CREATING SUSTAINABILITY

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Global Partners for Global Solutions

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Session One. Sustainable Nuclear Energy.
H.E. Mrs. Edita Hrda’, H.E. Mr. Yuriy Sergeyev, Dr. Christine K. Durbak, H.E. Mr. Frantisek Ruzicka, H.E. Mr. Ryszard Stanislaw Sarkowicz

Session Two. Sustainable Development.
Mr. Sonaar Luthra, Mr. Alex Shapoval, Dr. Christine K. Durbak, Ms. Brandi Veil, Ms. Nikki Henderson, Miss Nicole Carter

Session Three. Food Security and Sustainability: Commemorating Holodomor.
H.E. Ms. Raimonda Murmokaite, H.E. Mr. Yuriy Sergeyev, Dr. Christine K. Durbak, H.E. Mr. Normans Penke, H.E. Mr. Margus Kolga, Mrs. Tamara Gallo-Olexy
Your Excellencies, Distinguished Delegates, Colleagues, Students, Ladies and Gentlemen,

It is an honor and privilege to once again address this gathering. On behalf of World Information Transfer, I would like to express our deep appreciation to the Government of Ukraine and H.E. Yuriy Sergeyev, Permanent Representative of Ukraine for having co-sponsored this Conference since 1992 and to the UN Missions of the Czech Republic, Estonia, Latvia, Lithuania, Poland and the Slovak Republic for supporting our 21st International Conference on Health and Environment: Global Partners for Global Solutions. I would also like to express our gratitude to all of our supporters that made this Conference possible.

World Information Transfer is dedicated to studying the connection between environmental degradation and human health and in identifying solutions to remediate our environment and by so doing, improving the health and quality of life of all citizens. We can begin by considering the list of environmental problems that have appeared during the past 20 years in newspapers, radio interviews, TV stories or the Internet. New virus strains, stratospheric ozone depletion, fresh water depletion and contamination, fracking, biodiversity, air pollution, deforestation, desertification, rampant urbanization, waste management, and unregulated population growth. Usually, each problem is accompanied by far reaching solutions presented in imperatives which point the audience towards either a green or black future that disappears once the news recycles. Many have been moved to action to “save the planet” as the ubiquitous slogan goes. But it is really saving the human species whose survival is threatened if no solution is found to ecological degradation. Some turn away from the real problems out of fear, and the doubting Thomases wait for full proof substantiating various issues, while the planet continues to deteriorate.

In our endeavor to educate the public about environmental issues, we perceive two central drawbacks caused by lumping environmental problems together. The first difficulty is that, as each issue of environmental decay becomes compressed, the potential for public understanding diminishes. The real problems are altered for the purpose of easy recitation and recognition. Complex conditions become simplified reference points with slogans, such as “end climate change.”

Such diminished and fragmentary data leads to the second, important problem. A tendency exists for false information to make its way into the public mind in the form of inaccurate, unbalanced and omitted facts. Less and less usable data accompanies each issue as problems get clumped together for expediency. Knowledge of environmental issues is reduced to fragments of data, along with decreased information that are the usually dire admonishments and predictions. For example, just as the pressures on global resources by burgeoning populations of an additional 95 million people annually received so little attention at the RIO+20 Earth Summit, so too in the environmental litany, important issues tend to fall to the bottom of the list.

The most significant consequence of false information presented with fashionable slogans is that each environmental problem loses its causal relationship to the others and thus its urgency of remediation is diminished. Policies suffer when controversial facts are replaced by familiar platitudes such as “feed the children” since containing the world population is our most controversial and unpopular task. Finally, government policies suffer when controversial facts are masked by issues and platitudes that distract them from the underlying cause and the courage to address them.

Today, our first panel will focus on the issue of nuclear energy and its role in producing sustainable energy. The second panel will focus on sustainable development projects that are currently taking place on our globe whose goals can ultimately enable people to live within the bounds of their environmental resources. The final panel will address the devastation of the tragedy of Holodomor, which could have been prevented if people were informed of Stalin’s policy of starvation. A history that hopefully will never be repeated.

Thank you for your attention.
I would like to thank all of you for your participation in the 21st International Conference on Health and Environment which comprises very complex and acute topics, combining Health, Environment, Social and Economic developments. I also would like to take this opportunity to express my sincere appreciation to Dr. Durbak, President and Founder of World Information Transfer, Inc. for organizing this conference as a follow up to Rio + 20 and to my fellow colleagues Ambassadors for accepting our invitation to participate in this Conference.

I am confident that international efforts under the auspices of the United Nations are the crucial components in order to reach global results on sustainable development.

Through the decades Ukraine has developed its own nuclear energy sector and actively cooperates with its international partners and universal organizations in order to improve its sustainability. We consider the nuclear energy to be one of the efficient engines of the modern economy.

At the same time we are fully aware of the tragic consequences of the man-made catastrophe in Chornobyl or natural disaster in Fukushima. Therefore, Ukrainian government presumes that sustainable nuclear energy should be considered first as a nuclear safety and security goal.

The State Nuclear Regulatory Inspectorate of Ukraine was established to implement recommendations of the International Atomic Energy Agency (IAEA) on enhancing control of the nuclear safety. A great deal has been done in Ukraine to improve the nuclear energy infrastructure, billions were spent to preserve the Chernobyl Exclusion Zone, as well as to maintain social relief programs.

In 2011 the General Conference approved the IAEA Action Plan on Nuclear Safety. The Action Plan provides for a roadmap for all Member states. Ukraine, like many other countries, has carried out assessments of safety vulnerabilities of all nuclear power plants. We have also joined the EU stress-tests exercise and follow up peer review process. All necessary measures and improvements identified are either in the implementation phase or have been implemented. The national regulator has started a comprehensive programme of review and revision of the nuclear safety regulations. Proper consideration is being given to the latest IAEA Safety Standards and lessons learned from the Fukushima accident. The Government of Ukraine recently approved an Action Plan on strengthening Safety Culture and Public Communications on Nuclear Safety Issues. In September 2012 Ukrainian Parliament approved the next step in our nuclear power development – construction of two new units at Khmelnitsy NPP site. Ukraine will use the IAEA peer review instruments to achieve the highest possible safety level in implementation of this project.

In 2012 in order to broaden the scope of the nuclear sustainability Ukraine has accomplished its voluntary non-proliferation commitments and eliminated all stocks of highly enriched uranium, stockpiled at the Ukrainian nuclear research facilities.

We believe that one of the outcomes of “Kyiv Summit on Safe and Innovative Use of Nuclear Energy” in 2011 was the unanimous recognition of the necessity to secure adequate level of nuclear safety, as the key priority, throughout every and each stage of the nuclear energy production.

In Ukraine many of the storage facilities for the spent and unused radioactive sources do not meet today’s safety and security requirements. In this regard there are some international projects, namely RADON and VECTOR II, directed to reconditioning these radioactive sources and further transportation to a safer, long-term storage facility, which will be built in the Chernobyl Exclusion Zone. Delivering sustainable results, Ukraine develops a number of international projects in the area of Chernobyl Exclusion Zone, with many of them relying on the State budget as well as foreign funding.

We believe that sustainable development will not be complete without high standards of the specialized education and nuclear security competence. Therefore Ukraine commends the IAEA for its invaluable support given to us to develop training at 5 education facilities for nuclear security purposes at the Sevastopol National University. I would like to praise the work of the experts of the International Atomic Energy Agency and our partners from G8 and G20 Member States, as well as Poland and Czech Republic for providing exchange of expertise and technical support in the nuclear energy sector of Ukraine.

In conclusion I would like to emphasize that Ukraine reaffirms its view that the responsibility for nuclear security rests with each individual state. However, I would like to stress that common understanding and international support is a key element for the global nuclear security and safety.

We believe that activities under both Nuclear Safety Convention and Joint Convention enhance safety of peaceful nuclear energy worldwide. We call upon all countries, which have not yet done so, to join these important instruments. Thank you.
Madam Chairperson, Excellencies, ladies and gentlemen,
At the outset, I would like to express Czech’s appreciation for scheduling this discussion. I also avail this opportunity to commend the Permanent Mission of Ukraine for co-organizing this important meeting.

The Czech Republic pays the highest possible attention to nuclear safety and security, and supports the further peaceful development of nuclear energy. As a member state of the European Union and partner of the International Atomic Energy Agency (IAEA), we are fully committed to fulfilling all our international obligations relating to nuclear energy.

Nuclear energy constitutes a major part in the Czech Republic’s energy mix and is considered very prospective in this regard. Currently it covers approximately one third of the national electricity consumption. This share is even expected to climb in the light of the Czech Republic’s plans to construct two additional reactors for the Temelin nuclear power plant which has now 2000 megawatts of installed capacity and is therefore the most effective power source in the Czech Republic. The completion of Temelin NPP will guarantee reliable coverage for the increasing demand for electric power in the Czech Republic beyond 2020. It will create sufficient reserve capacity and safeguard the stability of the power system with a minimal discharge of greenhouse gases. Our approach is based on responsibility and transparency, with focus on promoting a responsible nuclear industry in the European Union.

Madam Chairperson,
It is in our own interest to be actively involved in an international cooperation, share our experience and thereby contribute to a positive development in this regard. We are a strong supporter of sharing of information and knowledge through the Technical Cooperation Program of IAEA. We have earmarked more than 6 million CZK (approx. 300 000 USD) for the financial support of the Technical Cooperation Program in 2012. Along with other advanced countries, the Czech Republic supports, in a variety of ways, the IAEA’s attempt to provide technical support to member states, who apply for it.

The Czech Republic is also signatory state of the Nuclear Suppliers Group, which will be chaired by my country next year.

Excellencies, Ladies and Gentlemen,
It is an honor and pleasure to participate in today’s conference. Let me extend my gratitude to the Mission of Ukraine and personally to Ambassador Sergeyev for this important initiative.

The “Future we want” – a recently adopted outcome document from the “Rio+20” conference recognizes “the critical role that energy plays in the development process, as access to sustainable modern energy services contributes to poverty eradication, saves lives, improves health and helps to provide for basic human needs”.

The global energy needs are growing. The sustainability of nuclear energy is then at stake as we have to answer the question how can we meet these needs without creating negative side effects that could compromise the living environment of future generations?

Poland is of the view that, if based on the highest standards in terms of technology and in terms of safety and security, nuclear energy can be a factor supplementing efforts aimed at achieving sustainable development.

Those assumptions together with growing energy consumption and the need to limit greenhouse gases emissions have led to the decision to develop Poland’s Nuclear Energy Program.

By the year 2030 Poland plans to build two nuclear power plants. Preparatory works related to the implementation of nuclear power in Poland fully respect provisions of international law and EU regulations. They are also in accordance with adequate guidelines and recommenda-
tion of the International Atomic Energy Agency and other international organizations.

The project of construction of the first Nuclear Power Plants is considered as the greatest challenge in the history of the Polish electricity market and the post war economy.

The highest nuclear security standards are in place for the development of Polish peaceful Nuclear Power Program. Poland also actively participates in the international efforts focused on raising and consolidating a high level of nuclear security and safety worldwide.

In February 2012, in the run up to the Seoul Nuclear Security Summit, Poland hosted the Counter Nuclear Smuggling Conference. The main goal of the conference, organized jointly with INTERPOL, was to exchange good practices in enhancing international cooperation among states participating in the NSS with the focus on preventing and responding to nuclear and radiological threats.

Concluding, it is the view of my country, that the nuclear power plants remain one of the most reliable sources of energy. Applying best security and technology standards is crucial to gain benefits from this energy, also in terms of sustainable development.

II. Sustainability and Nuclear Energy

What does this mean for the questions related to renewability and sustainability of the nuclear energy? Some recent developments have not been most favorable for the nuclear energy:

- as a reaction to the nuclear disaster in Fukushima, Japan, starting on March 11, 2011, Germany shut down roughly 40 percent of the country’s nuclear generating capacity in mid-March 2011,
- the Japanese government said it would endeavor to phase out nuclear power by 2040. This is no small task given a third of the country’s electricity was generated by nuclear power plants prior to last year’s Fukushima nuclear disaster,
- Switzerland has set a goal of being nuclear free by 2034. Today nuclear’s share of power generation in that country is about 39%,
- Some countries, Slovakia included, are today and for several decades to come dependent on nuclear energy capacities.
- When evaluated in light of impact on climate, land use, waste disposal, fuel availability, safety (occupational, environmental and personal), internalized environmental costs, and technology transfer, nuclear power is an energy option that is sustainable and can help many nations achieve defined goals.
- Nuclear energy is essentially carbon-free and contributes to reducing emissions of greenhouse gases that induce global warming as well as local atmospheric pollution.

In Rio we have agreed to work out the Sustainable development goals. Today we should start working on the strategies, goals and instruments among which the energy security will play an important role;

Finding effective policies to respond to climate change is one of the challenges we face today. There may be several principles under which our goals can be considered and, hopefully, reached:

- Global sustainability is not anymore the question of selected countries – we all are responsible for the future of the planet, regardless of geographical position or wealth;
- Goals that are to be defined should be global and in the same time local. Therefore they should balance all three pillars: economic, environment as well as social;
- Thus – there is need to negotiate and reach an inclusive global strategy and the shared responsibility for the future. Global strategy should be reflected in national strategies approved by widest possible social/political consensus;
- Saying this – taking into account the different levels and starting points of Members States – there is not the possibility for the approach “one size fits all”.

I. Introduction

The concept of sustainable development was elaborated in the late 1980s and defined as “a development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. In a broad sense, sustainable development incorporates equity within and across countries as well as across generations, and integrates three main pillars: economic growth, environmental protection and social welfare;
Although there are already a number of other technical options and policy measures available to alleviate or mitigate the risks of global climate change, stabilizing carbon dioxide concentration in the atmosphere is likely to require comprehensive policies taking advantage of a range of technologies.

Saying that the nuclear energy option in the set of tools aiming at addressing climate change issues is consistent with the precautionary principle and sustainable development objectives – at least from the medium term perspective,

Energy has links with all the three dimensions of sustainable development – economic, environmental, and social. Energy services are essential for economic and social development. As energy use will continue to grow, its health and environmental impacts will have to be controlled, alleviated or mitigated in order to achieve future SDGs.

The main challenge of sustainable development in the energy sector is to extend the benefits of energy services to the world as a whole, and to future generations, without undermining the sustainability of the environment.

There is another risk of nuclear technology used for peace purposes – weapon proliferation.

the international non-proliferation and safeguards regime has proven to be highly effective so far and must continue to be fully implemented. Proliferation of nuclear weapons is driven primarily by political incentives and concerns. Subsequently the goals of non-proliferation must be achieved primarily through political means.

### III. Slovakia and nuclear energy

**Slovakia** has a long term policy to create an energy mix based substantially on the nuclear energy. For decades the negative perception of nuclear power was not high, though the Chernobyl catastrophe (especially its lack of transparency) and the last case of Fukushima had an impact on perception mainly from the point of view of security and health risks.

On the other hand it could be stated that Slovak nuclear reactors (mainly improved soviet/Russian type) were considered safe by the tests provided by the European union. The most serious accident happened back in 1977 and reached the fourth level out of seven in the scale of INES (International Nuclear Events Scale).

As part of Association Agreements Slovakia has agreed for decommissioning of nuclear power plant V1 in Jaslovske Bohunice. The cost of the operation is around 1,1 billion of EURO, partially covered by the funds of the European Union. Newest plant V2 was recently, in 2010, upgraded and produces around 505 MW per bloc, Production of Mochovce nuclear power plant covers around 11% of the energy consumption. Two blocks were completed in 1998 and 1999. The construction of the 3rd and 4th blocks have been re-opened in 2008.

If construction is finished, it will significantly improve the energy security of the Slovak Republic as well as it will contribute to the obligation of Slovakia to decrease the emissions of carbon dioxide by 2020

### IV. Conclusions

There is no single and simple answer. It appears to be clear, that nuclear energy, at least in the form, speed of consumption of fuel and with technologies we have today, perhaps cannot be considered renewable,

On the other hand taking into consideration short and medium term perspective it may and should be considered as a part of sustainable strategies for several decades to come at least for the countries that are relying on it in their energy mix,

For the next several decades in some countries nuclear energy should be a feasible and acceptable part of sustainability of energy sufficiency, economic stability with the broadest possible understanding of sustainability without negative impacts on overall development.

Definitely the issues of safety and security should be given the utmost attention and importance. Due to improved technologies and scrutiny the risk is lower, and accidents do not happen as often as in other energy sectors, but in case the consequences are much more complex,

If we are talking about sustainability we should have in mind a balanced approach to all of its three elements: economic, environmental and social. These are three parallel but at the same time fully integrated processes, that cannot be handled separately. At the end of the day we should reach the sustainability in all of three, since the opposite undermines the overall effort,

Without sustainable economy fuelled by sustainable energy there cannot be a sustainable social development. Since we are not at the same start line, we should respect the individual approach and path to the general goals that will and should be reached in the future,

In that future the nuclear energy may give way to other mainly renewable sources. But currently vis-à-vis other non renewable resources it has an important place that guarantees the sustainable economic and social development and the process of phasing in and phasing out. This process should be gradual.

Who knows, where technology is going to be in 2040. It is 28 years from now. 28 years ago we lived in 1984. Everybody knows Orwells’ rules: War is Peace, Freedom is Slavery and Ignorance is Power.

Did we know then, where the world is going to be in 2012? And where it will be in 2040? But what we should know today is, that we have to change Orwell’s heritage: Power is knowledge, knowledge is freedom and freedom is peace.
Your Excellencies, Ladies and Gentlemen,

Over the past five years the world has been waking up to the emerging global water crisis. But this crisis lumps together several things that are all happening at the same time. We are facing an upcoming shortage of freshwater due to changing weather patterns, and growing populations, but today I want to talk about water quality, and what information exists about what’s in our water.

To understand the challenges we’re facing I want to start with what happened in New York City a month ago in the aftermath of Hurricane Sandy. Breezy Point was one of the worst hit neighborhoods, not simply by flooding, but by fires that destroyed over 80 homes. This was tragic. But it was also one of the first places that were evacuated — an area the city knew was going to flood if the storm followed its predicted path, and one they knew was going to require assistance afterwards.

In spite of this, it took 4 days for the New York State Department of Health to declare the neighborhood’s water unsafe in an area we could have predicted was going to have water problems. The problem here wasn’t neglect, oversight, or a lack of resources. It was that Water Testing itself - even in the best of circumstances - is not working. We have no capacity to obtain early warn-

ings that might help us prevent the spread of pollution and disease - and every year that means over 3 million people die, and the global economy loses over $1 trillion USD.

This is not just a drinking water problem - it’s a problem encountered in every effort to assess what’s in our lakes, rivers, oceans, wells and aquifers. This ensures we never know how to coordinate responses effectively. In spite of all the resources that were sent to Haiti in 2010, there were consistent shortages. This wasn’t because there was a supply problem, it was because there was an information problem. Without knowing where water and sanitation supplies were needed, too many supplies ended up in areas that didn’t them, and too little in areas that did.

If you take a closer look at existing water testing technologies you find options that are inevitably too slow, too complicated, and too expensive to give us enough information to take decisive action. This deprives the world of information about water quality. Not just individuals, but institutions, governments, and the people tasked with managing our most precious resource. And this means that we have almost no information with which to face growing uncertainty surrounding global water quality conditions.
We often forget the work it took to build national weather services - how simple instruments like barometers and anemometers planted the seeds of an early warning system that provided better food security, safer ocean and air travel, and more recently, the information that prepared this city for Hurricane Sandy.

We’ve been dreaming of extending such systems for decades. Part of what’s held us back has been technology, but what’s fundamentally different today is the computing power we have to help us manage these problems and process large datasets. I think it’s time that we considered how to apply them to water.

At my company, Water Canary we think that any appropriate solution to our problem should be simple and easy for the public to grasp. We call our solution the Water Canary and it’s an inexpensive device that makes it possible for anyone to instantly test water with the push of a button, with virtually no recurring costs. It’s still at its early stages, but we’re designing it to eliminate the minimum 2-4 day period it takes to get water testing results. We’re also integrating something no other solution has: networking. Each Water Canary can upload GPS tagged readings in real-time to our servers. That is going to enable us to provide real-time maps of water quality conditions as they unfold - maps that do not exist right now, because for them to exist you need two things: fast affordable testing, and networking capability. Only Water Canary Provides both.

It’s the foundation of what we believe will eventually become the world’s first early warning system for water. Our ultimate goal is to fix Water Testing by bringing it into the information age, and closing the gap between testing & decision-making. We think real-time Water Quality information is going to transform the fight against water borne illness and provide a foundation for sustainability movements to quantify the benefits of better water resource management.

Thank you for your attention.
Large-Scale Food Enterprise
In 2010, People’s Grocery created People’s Community Market, a for-profit grocery.

Small-Scale Economic Opportunity
Grub Box: Produce Box in partnership with Dig Deep Farms and Produce. Distributes to 80 families per week, a $350,000 per year enterprise.
Growing Justice Institute: Fellowship program for West Oakland residents wishing to refine or start their own food projects and enterprises. Six farming projects leveraged $50,000 for the community.

Building Healthy Environments
Garden: 1/4th of an acre, with a greenhouse, animal husbandry, aquaponics, vermiculture, raised beds, and an outdoor kitchen.

Miss Nicole Carter
Student Conservation Corps

West Chester Area School District
Student Conservation Corps
The Student Conservation Corps and the West Chester Area School District would like to thank Dr. Christine Durbak, His Excellency Yuriy Sergeyev, Ms. Carolyn Comitta, and the World Information Transfer’s Board of Directors for the opportunity to present today.

In 2010, the West Chester Area School District received an Environmental Protection Agency Climate Showcase Communities Grant. The program’s purpose was to “create models of sustainable community action that generate cost-effective and persistent greenhouse gas reductions while improving the environmental, economic, public health and social conditions in a community and setting an example for other communities to follow.”

From the grant, WCASD received $150,000. This money was used to aid WC BLUER, West Chester Borough Leaders United for Emissions Reduction, in its goal of achieving a 10% reduction in energy usage and greenhouse gas emissions by 2015. Therefore, the district formed the Henderson High School Student Conservation Corps. We partnered with Practical Energy Solutions, a local energy consulting firm, and performed five energy audits on local businesses. The grant money enabled us to perform a free, comprehensive analysis of

Downtown West Chester, PA
energy usage for each business. While the business owners’ incentives were primarily monetary, our objective was environmental protection.

Over the past two years, we performed five energy audits on businesses that we felt were typical to towns across the nation. These businesses included the Krapf Bus Company (a corporate office), Keystone Federal Credit Union (a bank), Unruh, Turner, Burke, and Frees (a small law firm), Kaly Boutique (a small retail shop), and Kildare’s Irish Pub (a bar/restaurant). During each audit, we examined Heating, Ventilation, and Air Conditioning (HVAC), lighting, and plug loads.

For each business, we created a thorough report highlighting areas where businesses could save energy through easy, cost-effective changes. We then presented the results to business owners and community members. Follow up with the business owners revealed that those who had implemented our suggestions achieved substantial reductions in energy consumption and costs. Over the course of one year, the five businesses saved a total of $16,400. The law office cut its annual carbon dioxide emissions by 60,000 pounds, the bus company by 67,800 pounds, and the restaurant by 66,750 pounds.

We would like to highlight the Unruh, Turner, Burke, and Frees law firm as an excellent example of a business who enthusiastically implemented our suggestions and experienced a significant payback. In 2009 and 2010, the law firm consumed about 107,000 kWh of electricity per year, and emitted 75.5 metric tons of carbon dioxide. In November 2010, we audited the firm. We noticed that
the firm’s thermostat set points were not appropriate; our loggers depicted temperature spikes late at night and on weekends, which indicated that the HVAC system was turning on unnecessarily. We therefore advised the firm to reevaluate its thermostat set points.

One year later, we followed up with the directors of the law firm and found that they had followed our advice and adjusted their thermostat set points. An analysis of the firm’s 2011 energy bills revealed that they had cut their annual electricity consumption by more than 10,000 kWh and reduced their carbon dioxide emissions by 60,000 pounds – the equivalent of 5.3 passenger vehicles on the road for one year. The firm also cut its annual electricity costs by more than $4,000 per year.

We feel that our program can serve as a model for similar programs in other towns and communities. You will be amazed at how much energy – and money – can be saved by encouraging simple behavioral changes from members of your community, school, or workplace. With little to no experience in energy conservation, you can make a difference in your community and protect the environment for future generations!

I am here today as an Ambassador of the festival culture to present you with new possibilities via new systems. I am a Hollywood event producer who was influenced by transformational festivals and I want to share with you a generational shift in global society driven by art, music and dance; and, how these individuals can create a new type of workforce with new skill sets and values along with a plan, which I call “humanitarian sustainability”. WIT has invited me to present to you a possible means of developing and sustaining resources for such programs.

I will be speaking about energy—the energy and power of community!

Starting with music festivals like Woodstock 43 years ago here in New York State and growing with the very different, arts-oriented Burning Man Festival for the past 35 years, there are now what we call “Transformational Festivals” throughout the world which focus exclusively on transforming their participants’ lives through their exposure to new values, means and methodologies. These festivals are quadrupling not only in size but also in influence. Woodstock was the launching pad for music festivals, which would be sustained and transformed into other areas of social movements. Last year, a festival called Coachella in a desert community near Palm Springs, CA brought in a record-breaking $47 million over two weekends with 90,000 people attending and The Electric Daisy Carnival, a dance-music fixture in Las Vegas, drew more than 300,000 people over three days. What we are witnessing here is occurring on a global scale and some are calling this generation “the festival generation”. Millions of attendees will engage in festivals next year and these millions of people can be guided to a greater and more focused purpose i.e. sustainability.

Commercial interests have been well aware for many years of just how potent and influential a force these festival goers can be – not only in the case of a company
like Google, which has sent as many as 2000 employees at a time to Burning Man in the remote Nevada desert to encourage “new thinking”, but with companies interested in developing new markets for their products.

The integration of such festivals has influenced mainstream markets through the use of crowd funding and crowdsourcing, and is now a $470 billion industry. Burning Man has contributed to emerging markets and has devoted an entire website to projects involving Social Entrepreneurship, an area which encompasses virtually every activity used to sustain an enterprise. Commercial interests have been well aware for many years of just how potent and influential a force these festival goers can be.

I believe the UN and NGO programs and goals can be integrated with these movements. This can be a positive source of sustaining the ever-increasing demand for human and material resources. The example of Muhammad Yunus’ work at The Grameen Bank making loans to individuals and organizations is one which everyone here is well aware of. Of even greater potential import is the work of companies like Goldman Sachs and internet-based portals like Kick Starter, crowdfunding and crowdsourcing. These have the ability to marry capital with social enterprises in far greater numbers than ever imagined.

This new genre of festivals, the transformational music and culture festivals, have been growing in the United States and globally. As a counter to mainstream festivals focused solely on profit, these type of festivals are influencing millions of new participants. Woodstock and, later, Burning Man, “the mother of
transformational festivals”, have been evolving for over 4 decades. These communal activities are fostering a new generation; a generation that contributes to sustainability through “community” or common purpose; and, a social ecology through art, music, film, education, healing and philanthropy.

Because of its power to transform the lives of its attendees, “transformational festivals,” form a new type of culture merging with current technologies to create a far more impactful social change. As a result, a new type of citizen is evolving; a first-generation model being connected to others, the community, and the environment. There is an awareness of self, of others, and the earth. This model is producing the next generation of philanthropists; and our children are becoming the “generational stewards of the Earth”. At present, every weekend of the calendar somewhere in the world a transformational festival is held with thousands of attendees seeking information and hoping that they can be led to become more proactive members of society.

The movement is evolving so fast that more research is needed to measure its long-term impact. We are seeing social, economic structures that are being created and are not currently being adequately tracked. What we do know is that festival economics have influenced companies like Facebook, Kick Starter and Google—companies using crowdfunding and crowdsourcing, to create a substantial financial and social movement. Social engagement fosters community and is now changing our world. We now need to find out if that has impacted economies and societies.

I was inspired to create purpose-driven events after going to BurningMan in 2010. I produced many events—among them was a weekly gathering in the heart of Hollywood called Grateful Fridays, which marshaled attendees to become ambassadors of this new social ecology, and of course volunteers. In 2011-2012 attendance was over 60,000 and over 5,000 ambassadors featuring celebrity musician Jason Mraz who launched...
our event getting us recognized nationwide, including the LA Times, CBS News, the LA Weekly and Rolling Stone Magazine. The goal was to bring consciousness to the mainstream audience using nightlife, based on the foundation of exclusivity and a gift economy of barter, trade and donations modeled after BurningMan. I have seen first-hand the transformation that such events produce in others: a sense of interconnectivity, of community, a zeal to volunteer, an awareness of sustainable practices, and a desire to have a greater consciousness.

The requirement for a better educated work force, more sensitive to the environment, with an ethical approach to work is compelling changes in how we communicate with and educate people around the world, no matter what the dictates of their particular political or economic or social systems require. The effective use of new media by transformational festivals can be a useful model for others to follow and also for the many groups and communities to access these millions of festival goers as volunteers, potential employees, underwriters and supporters of your work.

These festival audiences can be taught the knowledge and skills they need through online communities, new means of communication and mobile technology in order to participate in a new, better-connected form of goodwill. The process that starts before the festival and continues on during and after is in itself ‘transformational’. What is being produced is a more informed and engaged individual. It’s up to you to provide the content that this person is exposed to.

I have already begun a program to invite NGOs and local government workers to join me in creating a developed and easy-to-manage network of partners which will share information and which can be accessed through a new website or directly at the various festivals. Information is critical, and the education of the festival audiences can only be as impactful as the cooperation coming from international partners. These programs would help to provide a sustainable platform for economic, social, environmental and the integration of new systems to people who participate.

I leave these words with you: At the soul level, on the energy level, we can feel that we are all the same. We are connected in some way. Now we must be willing to harness the new world that is waiting for us and bridge the gap from old world to new world. Thank you for your attention.
Food Security and Sustainability: Commemorating Holodomor

Statement from the White House

At this time of commemoration, Americans join with the people of Ukraine and with Ukrainians around the world in remembering those who died in the tragic events of the “Holodomor” —or “death by hunger”—in 1932 and 1933. We honor the millions who lost their lives during this man-made catastrophe, in which Ukrainian farms and crops were seized in a deliberate attempt to break the will of the Ukrainian people. It is a tribute to the courage and resilience of the Ukrainian people that, even in the face of this unconscionable cruelty, they did not abandon their pursuit of dignity, universal rights, and sovereignty. The struggles of Ukrainians today to build a democracy that upholds those enduring values honors their memory.

On this solemn occasion, as we remember and honor the victims of the Holodomor, we reiterate our call for universal respect for human rights and fundamental freedoms, and renew our commitment to preventing similar atrocities from ever happening again.

Office of President
Viktor Yanukovych: President’s Address on Day of Holodomor Victims

Dear compatriots!
These days it will turn 80 years since trouble has come to our land.
In the period of 1932-1933, Holodomor covered the territory of Ukraine and other countries of former USSR.
This crime has changed the history of Ukrainian people forever. It has been one of the severest challenges of Ukrainians. Holodomor not only killed people, but also had the purpose of causing fear and obedience. For decades, any mention of those dreadful events has been banned.
But Ukrainian people demonstrated tenacity. Due to belief in its power, love to Ukraine, primordial pursuit of freedom and independence we have survived.
Today, a little candle flame unites us in a prayer for souls of Holodomor victims. We also remember those who shared the last piece of bread and saved lives of compatriots.
Our duty is to carry the memory of those dreadful events forever in our hearts. We also must do everything to prevent such a tragedy in the future.

Statement by the Prime Minister of Canada on the 79th anniversary of the Holodomor

21 November 2012
Ottawa, Ontario
Prime Minister Stephen Harper
“I invite all Canadians to pause this Saturday and honour the millions of men, women and children - mostly Ukrainian, but also some Kazakhs and Russians - who perished during the 1932-1933 famine-genocide perpetrated by the barbaric communist regime of Josef Stalin.
“By sending political leaders, clergy and academics to gulags, and cruelly depriving innocent families of the crops and livestock necessary to live, the Soviets sought to extinguish Ukrainian nationalism.
“But the spirit of the Ukrainian people could not be vanquished. Its sons and daughters persevered through those and other dark times to rebuild and ultimately cast off Soviet shackles, fighting for the values we cherish today: freedom, democracy, human rights and the rule of law.
“We are very proud to have more than one million people of Ukrainian descent in our country, many of whom lost loved ones in this atrocious act of malevolence, the Holodomor. Our Government recognizes their loss. In 2008, Canada became the first country to recognize this stain on humanity as an act of genocide, and was the first Western country to recognize Ukraine’s independence. Two years ago, I had the honour of paying my respects to victims at the Holodomor Memorial and Museum in Kyiv, Ukraine.
“This weekend, I encourage Canadians to join Ukrainian Canadians at Holodomor ceremonies across the country commemorating those who perished during this sad chapter in their history.
“Vichnaya Pamyat (in everlasting remembrance).”
Ladies and Gentlemen,

Estonia commemorates the millions of victims of the famine-genocide of 1932-1933 in Ukraine, known as Holodomor. This is a tragedy everybody should remember as one of the catastrophic consequences of totalitarianism in the 20th century, resulting from the Stalinist policy of collectivisation and its aggressive dehumanisation.

The final report of the International Commission of Inquiry Into the 1932-1933 Famine in Ukraine delivered in 1990 to the UN Under-Secretary for Human Rights in Geneva, and to the President of the Parliamentary Assembly of the Council of Europe, concluded that the famine in Ukraine was a genocide. Among the countries that have declared Holodomor as genocide, Estonia was the first one to adopt a parliamentary declaration on October 20, 1993 condemning “the communist policy of genocide in Ukraine”.

A significant step forward in the global recognition of Holodomor tragedy was made with the pronouncement of the Joint declaration at the United Nations on November 10, 2003, in connection with the 70th anniversary of Holodomor, where it was declared as a national tragedy for the Ukrainian people caused by the policies of the totalitarian regime.

This year, while honouring the 79th anniversary of Holodomor, we would also like to commemorate the millions of representatives of other nationalities who died of starvation in the Volga River region, the Northern Caucasus, Kazakhstan and in other parts of the former Soviet Union, as a result of civil war and the forced collectivisation about occurrences of food shortages, due to adverse climatic conditions, natural disasters. For an enlightened person it is unimaginable that famines could be man-made factor. Unfortunately, our history holds records of deeds done by humans which are so evil in its essence that it goes beyond comprehension.

Eighty years ago the Ukrainian people fell victim to a crime committed by Stalin and small group of his government officials, who, through their intentional acts, caused devastating starvation and deaths of seven to 10 million Ukrainians. The devastating famine that rampaged in the Ukraine from 1932 to 1933, during the collectivisation under Stalin, has been named as “Holodomor” – “which is to kill by means of starvation”. Can you imagine the scale of the horror, when at the height of the famine villagers were dying at a rate of 25,000 per day. It should be also reminded that before the famine, a state-organized program of “de-kulakisation”, which is – elimination of the kulaks, middle-class and private farmers who were labelled as class enemies in the Soviet Union, and introduction of collectivisation, was implemented which took another toll of millions of peasants who were arrested, deported and executed in 1930-1932. It is clear that the policy masterminded and carried out by Stalin and his collaborators, was well planned with a clear aim – to crush the soul of Ukrainians, to annihilate Ukraine ethnicity. These crimes should not be forgotten. I am proud that the Parliament of my country, Republic of Latvia, has adopted a declaration were it states that the Holodomor was an act of genocide against the people of Ukraine. We, in Latvia who has our own tragic experience under the rule of Stalin, always remember the victims of Holodomor and our heart’s goes with the people of Ukraine.

In conclusion, allow me to state two points.

First, we, who are living in this beautiful 21st century, should do whatever it takes individually and collectively to secure the democracy worldwide. We have to stand strong against any form of dictatorship. We have responsibility and we have all necessary tools in our hands.

As said by Abraham Lincoln in 1856: “The ballot is stronger than the bullet.”

Second, on food security and sustainability.

It is well known that the food security is based on sufficient quantities of food available on a consistent basis, which is food availability. I sincerely believe that we do have sufficient resources to secure that food availability is backed up by a food access and people all around the world are able to obtain appropriate foods for a nutri-
tious diet. It is also clear that we do have good intentions and our knowledge is expanding on the appropriate food use; that is of basic nutrition and care, as well as adequate water and sanitation. We fully subscribe to and support the Secretary General of the United Nations call on “Zero Hunger Challenge” launched earlier this year. All five points highlighted by Secretary General are so valid.

Let me state again – we, as civil servants, politicians, human beings have responsibility for a better future to our children and ourselves. We do have all necessary tools at our hands and decisions taken are only created by us. Thank you.

To succeed in tackling the issue of global food security, we must build on existing achievements and best practices; rely on scientifical findings and technological innovations; and change our patterns of consumption and our approaches to sustainability as a whole.

Cutting on food waste alone would enable us to feed about half of those suffering from chronic malnutrition today without additional pressure on natural resources.

Madam Chair,

The Secretary General’s High Level Global Sustainability Panel notes that “Democratic governance and full respect for human rights are key pre-requisites for empowering people to make sustainable choices.”

Past experience contains dire warnings of what happens in the absence of good governance, democracy, and the rule of law, and how access to resources can be manipulated for political ends.

Eighty years ago the people of Ukraine had suffered one of the great tragedies of the twentieth century – the Holodomor, a mass starvation caused by the deliberate actions and policies of Stalin’s regime.

While the grain was shut away in barns for export, millions of people were dying from hunger as Stalin’s plans of mass collectivization of agriculture were mercilessly forced upon the rural population in Ukraine.

We share with Ukraine and other affected nations their sorrow and a deep apprehension of tragedies caused by totalitarian regimes. The memory of the tragedy of Holodomor resounds strongly in our hearts—also because it evokes our own people’s suffering caused by forced Soviet collectivization, when multiple families were deported to Siberia just for being successful private farmers, agronomists or entrepreneurs—in order “to liquidate the kulaks as a class” and once in exile, were later re-exiled from one place to another, for having preserved their industrious spirit even under such inhuman conditions.

The past cannot be changed. But the truth must be spoken. The memory of Holodomor victims must be kept alive. It must be a source of strength in the face of oppression and injustice, reinforcing our resolve to protect and uphold human rights, and to promote democratic governance and the rule of law as we move towards the implementation of the MDGs and the post-2015 agenda.

Redoubling our efforts aimed at creating a world where no one will have to go hungry or fear for one’s life is paramount to preventing human tragedies of a similar scale in the future. This is the least we can do to commemorate the victims.

I thank you, Madam Chair.
The world was a very different place nearly 80 years ago – Ukraine strained under the yoke of the oppressive Soviet regime, which subjugated and violated its people. Led by notorious dictator, Josef Stalin, the brutal Soviet regime sought to wipe out the Ukrainian nation as a whole, and with it, any hope of freedom. To completely subjugate the Ukrainian people, Stalin unleashed his henchmen to carry out a mass collectivization campaign in the Ukrainian countryside. By imposing unreachable grain quotas, confiscating all foodstuffs and even sealing Ukraine’s borders, the Soviets trapped Ukrainians within their own bountiful country, forcing millions to endure the slow and agonizing death of starvation.

Ladies and Gentlemen, the truth about the Holodomor – the whole truth – MUST be revealed to the world. THIS has become the mission of the Ukrainian American community.

We gather here, at the United Nations, so the world will KNOW!

We speak out - so that those who can no longer speak find their voice in us.

And we REMEMBER....so that the world never forgets.

I have had the honor of addressing various commemorations honoring the innocent victims of the Holodomor, and each year it becomes more difficult to detach myself from the emotional and physical pain that my brethren in Ukraine endured during those dark years of 1932-1933.

How does one relay the torment to which these innocent victims succumbed?

How does one put into words their pain and suffering? Perhaps it is best for us to leave such descriptions to them – the few survivors... like Anna Pachkoyska, who in her testimony remembers...

The peasants with faces and legs swollen from the hunger of the famine were invading the town, and were dying in masses in the streets. The administration of the town was unable to bury the dead peasants in time, and there was a repulsive odor in the air during all this time. The police, or rather militia patrols, driving through all the streets, collected the corpses. They also took those completely exhausted by starvation who arrived in town and left them -- the few survivors... like Anna Pachkoyska, who in her testimony remembers...

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World Information Transfer

World Ecology Report

World Information Transfer, Inc. (WIT) is a not-for-profit, non-governmental organization in General Consultative Status with the United Nations, promoting environmental health and literacy. In 1987, inspired by the Chernobyl (Ukrainian spelling) nuclear tragedy, in Ukraine, WIT was formed in recognition of the pressing need to provide accurate actionable information about our deteriorating global environment and its effect on human health. WIT exercises its mandate through:

- **World Ecology Report (WER).** Published since 1989, the World Ecology Report is a quarterly digest of critical issues in health and environment, produced in four languages and distributed to thousands of citizens throughout the developed and developing world.

- **Health and environment conferences:** Since 1992, WIT has convened annual conferences, held at United Nations headquarters on the growing clinical evidence supporting the link between environmental degradation and its effect on human health. The Conferences have been co-sponsored by UN member states and its organizations and has been convened as a parallel event to the annual meetings of the Commission on Sustainable Development. The scientific papers from the Conferences are available on our website.

- **Health and Development CD ROM Library.** This project consists of a library of CDs each of which focuses on a subject within the overall topic of Development and Health information. The CD-ROM library, developed with our partner HumanInfoNGO offers one bridge across the “digital divide” for developed and developing countries. The project is continuous with future topics being developed.

- **Health and Development CD ROM Library for Ukraine.** WIT developed a country specific library disk for distribution in schools and centers in Ukraine. The CD ROM was distributed with the assistance of UNDP and our Regional Directors.

- **Humanitarian Aid.** In conjunction with the K.Kovshevych Foundation, WIT provides humanitarian aid to schools, and orphanages in areas devastated by environmental degradation.

- **Internship.** World Information Transfer (WIT) offers internships in New York City. Our goal is to encourage future leaders of health and environment issues. Our interns spend the majority of their time at the United Nations Headquarters. There are 3 sessions, fall, spring and summer - all require applications.

- **Scholarship Program.** With the support of the K. Kovshevych Foundation, WIT offers scholarships to intellectually gifted university students in need of financial assistance to continue their studies in areas related to health and environment.

- **www.worldinfo.org** WIT provides through its web site science based information on the relationship between human health and the natural environment, including the papers from the WIT’s annual conferences, the archived World Ecology Reports, and our new Eco Enquirer, an e-newsletter written by our Interns targeted to young people.

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**Mission Statement**

“We have not inherited the world from our forefathers... we have borrowed it from our children.”

**KASHMIRI PROVERB**

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**W I T M E M B E R S H I P**

Individuals and/or organizations can become WIT members and receive four issues of WIT’s World Ecology Report and other membership benefits for a tax deductible annual fee as follows:

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**Life membership:**
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475 Park Avenue South, 22nd Floor, New York, NY 10016
Dear Dr.Durbak, Excellencies, 
Ladies and gentlemen, dear friends, 
At the outset I would like to thank Dr.Durbak for her initiative to organize this commemorative event. I am grateful to my fellow colleagues-Representatives to the United Nations and to other respectful guests for being with us today.

These days all Ukrainians and friends of our country are commemorating the victims of Holodomor in Ukraine of 1932-1933. The Holodomor was one of the most heinous crimes in the history of mankind, the result of a deliberate play by Stalin to subjugate Ukrainians and destroy the Ukrainian nation. For over seventy years the Soviet regime concealed the truth and misled the World in the hope that its memory would be lost forever. Holodomor in Ukraine is not an abstract notion. It has million concrete names of its victims. This tragedy cannot be erased by someone’s will from the memory of our people, because there is no family in Central, Eastern or Northern Ukraine which would not have suffered losses. The truth about this tragedy cannot be hidden from the international community as more and more countries recognize Holodomor as a crime against humanity, more and more of the secret archives of the KGB and the Communist Party are published, more testimonies of the survivors are discovered and more UN member states associate Holodomor with genocide.

We gathered today in the United Nations Headquarters to demonstrate our voice of solidarity with victims of Holodomor in order to prevent such crimes for the generations to come. By honoring its victims, revealing the truth about the use of starvation as a political weapon by Stalin’s regime, every year we appeal to the World not to forget and to learn that every Ukrainian life taken by this tragedy should be a stone for a new road in mankind history, where there will be no place for genocides and food security will be assured for all.

Ukraine remembers - the world acknowledges. Let the memories of Holodomor victims be eternal. 
Thank you.