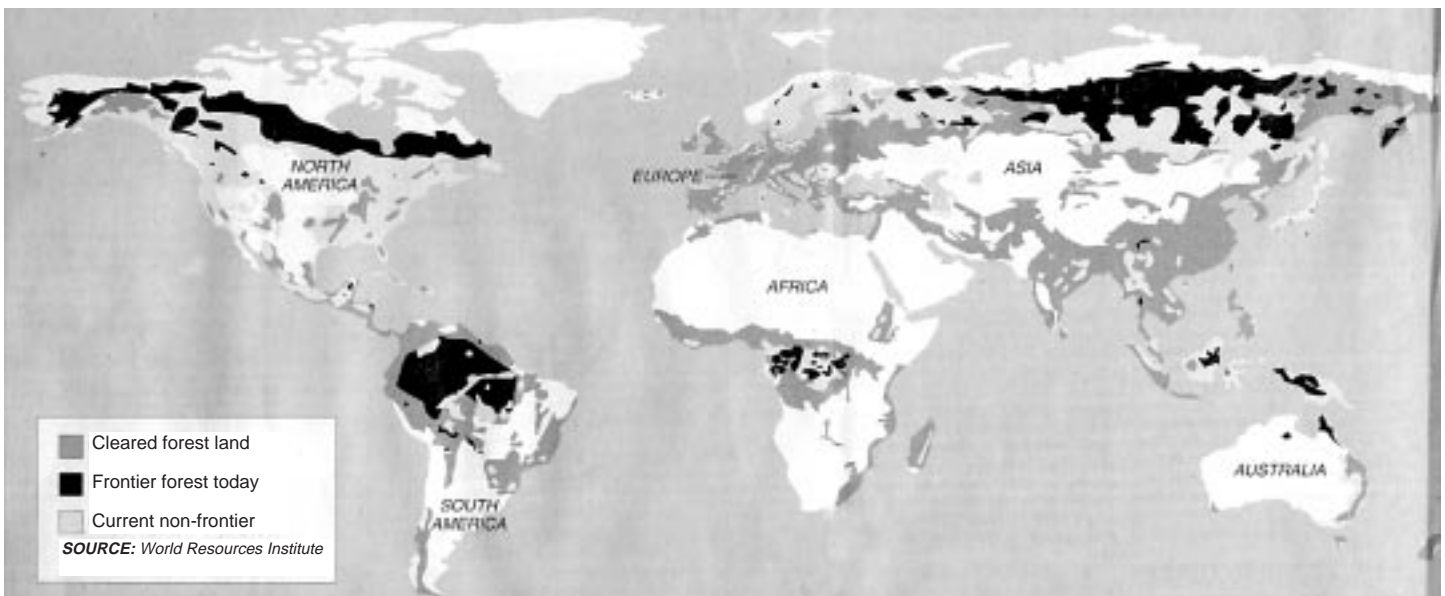
■ In developing countries, almost a third of children under the age of five are moderately or severely malnourished. Malnutrition contributes to more than half of the over 12 million under-five deaths in developing countries each year. The lack of such essential micronutrients as iodine, iron and vitamin A impairs health and development. At least 2 billion people, mostly women and children in developing countries, are deficient in one or more micronutrients. Iodine deficiency is the world's

greatest cause of preventable mental impairment, with nearly 1.6 billion people—30% of the world's population—at risk because they live in iodine-scarce environments. Worldwide, there are 5.7 million people who were born cretins because their mothers were iodine-deficient when expecting them. An estimated 50 million people suffer some impairment due to lack of iodine. Iron deficiency anemia affects over 1 billion people. Half of all cases occur among pregnant women and preschool age children. Such deficiency weakens a child's learning abilities, lowers resistance to disease, and is a serious risk for pregnant women. Iron deficiency anemia is responsible for 20% of all maternal deaths.

SOURCE: UNICEF facts and figures 1996

■ In 1995, 53 million people, one out of every 115 people on earth, were uprooted from their homes, either displaced within their countries or refugees across borders. Women and children usually comprise 80% of the refugee and displaced populations - 5% are children separated from their families. War leaves emotional, as well as physical, scars on children - trauma that can cause long-term developmental difficulties.

SOURCE: UNICEF Facts and Figures 1996



World Forests: Report Card Shows Gains And Losses

Scores of experts from around the world worked to produce this map, said to be the first of its kind, showing how the earth's forests have changed, in rough outline, in the last 8,000 years. Originally, all shaded areas were ecologically intact "frontier forests," according to the study by the World Resources Institute, a Washington-based research organization. Darkest areas represent frontier forests remaining today. Areas with lightest shading represent forests disturbed by logging, fragmentation and other human activities. Medium shading indicates forests that have been cleared.

SOURCE: The New York Times, Tuesday, March 25, 1997

Voting Age and Military Age By Country

Country	Voting Age	Military Age (C)	Military Age (V)	Country	Voting Age	Military Age (C)	Military Age (V)	Country	Voting Age	Military Age (C)	Military Age (V)
Afghanistan		15 (C)		Ghana				Panama	18		
Albania	18	18 (C)		Greece	18	18 (C)	16 (V)	Papua New Guinea	18		
Algeria		19 (C)		Grenada	18			Paraguay	18		
Andorra				Guatemala	18	18 (C)	15 (V)	Peru			
Angola	18	18 (C)		Guinea			19 (V)	Philippines	18	18 (C)	
Antigua & Barbuda	18			Guinea-Bissau				Poland	18	18 (C)	17 (V)
Argentina ¹	18	19 (C)		Guyana	18			Portugal	18	21 (C)	
Armenia				Haiti	18			Qatar			
Australia	18	18 (C)	17 (V)	Holy See				Republic of Korea	20	18 (C)	
Austria	19	18 (C)	17 (V)	Honduras	18	18 (C)	17 (V)	Romania	18	18 (C)	
Azerbaijan				Hungary	18	18 (C)		Russian Federation	18	18 (C)	
Bahamas	18			Iceland	18	N/a ³		Rwanda	18		18 (V)
Bahrain			18 (V)	India	18			Saint Kitts & Nevis	18		
Bangladesh	18		17 (V)	Indonesia	17		17 (V)	Saint Lucia	18		
Barbados	18			Iran	16	(C)	(V)	Sait Vincent & the Grenadines	18		
Belarus	18					No age limits	No age limits	Samoa	21		
Belgium	18	18 (C)	17 (V)	Iraq	18	19 limits	18 (V)	San Marino	18	18 (C)	
Belize	18			Ireland	18		18 (V)	Soa Tome & Principe	18		
Benin	18			Israel	18	18 limits	17 (V)	Saudi Arabia			
Bhutan	18		18 (V)	Italy	18	18 (C)		Segal	21		18 (V)
Bolivia	21	21 (C)		Jamaica	18			Seychelles	18		
Bosnia & Herzegovina				Japan	20		18 (V)	Sierra Leone	18		
Botswana	21			Jordan	19	18 (C)		Singapore	21	18 (C)	
Brazil	16	19 (C)		Kazakhstan				Slovak Republic	18	18 (C)	
Brunei Darussalam				Kenya	18			Slovenia	18	18 (C)	
Bulgaria	18	18 (C)		Kinbau	18			Solomen Islands	18		
Burkina Faso	18			Kuwait	21	18 (C)	18 (V)	Somalia	18		
Burundi				Krgyzstan				South Africa	18	17 (C)	16 (V)
Cambodia				Laos	18	15 (C)		Spain ⁶	18	20 (C)	
Cameroon	20			Larvia	18			Sri Lanka	18		
Canada	18		18 (V)	Lebanon	21			Sudan			18 (V)
Cape Verde	18			Lesotho			18 (V)	Suriname	18		
Central African Republic	18			Liberia				Swaziland	18		18 (V)
Chad				Libyan Arab Jamahirya		18 (C)	14 (V)	Sweden	18	18 (C)	
Chile	18	18 (C)	16 (V)	Liechtenstein	20	N/a ⁴		Switzerland	20	20 (C)	
China	18	18 (C)		Lithuania	18	19 (C)		Syrian Arab Republic	18	19 (C)	
Colombia ²	18	18 (C)		Luxembourg	18		17 (V)	Tajikistan			
Comoros	18			Macedonia				Thailand	20		
Congo	18	20 (C)	18 (V)	Madagascar				Togo			
Costa Rica	18		18 (V)	Malawi	21		18 (V)	Toaga	21		
Cote d'Ivoire	21	21 (C)		Malaysia	21			Trinidad & Tobago	18		
Croatia	18	18 (C)		Maldives	21			Tunisia	20	20 (C)	18 (V)
Cuba	16			Mali	18			Turkey	19	20 (C)	
Cyprus	21	18 (C)		Malta	18			Turkmenistan			
Czech Republic	18	18 V		Marshall Islands				Tuvalu	18		
Democratic People's Republic of Korea	17			Mauritania	18		16 (V)	Uganda	18		
Denmark	18	18 (C)		Mauritius	18			Ukraine	18	18 (C)	
Djibouti	18			Mexico	18	17 (C)		United Arab Emirates			
Dominica	18			Micronesia, Federated states of				United Kingdom	18		16 (V) ⁷
Dominican Republic	18	18 (C)		Moldova	18			United Republic of Tanzania	18	18	
Ecuador	18	19 (C)	18 (V)	Monaco	21		19 (V)	United States of America	18	18 (C)	17 (V)
Egypt	18	18 (C)		Mozambique	18	18 (C)		Uruguay ⁸	18	18 (C)	18 (V)
El Salvador	18	18 (C)	16 (V)	Myatunar	18		18 (V)	Uzbekistan	18		
Equatorial Guinea	18	18 (C)		Namjibia	18	16 (C)		Vanuatu	18		
Estonia	18	18 (C)		Nauri	20			Venezuela	18	18 (C)	
Ethiopia		18 V		Nepal	18		18 (V)	Viet Nam	18	18 (C)	
Federated States of Micronesia				Netherlands	18	19 (C)	17 (V)	Yemen			
Fiji	21			New Zealand	18		16 (V) ⁵	Yugoslavia (Servia & Montenegro)	18	18 (C)	17 (V)
Finland	18	18 (C)	17 (V)	Nicaragua	16	17 (C)		Zaire	18	18 (C)	
France	18	18 (C)		Niger				Zambia	18		
Gabon	21			Nigeria	18		18 (V)	Zimbabwe	18		18 (V)
Gambia	21			Norway	18	18 (C)	17 (V)				
Georgia	18			Oman							
Germany	18	18 (C)	17 (V)	Pakistan	21		18 (V)				

¹Argentina stated on ratification of the CRC that the use of children in armed conflict should have been formally forbidden in the Convention, and that the definition of children should be understood as meaning every human being from conception to 18 years old ² Colombia stated on ratification that the minimum age of conscription should be 18 years. ³No armed forces. ⁴Armed forces abolished in 1868. ⁵Volunteers may join under 18 with parental consent, or if married. Age limits for liability to 'active service overseas' are 18 (army and air force) and 16½ (navy). ⁶Spain stated on ratification of CRC that the age of 15 was too low for the military. ⁷Exact ages for voluntary enlistment vary, depending on service entered, those under 17 are not assigned to active service. ⁸Uruguay stated on ratification of CRC that 18 should be the minimum age for both compulsory and voluntary military service.

SOURCE: *Child soldiers, the role of children in armed conflicts*, Guy S. Goodwin, Gill & Irene Colen, Clarendon Press, Oxford 1994.

FOOD FOR THOUGHT:

The Impact of Armed Conflict on Children

Report of Graça Machel, Expert of the Secretary-General of the United Nations

World Information Transfer has recognized from its inception the impact to children's physical and mental health of environmental degradation. Befouled natural resources traumatically affect the body and mind of a child. When war is the cause of environmental degradation the trauma to the child is compounded in profound and often irreversible ways. The *World Ecology Report* has decided to reprint excerpts from the critically important report on the impact to children of warfare. The report was presented to the United Nations General Assembly in its Third Committee on November 8, 1996, by the author, Graça Machel, appointed by then Secretary General Boutros Boutros Ghali in 1993 as his Expert. She is also former Minister of Education of Mozambique. We pay special attention to the issues of health and the environment.

War violates every right of the child—the right to life, the right to grow up in a family environment, the right to health, the right to survival and full development and the right to be nurtured and protected. The injury to children—the physical wounds, the psychosocial distress, the sexual violence—are affronts to each and every humanitarian impulse. Measures to promote the health, nutrition, psychosocial well being and education of children must be given priority and be linked to post conflict recovery.

WAR AS A PUBLIC HEALTH HAZARD:

When armed conflict kills and maims more children than soldiers, the health sector has a special obligation to speak out. Thousands of children are killed every year as a direct result of fighting, but many more die from malnutrition

and disease caused or increased by armed conflict. At the height of the conflict in Somalia, more than half the deaths of children in some places were caused by measles. Diarrhoea is another common and often deadly disease. Cholera is a constant threat as exemplified in refugee camps in Bangladesh, Kenya, Malawi, Nepal, Somalia, and Zaire. The World Health Organization (WHO) estimates that half the world's refugees may be infected with tuberculosis, malaria and acute respiratory infections, including pneumonia, also claim many lives.

DISRUPTED HEALTH SERVICES AND FOOD SUPPLIES:

In most wars, health facilities come under attack. For children, a dangerous implication of the breakdown of a country's health facilities during conflicts is the disruption of vaccination programmes. One of the most immediate effects of armed conflict is the disruption of food supplies. Farmers, who are often women and older children, become fearful of working on plots of land too far from their homes. They reduce the area under cultivation, and their water sources. Systems of irrigation and flood control may also be destroyed. Restriction on movement limit access to such necessities as seeds and fertilizers and stop farmers from taking their produce to market. In the early 1980's in Ethiopia, the Government's scorched earth policies destroyed hundreds of thousands of acres of food-producing land. Landmines prevent the use of agricultural land. In contravention of international law, warring parties may block relief supplies or divert them for their own use. Feeding centers for children and vulnerable groups are frequently attacked. Warfare takes its toll on livestock. This creates particular

problems for young children who rely on milk. In the Kongor area of Sudan, the massacre of cattle reduced livestock from around 1.5 million to 50,000.

REPRODUCTIVE HEALTH:

The potential for the spread of sexually transmitted diseases, including HIV/AIDS, increases dramatically during conflicts. The breakdown of blood transfusion services lacking the ability to screen for HIV/AIDS contributes to the increase in transmission. An obstacle to the full use of health services in emergencies is that they are often dominated by men. As a result, many women and girls, for cultural or religious reasons, underutilize the services.

PROMOTING PSYCHOLOGICAL RECOVERY AND SOCIAL REINTEGRATION:

When children have experienced traumatic or other events in times of war, they may suffer from increased anxiety about being separated from their families or they may have nightmares or trouble sleeping. They may cease playing and laughing, lose their appetites and withdraw from contact. Older children and adolescents may develop aggressive behavior. They may suffer from serious depression or even commit suicide. Experience has shown that with supportive caregivers and secure communities, most children will achieve a sense of healing. All phases of emergency and reconstruction assistance programmes should take psychosocial considerations into account while avoiding the development of separate mental health programmes.

SPECIAL CONCERNS:

Child Soldiers: an affront to

humanity. One of the most alarming trends relating to children and armed conflicts is their participation as active soldiers. Children as young as 8 years of age are being forcibly recruited, coerced and induced to become combatants. The children most likely to become combatants are from impoverished and marginalized backgrounds or separated from their families. Child soldiers are recruited in many different ways. Some are conscripted, others are press-ganged or kidnapped, others are arbitrarily seized from the streets or from schools and orphanages. Hunger and poverty may drive parents to offer their children for service. Armies may even pay a child soldier's wage directly to the family. And parents may encourage their daughters to become soldiers if their marriage prospects are poor. Children are also used as soldiers in support functions such as cooks, porters, messengers and spies. These functions entail great hardship and risk bringing all children under suspicion. For girls, their participation often entails being forced to provide sexual

service. An urgent priority is to demobilize everyone under 18 years of age from the armed forces.

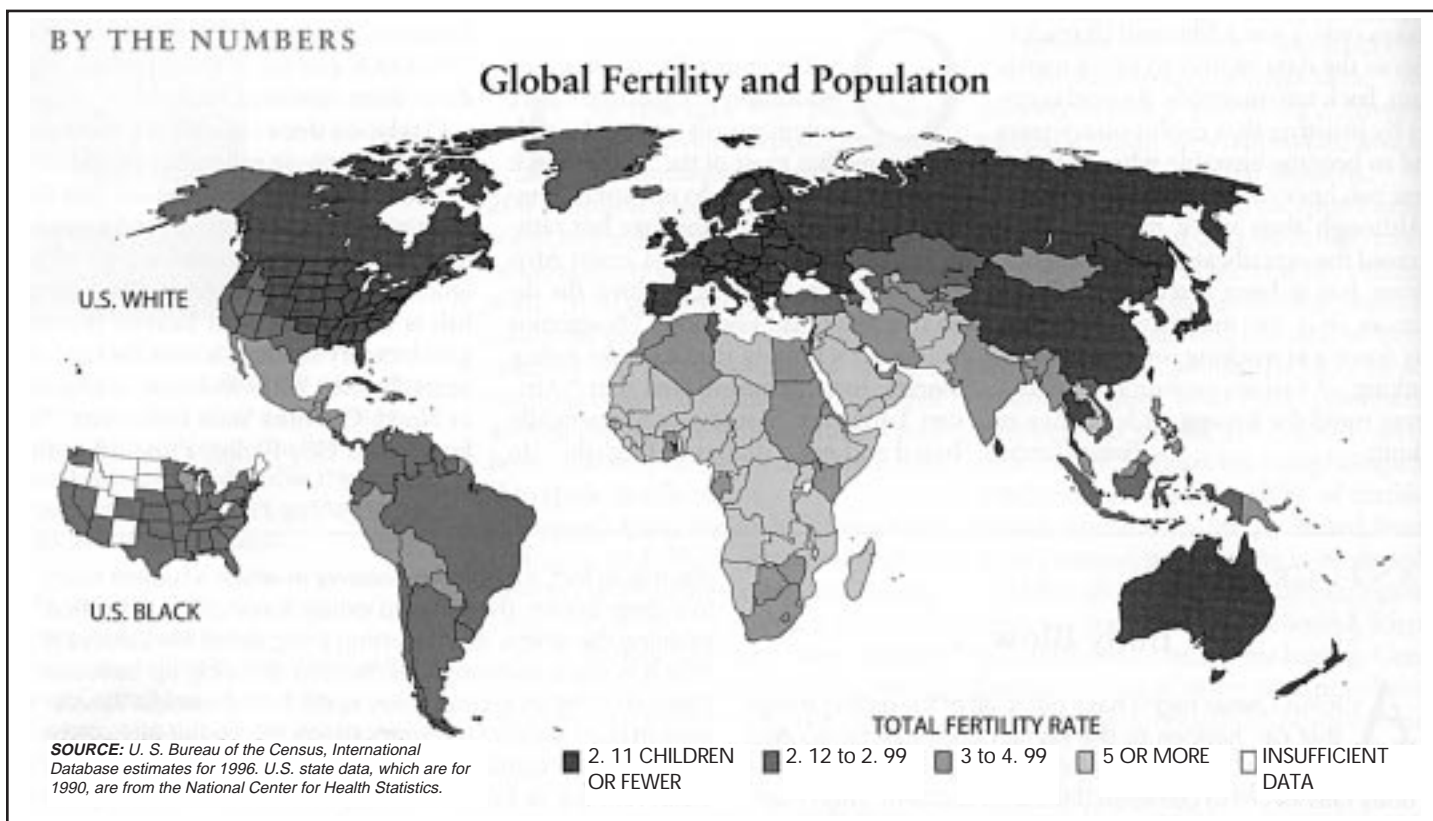
Gender-based violence: In armed conflicts, rape and other forms of gender-based violence are increasingly used as tactical weapons of war. These violations—murder, rape, sexual exploitation and forced pregnancy—must be prosecuted as breaches of international law. All military personnel, including peace-keeping troops, should receive mandatory training on their responsibilities towards children and women. Humanitarian responses must emphasize the special reproductive health and psycho-social needs of girls and women, especially in refugee and displaced persons camps.

Landmines: The General Assembly has already recognized the insidious and persistent danger of landmines. Even if an immediate ban were enforced, children still need protection from the estimated 110 million mines polluting the earth today. For this reason I recommend a three pronged programme covering (1) humanitarian

mine clearance, including the creation of safe learning, living and play areas that are certified as 99.9 % free of mines; (2) mine awareness aimed at children and women, and (3) child centered rehabilitation.

SOURCES: *The Impact of Armed Conflict on Children, Report of Graca Machel, Expert of the Secretary-General of the United Nations, Selected Highlights, published by the United Nations Department of Public Information and UNICEF, 1996; General Assembly document number: A/51/306 and Add. 1, 51st Session, Statement to the Third Committee of the General Assembly, 8 Nov. 1996, c/o UNICEF: 212-326-7203 (tel); 212-326-7037 (fax); jklot@unicef.org (email)*

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CHERNOBYL UPDATE

Established after the dissolution of the Soviet Union, Belarus is a nation devastated by the Chernobyl nuclear accident of 1986. The crippling after effects of Chernobyl continue to impair the economic and social development of the young nation. In a statement presented to the United Nations General Assembly's Fourth Committee on the "Effects of Atomic Radiation," the representative of Belarus described the condition of his country. His statement is excerpted below.

"More than two million inhabitants or one fourth of Belarus' territory have been exposed to radiation. The catastrophe has led to large scale radioactive contamination of the environment, has become a major negative factor impeding sustainable development of the affected regions, [and] has caused an increase in socio-psychological tensions. Currently, nearly two million people, including five hundred thousand children and teenagers of 17 and younger are living on the contaminated territories of our Republic. According to the most modest estimates, economic and material damage, suffered by Belarus as the result of this disaster, amounts to 32 annual budgets of the Republic or (US)\$235 billion. It is absolutely evident that Chernobyl is a long-term problem of unprecedented complexity. The First International

Conference of the European Commission, Belarus, Russia and Ukraine, which gathered in Minsk. more than 600 scientists from over 30 countries. has indicated progressive worsening of health conditions of the affected population over a ten-year period, significant growth of complete or partial disability rate among the liquidators of Chernobyl, drastic deepening of the magnitude of the social and psychological consequences of the disaster the dramatic increase in cases of thyroid cancer in children and teenagers in the above countries."

"The release of atom power has changed everything except our way of thinking. The solution to this problem lies in the heart of mankind. If only I had known, I should have become a watchmaker."

Albert Einstein

In response to a United Nations report prepared by UNSCEAR on the impact to the environment of radiation, the representative questioned whether information gleaned from studying the effects of Chernobyl were used to prepare the environmental assessment. "In comparison to other accidents this disaster is characterized by large scale

and long term effects of external and internal exposure not only of people, but plants and animals in natural environments. We are strongly convinced that this is a one of a kind testing ground where one can and should get scientific information on the subject. Unfortunately, this notion has not been reflected in the report. He further questions a perceived bias in the General Assembly against full discussion based on thorough studies of nuclear contamination. "Moreover, it would seriously hamper the provision of a world community with impartial and high quality information on the consequences of the effects of radiation on human health and the environment."

SOURCE: STATEMENT by Mr. Syargei SYARGEEU the Representative of Belarus on agenda item 82, Effects of Atomic Radiation, October 22, 1996, New York.



Japan's New Worry

Following a fire and explosion at Tokai, Japan's only nuclear waste reprocessing plant on March 11th, a concern about the safety of atomic power has been cast on an already controversial program to harness deadly plutonium as a source of energy. Although, the 37 workers were exposed to radiation below harmful levels, some radioactive material, including plutonium, escaped into the atmosphere and was detected as far as 23 miles away.

The incident, classified as the worst nuclear accident in Japan's history, is considered worrisome,

not only because of the unexplained technical problems but also due to the seeming comedy of errors in responding to the fire and informing the public. The Government run industry was again criticized for its handling of the second accident, the first being Monju, a prototype fast breeder reactor closed down in December 1995.

Plutonium can be extracted from the spent fuel of nuclear power plants and then used as fuel itself, either in conventional reactors or in fast breeder reactors, which can create more plutonium than they consume. The plant in Tokai, a

Pacific coast town 70 miles north-east of Tokyo, handles about 12 percent of Japan's spent fuel, with the rest sent to France or Britain for reprocessing.

Government officials vowed to continue Japan's nuclear program, saying that while the accident had damaged public confidence, the basic technology was sound. However, it is becoming harder for the Government to find places willing to accept the many more nuclear power plants that it wants to build.

SOURCE: New York Times International, March 25, 1997



GOOD NEWS

■ GLOBAL PROBLEM - LOCAL ACTION

Sustainable land use and sustainable development are “in”. Consumptive land and self-serving development is “out”. As part of the Global Plan from Habitat II (the second U.N. Conference on Human Settlements) in Istanbul, Turkey in June 1996, the “strategies for implementation” included the development of sustainable human settlements in an urbanized world. These strategies are beginning to take root.

In a recent unprecedented move, the Board of Supervisors of East Marlborough Township, Chester County, Pennsylvania conditionally approved a Wal-Mart store if it would convert their 134,000 sq. ft. “big box” into at least three smaller units. Another condition was that the three stores be arranged to create a “main” street type of character.

At the “City Summit” in Istanbul, Turkey, this past June, a number of participants urged officials of cities and localities to promote sustainable land use for the 21st century. Among those presenting in Istanbul was Thomas J. Comitta, a town planner from West Chester, Pennsylvania who, on behalf of WIT urged officials at Habitat II to create mixed used, human scale sustainable communities. He also testified before the Township officials on the Wal-Mart case and convinced them

to think “small-mart” East Marlborough Township, located near Kennett Square, Pennsylvania (the mushroom capital of the world) is also the home of Longwood Gardens, one of the most distinguished arboreta of the world. Although experiencing a surge in commercial development over the past 10 years, the small community located 35 miles west of Philadelphia has managed to maintain a balanced pattern of land use. Wal-Mart proposes to change that balance.

Some examples of communities that have downsized commercial development to be part of the fabric of the town include: Mashpee Commons in Cape Cod, Massachusetts; Seaside in Seaside, Florida; Shirlington in Arlington, Virginia; Reston Town Center in Reston, Virginia; McKenzientown in Calgary, Alberta, Canada

At Mashpee Commons, a new Town Center is emerging in the middle of a former shopping center that died in the late 1980's & early 90's. It has a main street character and is scaled to the pedestrian.

At Seaside, a distinguished example of a Neo-traditional neighborhood in the Florida panhandle, a vibrant town center services a mixed use neighborhood. Seaside has won many planning and design awards due to its creative treatment of the public section realm of new development.

At Shirlington, a dying commercial district was revived through the recreation of “main street” commercial and residential development in a balanced manner.

At the new Reston Town Center in Reston, Virginia an entire mixed use community was recently developed. It emulates the traditional downtown of many American cities.

At McKenzinton in Calgary, the Carma Development Co., one of the world's largest shopping mall developers, is creating a new downtown and mixed use residential neighbor-

hood in a seamless pattern.

Other “good news” examples that are similar to the above examples, include Mizner Park in Boca Raton, Florida, and Celebration near Orlando, Florida. Collectively these “New Urbanism” developments are winning the favor of public officials due to their focus on Livable Communities.

Most of the leadership for the “New Urbanism” is through the initiatives of the Congress for the New Urbanism CNU founded in 1992, has over 500 city and town planners, architects, landscape architects and public officials who are promoting sustainable land use and community development.

Through reinvestment in existing cities and towns many of the goals and principles for the Global Plan of Action from the Habitat Agenda are being implemented.

In support of the decision to make Wal-Mart become “small-Mart” a curious parallel has occurred. In the March 19th edition of the Wall St. Journal entitled “Boarded up Megastores Pose Big Problems for Landlords”, real estate experts have announced that vacated “boxes” must be divided into two or three stores to attract other retailers. This subdivision problem with the big box in the end should send a message to Wal-Mart to prepare for the future and to build smaller stores from the start.

Whether the “pod” development be a Wal-Mart or a rival Target store, or even a Power Center with several “big boxes”, we should be seeing continued movement toward the downsizing of the megastores over the next five to ten years. The trend for smaller, specialized retail in balance with residential, institutional, recreational and industrial development parallels the current trend of the baby-boomer preferences. Malls are giving way to Main streets. Separated communities are giving way to mixed use communities. Major open space initiatives to keep the cities and towns in tack and to

conserve the countryside are happening around Portland, Oregon; Lexington, Kentucky; Philadelphia, Pennsylvania; Minneapolis, Minn. and Lancaster, Pennsylvania.

As the message from Habitat II spreads throughout the United States, a consensus is emerging to help start the next century on the right foot. The consensus is to conserve landscape values, and rebuilt the cities and towns. Fortunately, the East Marlborough Board of Supervisors took 2 steps in the right direction with their decision on the Wal Mart proposal. The path to a sustainable land use pattern lies in the planning and design of public and private space, modeled after the historical patterns that emerged over hundreds of years both in the United States and in Europe. Going back to the future has many important lessons.

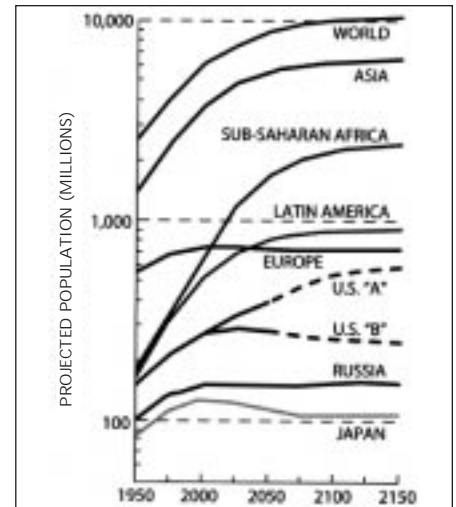
SOURCE: Wall Street Journal - March 19, 1997
WIT Chapter - Pennsylvania

■ CONTROLLING LEAD IN THE ENVIRONMENT

Illustrating a public health success story, lead poisoning rates again drop in the United States as reported in the National Health and Nutrition Examination Survey (NHANES) on data collected from 1991 through 1994. The

NHANES III, Phase 2 shows a decline in children poisoned by lead. On data from 1980 to 1990, NHANES had reported that 1.7 to two million children aged 1 to 5 had elevated blood-lead levels. Their most recent report found 930,000 children aged 1 to 5 with elevated levels, showing a drop from 8.9% to 4.4%. As a result of regulatory actions taken in the 1970s and 1980s to limit lead in gasoline, paint, food cans, and other consumer products, there has been a decline in lead exposure. Some of the actions taken include reducing the level of lead in potable water from 50 ppb to 15 ppb (1990s); phasing out of lead in gasoline (by the 1990s); banning lead in residential paints (1978); and removing lead from many pigments. However, as the NHANES III also reports, lead poisoning continues to disproportionately affect children of color. More than 20% of African-American children living in older housing are poisoned. Children who are poor, urban, or live in older housing are also at increased risk for lead poisoning. Lead exposure from lead-based paint in older, dilapidated housing remains the hazard for lead exposure to low income children.

■ The United Nations Conference on Human Settlements known as Habitat



II, Istanbul, June 1996, addressed the lead exposure problem. The language on lead that was adopted is as follows: Exposure to heavy metals, including lead and mercury, may have persistent and harmful effects on human health and development and on the environment. Children and people living in poverty are often particularly vulnerable, and it is of special concern that the effects of high lead levels on children intellectual development are irreversible. Effective and affordable alternatives to many of the uses of these metals are available. Appropriate alternatives should be sought for those products where exposure to lead can be neither controlled nor managed. (p. 69/CONF. 165/14, para. 132). Actions to improve environmental conditions and reduce industrial and domestic waste and other forms of health risks in human settlements Governments at the appropriate levels, and in partnership with all interested parties, should: take appropriate action to manage the use of heavy metals, particularly lead, safely and effectively and, where possible, to eliminate uncontrolled exposure in order to protect human health and the environment.

SOURCE: Lead Exposure and Health in Central and Eastern Europe. The Impact on Children: Evidence From Hungary, Poland and Bulgaria. Magda Lovei and Barry S. Levy, Editors. The World Bank, 1995

Major commercial or near-commercial electric cars				
Car and Model	Battery	Range (miles)	Location	Date
"GROUND-UP" ELECTRIC CARS				
General Motors EV1	lead-acid	70-90	US	1996
American Hondo EV	nickel-metal hydride	125	US	1997
Solectria Sunrise	various	120	Japan US	1997 1998
SMALL ELECTRIC CARS				
PIVCO City Bee	nickel-cadmium	60-70	Europe US	1997 1997
Mercedes/Swatch "Smart"	various	various	Europe	1998
MODIFIED CONVENTIONAL CARS				
Peugeot 106	nickel-cadmium	50	Europe	1994
Citroen AX	nickel-cadmium	50	Europe	1994
Renault Clio	nickel-cadmium	50	Europe	1996
Fiat Panda Elettra	lead-acid	36	Europe	1996
Volkswagon CitySTROMER	lead-acid	30-54	Europe	1996
Solectria Force	various	60	US	1994

HEALTH AND ENVIRONMENT: *Effect of high-risk synthetic chemicals*

The growing risk of exposure to synthetic chemicals through bioaccumulation and unpredictable contacts is slowly unravelling their potential dangers to human health. Since Rachel Carson's warning, there has been an awareness of the possible consequences to human health from synthetic substances, yet, worldwide, every day, an average of two to three new synthetic chemicals, whose effects are largely unknown, are released into the environment. Today, there are about 70,000 different synthetic chemicals on the global market, and many others are emitted as by-products of their production or disposal.

Some chemicals, such as antihistamines, have direct health benefits, and some are innocuous. Others, such as pesticides, are designed to be lethal. Many, however, are not meant to have toxic effects, or are not meant to come in contact with living creatures but turn out to be both highly toxic and pervasive. For example, when polychlorinated biphenyls (PCBs) were created in 1929, they were intended only for use in electrical wiring, lubricants, and liquid seals. But as old buildings are demolished and old machines are junked, the residues that remain often leach into ground water where they become dangerously toxic. Today, PCBs, along with more than 250 other synthetic chemicals, can be found in the body of almost anyone who lives in the developed world. Furthermore, since a mother will pass some contaminants on to the developing fetus during pregnancy, even an unborn child is at risk of exposure. It has been estimated that a mother's exposure to some persistent chemicals will still be detectable five generations later.

Exposure can occur almost anywhere, as many of these chemicals will persist and continue building up in the environment long after they are released. For example, pesticides, such

as Dursban and methoxychlor are sprayed in offices and schools without the knowledge of workers or students. Other chemicals are pumped into livestock and poultry or sprayed liberally over fruits and vegetables. They are absorbed into the body through the mouth, through skin and through consumption. Ironically, some of the chemicals most specifically intended to protect human health, by killing pests that would infest food, end up having the opposite effect and accumulate in the tissues of people, especially children, who are vulnerable to long term exposure. Chemists also estimate that the solvent chloroform, which is toxic to birds, fish and humans will persist in water for 1,850 years. Yet, it is continually being dumped into rivers or lakes via municipal waste treatment plants and accidental spills. Most persistent chemicals, such as organohalogens (carbon based substances containing chlorine, fluorine, bromine or iodine) do not dissolve easily in water but are taken up by organic matter such as algae and build up in the fatty tissue of fish and wildlife.

During the last few decades, synthetic chemicals have reached the most remote ends of the earth. Investigators have found high levels of contamination in Northern Canadian and Greenland Inuit villages. The PCBs and other persistent chemicals found in the Inuit people arrived by wind and water, and then entered their bodies through the wild fish and game that make up their diet. There is no distant rainforest, island, or airline resort on Earth where the environment remains pristine.

Developing embryos in the womb are particularly susceptible to the effects of chemical exposure and may be affected even without harm to the mother during critical times in development (fifth and eighth week of pregnancy) when the chemicals can cause

permanent damage. This was tragically demonstrated in the 1960's when women in 46 countries taking the tranquilizer thalidomide during pregnancy bore children born with severe deformities. Adding to the above, there is evidence that a mother's exposure over her entire lifetime to PCB's can affect the development of her child. Such exposures may also be causing declining sperm counts.

According to the US National Academy of Sciences, there is insufficient information to assess the toxicity of more than 95 percent of the chemicals that have been released into the air, water, and soil. In the US, if the EPA cannot determine an industrial chemical's suitability for the market within 90 days of submission, that chemical is automatically approved. To effectively control the hazards of each chemical, regulators must know the toxicity of the chemical, where it is released, how it moves and comes to rest, and the concentrations in the air, soil and water. They also have to know the likelihood of human contact with these concentrations. Since about 1000 new substances are produced each year, most are released without much testing or review.

Industrialized countries have only recently begun to develop testing guidelines to look for endocrine disruptions and have already found that endocrine disruption is believed to occur even at extremely minute doses - doses 100 times lower than those associated with cancer. If serious endocrine effects have been overlooked or ignored for so long, it is impossible to know how many other such complex effects may be occurring. Some chemicals may break down into more toxic substances in the environment, thus posing even more danger than even anticipated. The insecticide heptachlor, for example, reacts with air to leave the much more toxic compound

heptachlor epoxide in both plant and animal tissues. DDT was found to cause cancers and reproductive disorders and has been banned in some 70 countries, but it lingers in the air, soil and water and is still being sprayed on mosquitoes in developing countries of Latin America, Africa and Asia.

Efforts to control the use and trade of restricted or banned chemicals have led to the development of the Prior Informed Consent (PIC) Treaty, a proposed convention that would require exporting countries to provide information on whether the chemical that they are exporting is restricted or banned nationally. The binding agreement is expected to be considered by the end of 1997. The UN maintains a list of more than 700 products from 93 countries whose consumptions or sale has been banned, withdrawn, or

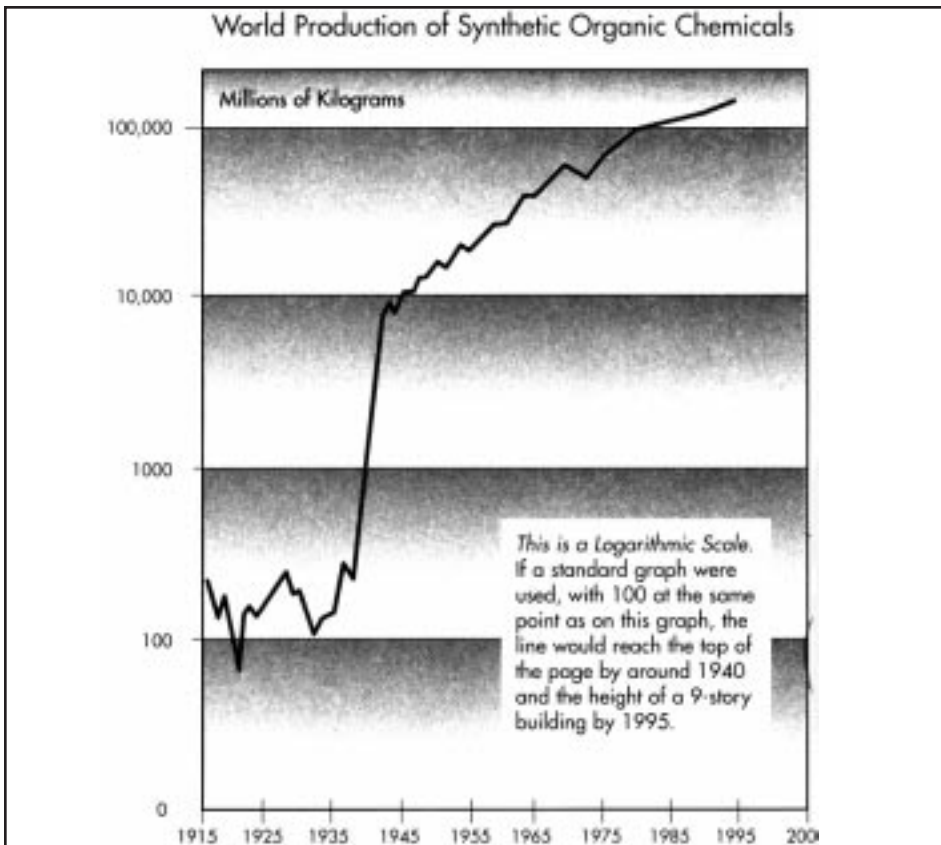
severely restricted for health or environmental reasons. However, only 12 pesticides out of 25,000 pesticide products and 5 industrial chemicals out of thousands, are on the proposed PIC list. In any case, the PIC will regulate the flow of information only, not the chemicals.

The most effective strategies for the control of chemical release are to stop them at the source or to slow the proliferation and give time for testing and monitoring to catch up. In agriculture, for example, the techniques of integrated pest management and organic farming have been used with wide success to reduce the quantities of chemicals getting into food. IPM (Integrated Pest Management) replaces blanket spraying of pesticides with reliance on natural predators, mulching, drip irrigation, and other

nontoxic techniques, augmented by targeted and limited pesticide use. In part of Asia, farmers using IPM approaches have substantially reduced the use of toxic insecticides while increasing rice production, and in Europe the number of organic farms has risen 25 percent yearly over the past decade.

One of the most fundamental means of reducing emissions is through redesign or substitution, either of the processes used to make products or the products themselves. Where industries resist change or where government regulations are too weak, public opinion can sometimes encourage bringing about change. "Right to know" laws, which require that industries disclose what chemicals they are releasing and where, can be the key to public pressure. The US, Canada, Scandinavia and part of Europe require mandatory reporting of some chemical emissions. A new Indonesian program ranking industries based on emissions and then releasing the names and the standings of companies should also prove effective. In the final analysis, we need a different kind of incentive system for the chemical industry—one that discourages short-term profits at the expense of human health. A tax system that penalizes pollution while rewarding investment in health may be part of the answer.

Sources: Jennifer Mitchell, World Watch Institute, UNEP bulletins



In less than one lifetime, production of synthetic organic chemical—dyes, plastics, solvents, and the like—has increased more than a thousandfold in the United States alone: from less than 0.15 billion kilograms in 1935 to more than 150 billion kilograms in 1995. Today, there are roughly 70,000 different synthetic chemicals on the global market, and many others are emitted as by-products of their production or incineration.

CORRECTION:
In the **Point of View**, Spring 1997, a reference was made to the manuscript in the Celestine Prophecy. The manuscript was incorrectly described as **Mayan** instead of ancient Peruvian.

Voices

■ *One World, Ready or Not: The Manic Logic of Global Capitalism* by William Greider, New York: Simon & Schuster, 1997. Greider, in this intense and educational book has set out to describe the engine of global capitalism and then take the machine apart to see how each piece actually works and how they all fit together. In the process, he asks the most fundamental questions about trade, production, finance and the environment.

What makes the book fascinating, however, is the answers he provides and the way he provides them. He shuttles between places such as the Motorola factory outside of Kuala Lumpur, where young female workers exchange their veils for surgical masks in order to manufacture semiconductor chips, and Toyota's in Japan, where scores of long-necked welding robots do the work of hundreds of skilled workers.

Greider's message is profoundly disconcerting. He is convinced that although the rapid spread of free-market philosophy since the end of the Cold War has created countless pockets of prosperity, the world economy has spun out of control and is heading for a cataclysmic fall. He discerns three ominous, converging trends.

The first trend is increasing production: the world will soon be awash in surplus goods. Multinational companies, engaged in brutal competition for market share, have expanded to the far corners of the globe. Their profitability depends on holding down wages in places such as Indonesia and China, which guarantees that workers in those locations cannot afford to buy what they make. Meanwhile, there is no way that consumers in the West can absorb mountains of new production. Surpluses are expected in automobile production, chemicals, pharmaceuticals, electronics, and textiles.

The second trend is the rapid, constant flow of money across borders. Greider shows how large the stock of financial assets has become and how powerful Wall Street is relative to Washington and other governments. Powerful private markets are calling the shots in the world economy. They are inducing the developed countries to grow far more slowly than is desirable by demanding that governments rein in budgets too fast and keep monetary policy too tight. A long cycle of economic contraction and deflation may follow as a result. In addition, Greider fears that the phenomenal growth of investable funds far outstrips sound investment opportunities.

The third trend is rapid industrialization in the emerging markets. Greider believes that the planet cannot sustain that growth without irreparable environmental damage. All over Asia and Latin America, he sees a showdown with nature. For example, today there is one car for every 680 people in China as compared to 1.7 people in the US. What will

happen if China fills their streets with automobiles.

Greider's main concern is that the losers in the global economy—those earning rock-bottom wages, those who suffer when growth slows, those who live with the worst effects of environmental degradation—far outnumber the winners. He shows how the middle class in Germany watches as its social safety net is dismantled and the US where workers' real incomes have stagnated or declined in the last two decades. He highlights the hundreds of million of people who feel cornered, powerless and alienated, and questions whether these men and women will remain politically passive.

Greider contends that no one will take responsibility for global capitalism in all its dimensions. Multinational companies are obsessed with breaking into foreign markets. Lenders and investors are preoccupied with financial returns and the security of their assets and political leaders are leaving the outcome of the great political issues of our times—the distribution of wealth and power within and among societies, the treatment of ordinary citizens, and even human rights questions—substantially to private markets. Greider feels that since no one speaks for the people, capitalism will swing to an extreme until it produces a popular backlash, class politics harden, and widespread social conflicts flare up.

Although he paints dark scenarios, Greider believes a lot can be done to preempt a collision. He would like to see a global effort to improve the conditions and wages of workers in emerging economies so that they can be consumers and well as producers. He advocates a renewed focus on economic growth in place of the current orthodoxy that rewards austerity. He believes that governments can exert much more influence on the world economy if they act together. He proposes the establishment of new industries that not only manufacture products but also consume their own environmental waste. Finally, he calls for a new international ideology—a global humanism—in which the focus of economics is not just production and profits but also the dignity of labor.

■ *Fundraising on the Internet: Recruiting and Renewing Donors Online*. Editors: Nick Allen and Mal Warwick, Berkeley, California: Strathmoor Press, 1996. This user friendly handbook is worthwhile reading for North American non-profit organizations who are interested in expanding their fund raising activities through the use of the Internet, email and listserves. Called "cyber-fundraising," this intriguing and fresh approach is aimed at the current online community which consists mainly of 16 to 34 year olds who are the regular users of electronic communications.

This same age group is the future philanthropic community. The argument for expanding fundraising into cyberspace is that the growing number of online users increases the potential number of donors. This handbook discusses fundraising procedures in general as well as problems in receiving donations through email. Further information is available on line at: info@strathmoor.com

■ Wasik, John. *Green Marketing and Management: A Global Perspective*, Cambridge, MA: Blackwell Publishers, Inc., 1996. This detailed discussion of environmentally responsible business strategies is listed as one of the sources for the Special Focus Report on corporate sustainable development policies. The book contains information on specific companies, partnering among business, NGOs and governments, the influence of citizens groups and the reasons for a business to adopt green strategies. We recommended this book for further reading about the Special Focus topic of this issue.

■ Maren, Michael. *The Road to Hell: The Ravaging Effects of Foreign Aid and International Charity*, New York: The Free Press, 1997. Written in a straightforward and informal style as a personal journey through the "Aid and charity. industry," *The Road to Hell* is a hard hitting account of the impact on African communities of aid from donor governments and non-profit organizations. Maren focuses on Somalia, but his experiences there serve as representative examples of the way aid damages and sometimes kills the groups it is intended to help. In his introduction, Maren states, "Somalia added a whole new dimension to my view of the aid business. aid could be worse than incompetent and inadvertently destructive. It could be positively evil." In the first chapter, he discusses the underside of sustainable development noting that the term "could be manipulated for any purpose." Maren's stinging analysis of international development aid includes NGOs, governmental aid agencies, recipient governments and the UN. This book challenges complacency about NGO success in the developing world and suggests that NGOs, large and small, go where the money is Maren is by no means the first to criticize international aid, but for the NGO community, especially small and young NGOs, this book is an important cautionary tale.

■ *Levels and Trends of Contraceptive Use as Assessed in 1994*, Population Division, United Nations Publications, 1996. *Levels and Trends*

VOICES *continued from page 14*

contains a thorough review of survey data on the levels of contraceptive use, methods and recent trends in contraceptive practice and both global and regional estimates of current use of contraception. This edition includes information on a woman's use of contraceptives relative to her marital status and also a comparison of men's and women's reports of contraceptive use.

■ *Fern Gully: The Last Rain Forest*. Fox. Film Corporation, 1992. *Fern Gully* is a wonderful feature length. cartoon. that tells the story of deforestation in the Brazilian rain forest. The film was shown continuously at the Earth Summit in Rio in 1992, and we recommend it again to our readers in preparation for the UN General Assembly Five Year Review of the Earth Summit, scheduled for June 26-27. *Fern Gully* tells the story a magical part of the pristine rain forest which is inhabited by a panoply of colorful fairy like creatures. Loggers enter the forest and start cutting down the huge, beautiful trees that are the ancient homes of the diverse of group forest creatures. An exciting fight for survival ensues. The film presents the concept of biodiversity of the rain forest inhabitants who are the story's heroes. The loggers are portrayed as ignorant about the forest knowing only that they have to cut down the trees Like all good cartoon films, this one ends happily. The story is sufficiently intriguing and comical to appeal to children as well as their parents and is recommended for schools. *Fern Gully* is distributed by Fox Video, P. O. Box 900, Beverly Hills, CA 90213

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POINT OF VIEW: *“Kids! What’s the Matter With Kids Today?”*

It has become part of the conventional wisdom that young people today lack the values of their elders. For example, many American adults wring their hands because teens watch too much television, see too many violent movies, listen to terrible music and waste too much time and money in shopping malls. Current adolescent life lacks opportunities for values to develop— or so the argument goes. This view of teens is old and tenacious; it remains alive from one generation to the next even as the culprits within the culture change. There is something about adolescents that offends their elders and draws antagonism. One view suggests a deeply rooted fear of mortality among adults who recognize that the upcoming generation is getting ready to replace their elders. It has been argued that the “older generation” is highly jealous of their heirs and this ageless jealousy is expressed in the willingness of fathers (and occasionally mothers) to send their sons to war.

At the edge of adulthood, teens bring new challenges and fresh approaches to the activities in which they involve themselves. The teen years—in peace time—are years filled with experimentation, a lack of

routine, new experiences and thoughts. Like spring flowers, teens are bursting with life, and in groups, they offer a rich array of ideas and possibilities. And herein lies one of their problems. The teenager’s vitality and newness to the world of adults often lead young people to challenge their elders, especially on the contradictions between the values adults preach and those on which adults act. Teens and young adults tend to see the disparities

“The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.”

Albert Einstein

between the words and actions of adults very clearly. Since adults serve as role models for teens, teens tend to scrutinize adults, especially those in close contact, noting the contradictions and often calling them out. At the same time, the consistencies between words and actions are very much appreciated by young people. Those adults who appear to the teenager as honest and principled are the adults whose speech and behavior do not

contradict.

All of this points to the appreciation for the values of honesty and integrity that teenagers and young adults hold. As they seek paths into the adult world, teens look for moral direction. Their challenges tend to point to substantial ethical questions that adults need to address seriously. Perhaps time spent watching TV and movies, listening to music that offends adult ears, and shopping in malls are not the significant indicators of adolescent life. What teenagers discuss after they watch TV or see a movie, and the concerns they verbalize after a day at the mall might demonstrate teenage values more accurately. Many adolescents recognize the poor language quality and dearth of ideas in the music they like. The cultural bias against teenagers is generally not supported by those adults who take the time to hear what young people have to say. Teens and young adults hold a mirror to the world of adults and too often too many adults do not like what their reflections show.

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“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it’s the only thing that ever has.”

Margaret Mead
