

Viewpoint

Canada's Conserver Society

The single most forceful argument in favour of high energy and materials consumption, economic growth, and the rest of the conventional industrial package is that they exist. We know what they are about and our institutions are well-adapted to them—or at least appear to be. In face of this, any proposal for an alternative economic system is bound to seem vague and impractical. Whatever that alternative may be called, and however carefully it may be worked out, it is doomed to remain a pipedream until it crosses the gap between the ivory tower and the corridors of power, the policy gap.

Proposals for change have to be presented in such detail, and with sufficient regard for the *status quo*, that they can be translated into policy recommendations which can be implemented not in the year 2000 but tomorrow morning. Few if any of the recent proposals for the development of an economy less incompatible with conservation than existing ones have met this criterion. The policy gap has remained unbridged—almost entirely because those who walk the corridors of power dismiss the idea of alternatives to industrialism as either silly or subversive.

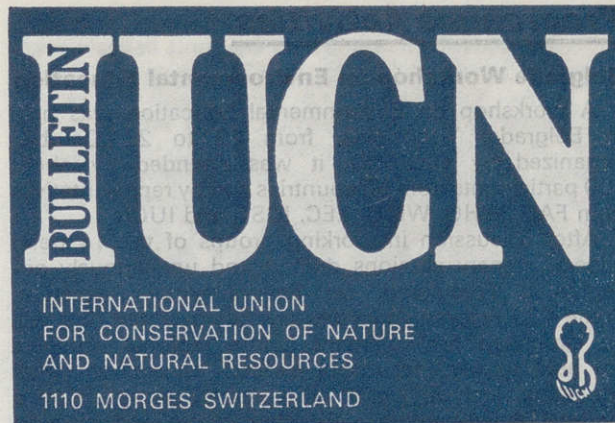
Times are changing. The Arab oil embargo and OPEC's sudden rise to economic prominence did more than finger wagging could ever have done to bring home to governments the finitude of critical resources. Few governments, however, have had the enterprise and imagination to consider seriously the implications of an economy that, because it is designed to make the fullest use of the resources available to it, will not be shaken by scarcity, however caused.

An exception is Canada, where the Science Council has adopted what it calls the Conserver Society as its primary conceptual focus. The Science Council of Canada would like to see a shift from today's consumer society to a conserver society, which its Deputy Executive Director, Jim Mullin, has defined as one which on principle would be opposed to waste. Such a society, he says, "would promote economy of design in all of its systems and would devote itself to 'doing more with less'; would favour re-use or recycling of resources and, wherever possible, reduction of demand for the resources; would question the ever-growing *per capita* demand for consumer goods, which is artificially stimulated by modern marketing techniques; and would recognize that a diversity of solutions in many systems—such as energy production and distribution—might in effect increase this overall economy, stability and resiliency".

Representatives of the Science Council and eleven other Federal Departments or Agencies have joined together to form the scientific authority for a Federal Government contract to explore the implications of the conserver society up to policy level with GAMMA (Groupe Associé Montréal/McGill pour l'Etude de l'Avenir), an interdisciplinary research group from the Université de Montréal and McGill University.

Under this contract, GAMMA will (1) examine possible specifications for a Canadian Conserver Society by developing blueprints or models of different possible conserver societies; (2) analyse the implications of each of these blueprints; and (3) provide specific policy recommendations for Federal Government departments concerning the implementation—in the medium (1975–85) and longer term (1985–95) future—of the conclusions that emerge from (1) and (2).

Nine blueprints have been developed and these are being analysed for their implications within a framework of 15 separate (though obviously related) studies. The first three blueprints are variants of what GAMMA calls the E-model (E for efficiency and economy)—a society in which conservation is achieved through control of production. The E-model is the closest to



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modern industrial societies, remaining technology-based and favouring high levels of consumption, but with a considerable emphasis on recycling and thrift. The three variants differ in how this thrift is achieved: in the first by the market mechanism (competition), in the second by central government control, and in the third (ideologically neutral) by whatever combination of these that is considered most efficient.

The next five blueprints are variants of the C-model (C for consumption control)—a society in which conservation is achieved through control of consumption. The most extreme variant closely follows British economist E. F. Schumacher's concept of a "Buddhist" economics—an economics of permanence, low material consumption, low pollution, low waste, and with everything on a small scale. It requires not merely a profound change in contemporary economic values but also that people share the same notion of a "right" way of life. The "mainstream" C-model is less extreme, involving a reduction in overall consumer demand by diverting much of it to "quaternary" commodities, such as music, painting, poetry, parks, and so on.

Then follow three forms of a third variant of the C-model: the Rental Society. In this, total consumption is reduced not by cutting down individual consumption but by rationalizing it. Under private ownership, resources have to be over-produced so that each item is available for use by its owner whenever he or she wants it. For much of the time, they are not used at all—for example, cars when they are parked, clothes left in the wardrobe, books left on the shelf. If these resources were shared, fewer would be needed. Three forms of rental society are envisaged: (1) corporate, in which large corporations are owners and probably producers of commodities and everybody else would be consumers (retention of profit motive); (2) cooperative, in which ownership is vested in consumer-cooperatives that would not be motivated by profit; and (3) collectivist, in which ownership is vested in the State and the general public consumes what the State has to offer.

The ninth blueprint is called the S-model (S for selective), which will attempt to integrate the most promising aspects of the other blueprints. It will not be constructed until the 15 analytical studies have been completed. These studies relate the blueprints to a wide range of critical issues: man's biological needs; the potential for change of Canada's various cultures; energy supply; raw materials supply; demography; the market and the state as growth controllers; marketing and responsible consumption; property rights and income distribution; internal and external political feasibility; and so on.

GAMMA hopes to have completed these studies by April 1976, when it will begin to work out policy recommendations. Its support by Federal Government and its lack of a doctrinaire fixation on a particular form of society give it a good chance of meeting two hitherto

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Programme Activities

Belgrade Workshop on Environmental Education

A workshop on Environmental Education was held in Belgrade, Yugoslavia, from 13 to 22 October. Organized by UNESCO, it was attended by about 100 participants from 50 countries and by representatives from FAO, WHO, WMO, EEC, ICSU and IUCN.

After discussion in working groups of the 14 trend papers, plenary sessions drafted and unanimously accepted a Framework for Environmental Education. Some 120 recommendations are being edited and will be circulated for comment before regional seminars are held to consider recent research on environmental education, including pilot programmes, proposals for a regional environmental education centre and clearing house and background papers. Recommendations of the seminars will be submitted to the World Conference on Environmental Education to be held in June 1977.

The Framework for Environmental Education produced by the workshop states "...the foundations must be laid for a world-wide environmental education programme that will make it possible to develop the new knowledge and skills, values and attitudes which will constitute the key factor in a drive toward a quality of environment and, indeed, toward a better quality of life for present and future generations living with that environment." The objectives of environmental education were identified as helping both individuals and social groups to develop awareness, knowledge, attitude, skills and ability to evaluate environmental matters. As guiding principles the workshop stressed that environmental education should consider the environment in its totality: natural and man-made, ecological, political, economic, technological, legal, social, cultural and aesthetic; that it should be a life-long process which should be interdisciplinary in its approach; that it should emphasize active participation in preventing and solving environmental problems; that with due regard to regional differences it should examine major issues from a world point of view; that it should focus on current and future environmental situations, examining all development and growth from an environmental perspective; and that it should promote the value of local, national and international cooperation in the solution of environmental problems.

South Pacific programme

As part of the programme approved by the 12th General Assembly in Kinshasa, September 1975, IUCN will expend considerable effort during 1976 to a programme intended to promote conservation in the South Pacific. This programme will be of particular interest because it will involve an integration of three principal themes or sub-programmes of IUCN.

The first is a South Pacific regional survey to determine the status and promote the establishment of national parks and reserves, terrestrial and marine. The objective will be to establish a network of protected areas throughout the South Pacific, and to further cooperation among the nations concerned. This is being carried forward in collaboration with the South Pacific Commission, with support from UNEP and with cooperation from the governments of the region. The survey is being conducted by Dr. Arthur Lyon Dahl, ecologist for the South Pacific Commission, and is expected to be completed early in 1976.

The second theme involves the conservation of critical marine habitats, which has been carried forward under a project supported by WWF and directed by Professor G. Carleton Ray of the Johns Hopkins University (Maryland, USA). This will concentrate in 1976 on defining critical marine habitats in the South Pacific and determining the most effective means for their conservation.

Finally, both of these themes will be tied in with the new emphasis on ecodevelopment based on local cultures and traditions which was approved by the 12th General Assembly. For the South Pacific this has particular significance, since on many islands people have retained a sense of balance with nature that has not yet been upset by outside forces, and it should be more easily possible to combine future economic development with conservation of the natural environment.

These themes will be brought together in a conference-workshop to be held in Apia, Western Samoa, in June 1976 under the sponsorship of SPC and IUCN. The agenda for this meeting is still under consideration, but it will certainly include sessions concerned with traditional uses of the sea, as well as the new concept of world marine parks which was first advanced at the South Pacific Conference on National Parks and Reserves in Wellington, New Zealand. From this platform it is expected that a further expansion of the programme will be launched including those projects necessary for establishing an effective conservation network throughout the South Pacific. The South Pacific programme will necessarily involve most IUCN Commissions as well as those member organizations with a specific interest in the region.

Dr. Chew joins IUCN

In November Dr. Wee-Lek Chew joined the Secretariat at Morges. Coming to IUCN from the Royal Botanic Gardens in Sydney, Australia, where he was Senior Research Scientist, Dr. Chew will serve as Programme Officer on the Asia Desk of the Technical Operations Group.

Following his studies in botany at the University of Malaya in Singapore, Dr. Chew received his doctorate from Cambridge University, England. He was Botanist, Keeper of Herbarium and Acting Director of the Botanic Gardens in Singapore before moving to Sydney.

Dr. Chew is married and has two children.

New IUCN Publications

The following publications have just been issued by IUCN:

The Use of Ecological Guidelines for Development in Tropical Forest Areas of South East Asia, Papers and Proceedings of the Regional Meeting held at Bandung, Indonesia, 29 May to 1 June 1974. IUCN New Series No. 32, 185 pp., US\$ 6.00, including surface postage.

The Cheetah Acinonyx jubatus in Africa by Norman Myers. IUCN Monograph No. 4, 91 pp., US\$ 3.50, including surface postage.

21 Parties to Endangered Species Convention

Four ratifications and one accession have brought the total number of Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora to 21.

On 6 August 1975 Brazil ratified, becoming the 17th Party to the Convention, and on 20 August the Malagasy Republic became the 18th Party when it deposited its instrument of ratification with the Swiss Confederation. The Republic of Niger on 8 September ratified and became the 19th Party. On 9 October the Democratic Republic of Germany acceded to the Convention, thereby becoming the 20th Party, and on 16 October the ratification by the Kingdom of Morocco made it the 21st Party.

The Convention entered into force on 1 July 1975.

Bulletin to get new look

January 1976 will bring a completely new look to the *IUCN Bulletin*.

A "Comment" section will replace "Viewpoint" to provide a greater variety of shorter comments. The aim is to provoke thought on controversial conservation issues and on the social and economic context in which conservation takes place.

An "IUCN Progress Report" section will provide up-to-date news of all IUCN activities, so that members may be as fully informed as possible of how the programme they adopted at the 12th General Assembly at Kinshasa is progressing.

"News from Members" is another new section. If you would like other IUCN members to know what your organization is doing, we urge you to send the *Bulletin* Editor copies of your press releases and other reports. We would like this section to be a forum for IUCN's large and international membership.

Especially for readers in developing countries, who have difficulty finding out what books on conservation and related subjects are being published, there will be a regular "Book Review" section. This will carry short reviews of as many books as possible.

The *Bulletin* will be printed on recycled paper.

Robert Allen wins prize

Robert Allen, IUCN's Science Writer, was one of four winners of the Mitchell Prize awarded in conjunction with a conference on the "Limits to Growth '75". The meeting, held in Houston, Texas, from 19-21 October, was sponsored by the Club of Rome, the University of Houston and the Mitchell Energy and Development Corporation.

The Mitchell Prize, sponsored by George and Cynthia Mitchell, is the first in a series of biennial international competitions for essays on the transition from growth to equilibrium. Its aim is to encourage international research and debate on the problems and opportunities posed by this transition, with particular reference to population, materials consumption, and energy use.

Allen's essay, entitled "Towards a primary lifestyle", was a discussion of the elements essential for the achievement of equilibrium, particularly of human numbers, derived from an analytical review of the anthropology of equilibrium societies.

World Heritage Convention

On 17 September 1975 Switzerland became the 20th nation to ratify the Convention Concerning the Protection of the World Cultural and Natural Heritage. The Convention will therefore come into effect on 17 December 1975. Under the Convention a World Heritage Committee will be established during the next UNESCO General Conference, which will maintain a World Heritage List and call attention to those areas or monuments in the list which are in danger. To enable nations to safeguard the World Heritage, a special fund will be created which will receive both assessed and voluntary contributions from signatory nations.

Members of IUCN will recall the many years of effort involved in bringing a meaningful level of international recognition and protection for those natural areas and cultural sites which constitute the outstanding heritage of humanity. Since the concept of a World Heritage Trust was first put forward in 1968 by Russell E. Train, at the time a member of the IUCN Executive Board, and president of the Conservation Foundation, the Union has worked toward an international convention and fund for protection of the World Heritage. During 1971-72 the IUCN draft convention, and a similar draft for protection of cultural sites prepared by UNESCO, were combined in a single document which was subsequently adopted by the 17th UNESCO General Conference in November 1972. Ratification, however,

proved to be a slow process with the result that 3 years have elapsed since the convention was first signed.

It is not up to IUCN or UNESCO to put forward the names of those areas and monuments which will constitute the World Heritage List. Certain outstanding sites have long been mentioned, informally, from Mount Everest to Angkor. However, the selection of areas for the list remains a responsibility of the nations concerned.

IUCN now has a special role to play in relation to this Convention which is to advise UNESCO and the World Heritage Committee on the criteria for selection and measures to be taken to protect the natural sites to be selected for the list. During the next several months, the IUCN Commission on National Parks and Protected Areas will be preparing criteria and guidelines for the selection and protection of areas for the World Heritage. In May 1976 (the exact dates to be decided) IUCN will host at Morges a meeting of the other international organizations directly concerned: UNESCO (the sponsor), the International Council of Monuments and Sites (ICOMOS) and the International Centre for the Study of the Preservation and Restoration of Cultural Property (Rome Centre), to discuss the respective roles of each organization and the steps to be taken for effective implementation of the Convention.

In the interim it is to be hoped that many other nations will follow the lead of the first 20 to ratify and support the Convention.

World Conference on Birds of Prey held

In Vienna, Austria, from 1-3 October the first World Conference on Birds of Prey was held. Organized by the World Working Group on Birds of Prey of the International Council for Bird Preservation, the meeting was attended by over one hundred participants. Support for the Conference was provided by the United Nations Environment Programme, Council of Europe, Commission of the European Communities, Conseil International de la Chasse et de la Conservation du Gibier, International Association of Falconry and Conservation of Birds of Prey, World Wildlife Fund and IUCN.

Problems facing birds of prey were reviewed, and regional and national status reports presented. Sessions were devoted to national legislation and international agreements, conservation research, management and protective measures, and future action, and a number of resolutions were drafted by the meeting.

Conservation Notes

Browning Award to Professor Carr

Professor Archie Carr, Chairman of the Marine Turtle Group of IUCN's Survival Service Commission, received the 1975 Edward W. Browning Award for conserving the environment.

Previous winners of the \$5,000 Browning Award were Dr. Raymond F. Dasmann, Sir Frank Fraser Darling, G. Evelyn Hutchinson and Paul Sears.

The Award ceremony took place in Washington, D.C., and was arranged by the Smithsonian Institution.

European Heritage Landscape conference

A conference for managers and staff of protected landscapes has been planned for 19-23 April 1976 at the Peak National Park Study Centre at Losehill Hall in England. It is particularly designed for National Heritage Landscapes—those falling into the Council of Europe Category C for areas with cultural and aesthetic value, taking into consideration protection of landscape and ecological balance. They may also be of subsidiary recreational value.

For further information contact the Principal, Peter Townsend, Losehill Hall, Castleton, Derbyshire S30 2WB, United Kingdom.

1000 endangered birds—The Pheasant Trust

The Pheasant Trust, a national organizational member of IUCN in the non-governmental category, has commemorated its first fifteen years of existence by bringing the grand total of rare pheasants bred at its headquarters at Great Witchingham, UK, to over one thousand. All are included in IUCN's Red Data Book listing of species in some danger of extinction in the wild.

The Trust's unique collection of pheasants include pairs of Edwards' pheasant *Lophura edwardsi* which is found in the wild only in Viet-nam, where it may now be extinct. Another endangered species, the Cabot's tragopan *Tragopan caboti* from China, is regularly bred at the Trust, which maintains the only breeding group in captivity. Its female western tragopan *Tragopan melanocephalus* is believed to be the only specimen in captivity in the world.

The Pheasant Trust has successfully re-introduced the Swinhoe's pheasant *Lophura swinhoii* to a reserve on its native island of Taiwan and the Cheer pheasant *Catreus wallichii* to a reserve in the western Himalayas using young birds bred at Great Witchingham.

Redwood grove to become state park in California

The Save-the-Redwoods League, a national organizational member of IUCN in the non-governmental category, reports the purchase of 34 hectares of virgin redwood forest land to be included in the Bear Harbor State Park in California. Many of the redwoods are over 1000 years of age, and some have 4 metres in diameter. Over 52,000 ha of redwood land is now protected in the 27 California Redwood State Parks, a large part of which has been purchased by private subscription through the League.

World Wildlife Fund News

Awards by WWF at annual meeting

On the occasion of its 22nd annual meeting, the Board of Trustees of the World Wildlife Fund announced the election of three Members of Honour:

Dr. Enrique Beltrán (Mexico): in recognition of his life work for the promotion of biological sciences and of conservation in Latin America, particularly as President during several decades of the Instituto Mexicano de Recursos Naturales Renovables A.C.

Dr. Rocco Knobel (South Africa): in recognition of his devoted services to conservation as Director for 25 years of the National Parks of South Africa, and of his stimulating support for the idea of national parks in other countries, mainly in Southern Africa.

Sir Landsborough Thomson (UK): in recognition of his lifelong interest in and support of natural sciences and conservation in Britain as well as overseas, and in particular of his outstanding contributions to ornithology and the study of bird migration.

At the ceremonies held in Lausanne on 24 October, H.R.H. The Prince of the Netherlands presented the World Wildlife Fund Gold Medal for 1975 to Mr. Michel Anna in recognition of his lifelong dedication to the fauna of Africa and in particular of his contribution, as Director of National Parks and Nature Reserves, to the establishment of a network of parks and reserves and to the conservation of wildlife in the service of the Republic of Chad.

82 airlines support WWF conservation resolution

Favourable responses from Aer Lingus, Air Malta, Czechoslovak Airlines CSA, East African Airways, Flying Tiger Line, Iberia, Libyan Arab Airlines, Mount Cook Airlines, Suidwes Lugdiens, Transportes Aéreos

Portugueses TAP, Trans-International Airlines, and Wardair Canada have brought the number of airlines supporting a WWF resolution calling on airlines to support nature conservation to 82.

Recently the International Policy Board of the International Air Carrier Association, the organization of charter airlines, unanimously accepted the resolution, which the International Air Transport Association, representing scheduled airlines, had recommended to all its members.

The 1971 Resolution called on airlines to abjure the promotion of hunting of endangered species and to accept a commitment for the conservation of nature. In 1974 the WWF Board of Trustees also requested airlines not to transport wildlife or wildlife products as freight in contravention of national bans or of the provisions of the Convention on International Trade in Endangered Species of Wild Fauna and Flora.

Book Reviews

Henning, Daniel H. (1974). *Environmental Policy and Administration*.

New York: American Elsevier, 205 pp., \$12.50

A critical examination of environmental policy and administration dealing primarily with environmental administrative processes in a democracy, with particular stress on all policy areas in natural resources and pollution control.

A source of information for understanding the complex processes and institutions which shape and underlie environmental policy and administration. Although references and examples are drawn largely from the United States federal government, the study is relevant to governmental/environmental relationships on other levels and in other nations.

Utton, Albert E., and Henning, Daniel H., eds. (1974) *Interdisciplinary Environmental Approaches*. Costa Mesa: Educational Media Press, 255 pp.

While recognition has been given to the need for interdisciplinary environmental approaches privately and by governments and educational bodies, little real attention has been given to the development of theory of such approaches. This recently published book is concerned with the contributions to be made in environmental affairs by various disciplines. The collection of 19 essays presents a spectrum of opinions, concepts and theory, and also raises important questions on the role of professions and disciplines in modern society.

Canada's Conserver Society (cont'd)

apparently incompatible objectives; the formulation of an economic system that is compatible with conservation objectives; and its achievement through instruments that do not disrupt the present economic system.

For further information on this encouraging project, GAMMA's address is: c/o Economics Department, Université de Montréal, C.P. 6128, Montréal, Québec, Canada.

Robert Allen

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