

20:20 VISION

FROM THE REALITIES, THE CURES

TWENTY YEARS OF

IIED

INTERNATIONAL
INSTITUTE FOR
ENVIRONMENT AND
DEVELOPMENT



The International Institute for Environment and Development is a charity that makes things happen. Our research into environment and development leads to the formulation of policies. Policies which sustain the human environment while promoting economic advance. Policies for governments, for international organisations and for organisations of concerned citizens. In many cases our work has changed what governments and organisations do, for the benefit of both the natural world and the human species.

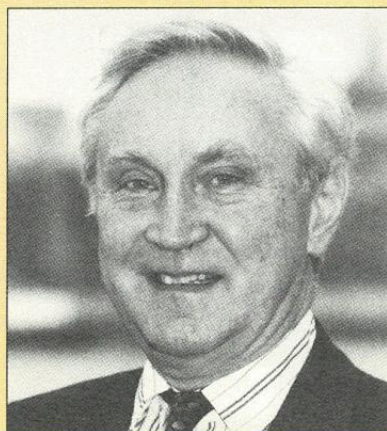
Our reputation for unbiased accuracy, developed over 20 years, has made IIED perhaps the only policy research group capable of advising bodies as disparate as the World Bank and Greenpeace, Shell and Friends of the Earth, the Ethiopian and the British Governments.

Such work is best done quietly, without campaigning, confrontation, or even publicity. Which is why you may not have heard of Europe's largest environment/development think tank.

We don't save rainforests. Not directly. Instead, we convince governments that forest conservation and sustainable agriculture may be more profitable over time than yet more forest clearing.

We don't send food directly to famine victims. Instead, our agriculture and drylands programmes are working in every famine-prone nation of the Sahel – the belt of dry countries that stretches across Africa, from Mauritania to Ethiopia. Showing both farmers and governments how small farms can produce more food.

In the 1970's we introduced the world to the concept of sustainable development, whereby the present generation attempts to progress in ways which meet its own needs, without making it impossible for future generations to meet their own needs.



"The threat to our global environment is one of the major problems of our time and times to come. The IIED has struggled for twenty years to solve the dilemmas created by population growth and rising living standards, and their effects on resources and the natural order. I am proud to be part of an organisation which has contributed so much to action as well as thought on issues of environment and development."

SIR CRISPIN TICKELL,
CHAIRMAN OF THE BOARD, IIED

We don't pass the begging bowl for the residents of Third World slums and shanty towns. Instead, we work with governments and citizens' groups to help those slum dwellers build safer, healthier, more prosperous cities for themselves.

Nor do we plead for 'environmental protection'. Instead, we've developed new economic guidelines to give environmental resources their proper place in economic and financial planning. For example, our

report on environmental economics, *Blueprint for a Green Economy*, was commissioned by the British Government. It became the basis of much of the 1990 White Paper and a best-selling paperback among industrialists. Few, if any, government reports can claim to have been available at airport bookstalls.

In fact, IIED technical information has always been recycled for popular consumption. For over 10 years our information arm, Earthscan, syndicated feature stories to all the world's leading newspapers and advised over 200 specialist journalists in 95 countries. Since 1986, Earthscan has functioned as a book publishing house and is now one of the world's largest publishers on environment/development, with 100 titles available in 5 continents.

We also regularly act as adviser in the making of national and international TV programmes.

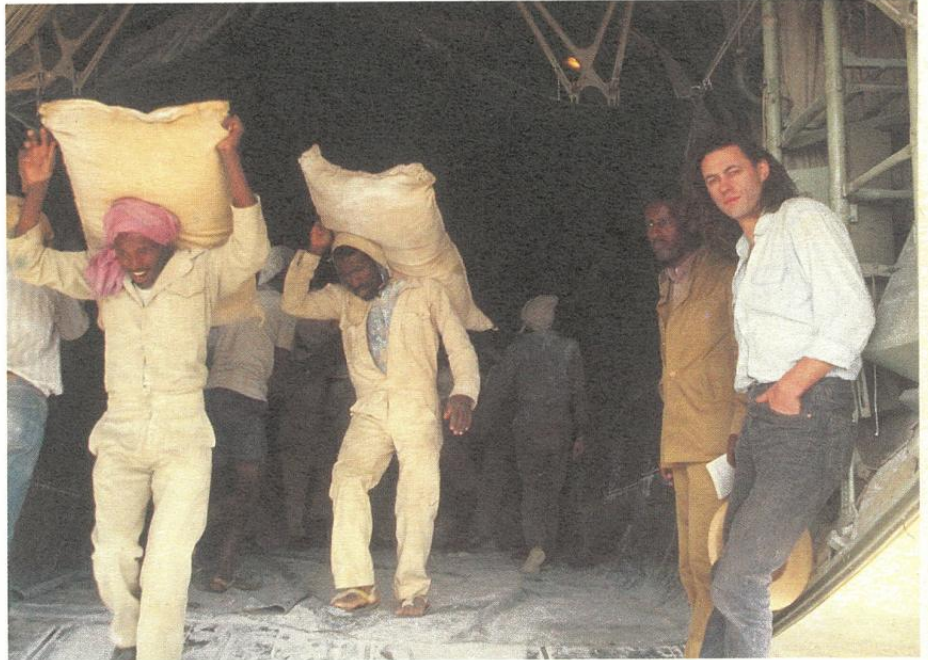
The certainty of our founder Barbara Ward that concerns for environment and progress had to be coupled was twenty years ahead of its time. Now that governments and citizens' groups are beginning to share this certainty, we can be even more effective in the future. Harnessing what we have learned from the last 20 years with a vision for the next.

From the realities, the cures.

Environmentalists alone don't save forests. But foresters, economists, politicians, informed farmers and local community groups can and do. Bringing such people together to design and agree to common policies is a major part of our work.

Many forests have been saved in this way. Shell for example, owns one of the largest forest estates in the world. Our forestry team worked with Shell, producing solid case work that changed their practices and improved both forestry management and the livelihoods of the local people.

Seven years ago it was IIED who brought together tropical forest owning governments and tropical timber buyers, for the first time, to design



sustainable forest policies.

Environmentalists don't prevent soil erosion. Educating farmers does. We have created a research and action facility, linking peasant farmers and their governments, which has led to new approaches on the part of both. We have carried out countless missions in drylands and marginal farming areas, to find better ways of growing food, managing livestock and improving rural life.

When Band Aid raised £140 million for six drought-stricken African nations, they asked us to help them choose among 600 possible projects, to spend the money most effectively. Government aid agencies also come to us to define

their policies, train extension workers and solve problems on the ground.

Protest and demonstrations have their place but alone they don't solve environment problems. Time and again choices about managing nature – choices which include leaving Nature alone – come down to issues of scientific and economic analysis, including consideration

of the needs of future generations. This means employing scientists to work on the issues.

It was IIED scientists who worked out how fast the whales were disappearing, how many fish were left in the sea. Organisations as diverse as Greenpeace and the US Government have asked us to help them define the unsustainable management option in practice.

"Indignation and outrage are a good motor for change. But to argue for that change requires information and facts. IIED provides both, to us and to other do-gooder organisations. Gawd bless em!"

BOB GELDOF, BAND AID.

The sustainable exploitation of the sea's natural resources is one of the cornerstones of the environmental movement. We became involved with fish and whale science in 1980, establishing the first applied eco-science group within any charity. We supplied most of the analysis of whale populations which led the International Whaling Commission to place a moratorium on whaling. Our published papers include subjects such as seals, fish and krill, which have formed key tools in improving marine management from the Antarctic to the Atlantic. This Marine Resources Assessment Group is now an associated enterprise at Imperial College.

We have played an active role as advisers – to governments and their ministers, both here and in Europe; to major industrialists; to the World Bank and a great many UN and non-governmental organisations.



The tropical rainforests are perhaps under the greatest and most immediate threat of all ecosystems. We are working toward a new global system of forestry and land use management, one which can include both agricultural and forestry planning. It is a serious attempt to balance humankind with Nature, before it's too late. We have helped to found the Tropical Forestry Action Plan and the International Tropical Timber Organisation. And now we are helping industry and local communities adopt a sustainable approach to forestry.



Money is available for sustainable development. Each year, the Northern government aid agencies spend over \$60 billion on aid to the South. We've made it our business to 'green' this massive transfer – to make it part of the development solution rather than part of the problem. A single percentage point shift in this spending towards environmentally sound projects is equivalent to four times the annual budgets of Oxfam and the WWF combined.

It is well worth the effort. Over the years we've persuaded, cajoled and argued for such shifts. We have argued for debt cancellation too. Today we are one of a handful of environment/development groups used regularly by the top 15 government aid agencies to define their environment policies and help them design their projects. We have achieved much more than a one percent swing.

"IIED works on environment issues in ways that make sense to, and offer sound guidance for, policy makers."

"It is a first class organisation whose work I greatly value."

CHRIS PATTEN,
MINISTER FOR THE ENVIRONMENT
1989-90.

A key to this achievement has been our work to redefine economics to take account of environmental realities. The air that we breathe and the water we drink are assets, as much as the buildings we own and the oil we extract. Applying sound environmental economics to development plans has become our trademark, used in issues as diverse as the preservation of wetlands, of forests, even of elephants and their tusks.

Other social sciences – including political science – are equally important to achieving sustainable solutions. Nowhere does this apply more than in cities. For the urban poor, 'environment' means poor housing, no clean water, a lack of sanitation and little income. We have mobilised lawyers, planners, architects and community leaders all over the Third World in urban development work. Our classic project, Rethinking the Latin American City, has provided an influential way forward.

Solving 'global' problems comes down to making changes locally. This is particularly true of global warming. IIED, with the University of East Anglia, is helping to define adaptive policies for countries as far apart as Vietnam and Costa Rica. We have also been highly influential in the North. In the late 1970's we turned energy planning in Europe on its head, showing that it should be guided by concern for demand, rather than supply. We showed that economic growth does not necessarily require energy growth. And now we're helping to define economic incentives for reducing demand and encouraging the development of renewable supplies. Our belief is that any equitable solution to this great problem requires that we, in the rich world, make do with less energy.

Blueprint for a Green Economy
David Pearce, Anil Markandya, Edward B. Barbier
Text for the Next Election. The Guardian



Friends of the Earth and South. Through partnerships with Third World groups, we

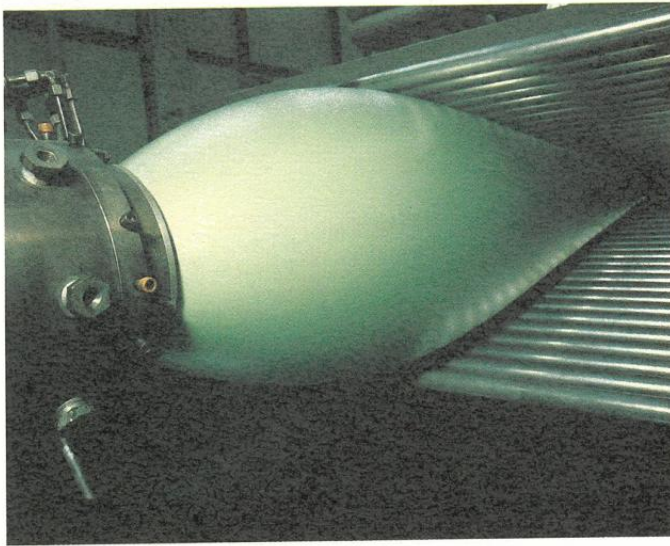
IIED seeks to expand the capacity of the environment and development movements – both North



have completed well over 300



projects in the past five years alone. By cooperating closely with Southern universities IIED counters the brain drain by helping professionals to work on key issues in their own countries.



Production of fast-food packs. The release of CFCs into the atmosphere, where they destroy the planet's protective ozone layer, is one of the most immediate environmental threats. IIED advised on the economics behind international agreements to end the production of CFCs. We prepared a study for the UN which showed how to pay Third World nations to reduce their use and worked with the British government and others to establish a new World Bank facility for this purpose.

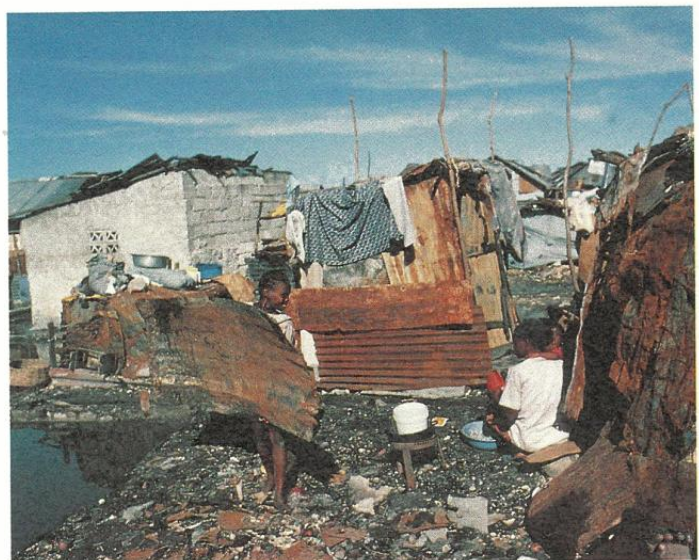
In 1979, we published a key energy report, showing how modern economies could continue to expand while energy use fell. It changed energy planning in Europe. Since then, we have advised many Third World governments on energy development – on wide-ranging topics, from industrial fossil fuel use to the efficient use of firewood.



"For twenty years, IIED has been guided by Barbara Ward's dictum that 'we have a duty to hope'. The Institute's work today offers hope to all of us concerned with the welfare of children, those alive now and those yet to be born."

JIM GRANT,
EXECUTIVE DIRECTOR, UNICEF.

We played a key role in helping the United Nations focus on cities and the urban environment in 1976 and have maintained our involvement in the UN's 'Habitat' programme since. We have also advised the World Health Organization on links between environment and health in cities. We wrote the cities chapter for the World Commission report, Our Common Future. It is important work. By the year 2000 around half the planet's people will live in urban centres.



The technical solutions are largely known – somewhere. The challenge is to spread them. IIED and the UN Environment Programme established our information unit, Earthscan, in 1975. For over a decade it syndicated news features and briefing material for journalists, took journalists to environmental trouble spots and brought reporters together with experts in seminars.

As the environment became a major news concern, the needs for such a service receded and Earthscan was reorganised as a publishing house. British and international reviewers, from the Financial Times to the tabloid New York Daily News, have praised its books.

Our programmes all have their own more specialised publications aimed at fellow academics, a total of over 100 newsletters and reports leaving our offices annually.

Our information expertise has made us sought after as television consultants. We designed and advised the BBC on the 1987 11-part international series *Only One*



ONE WORLD

Earth (and wrote and co-published the book of the series). We advised a consortium of European TV networks on the 1990, Europe-wide One World Week of programmes on sustainable development. We consulted and appeared on many individual programmes. Both our books and TV programmes have won major international prizes.

"IIED has established a reputation for itself, not only as a source of utterly authoritative information and research but as a powerhouse of creative thinking and constructive proposals.

Friends of the Earth has come to rely heavily on IIED's expertise and printed material, across a wide range of environment and development issues."

JONATHAN PORRITT,
FRIENDS OF THE EARTH.

RadioTimes

Can Mrs Brundtland save the world? Her report comes out on Monday, and its message is echoed on BBCtv. Overleaf, read about the programmes; here, Lloyd Timberlake writes about the report



OBSERVER SUNDAY 24 SEPTEMBER 1989

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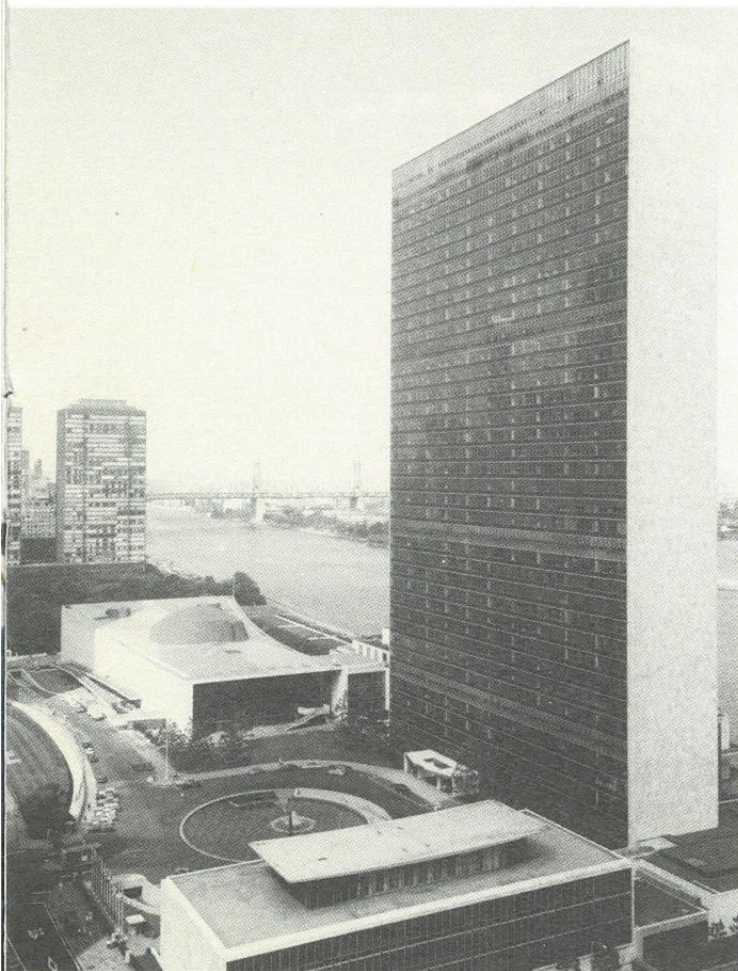
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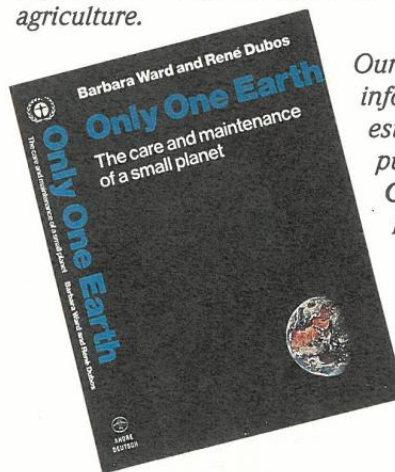
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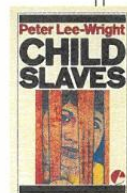
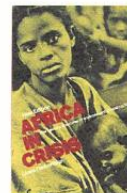
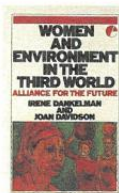
commission's 400-page report. Our Common Future, in London. It is an important document trying to



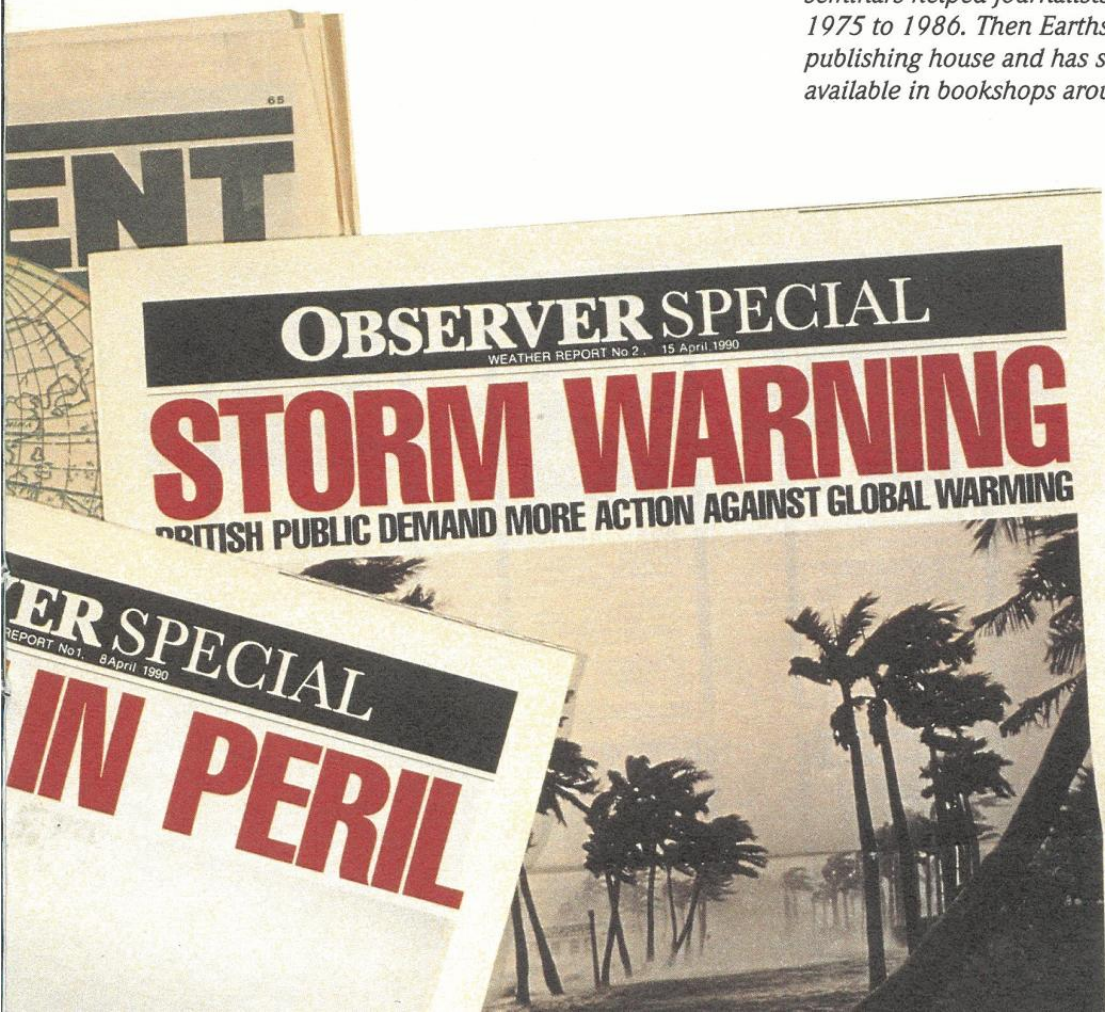
Since 1980, we have delivered more than 1,000 public lectures on the Environment and Development in over 60 countries. We now run six specialist programme centres which provide information on environmental economics, drylands, climate, cities, forestry and sustainable agriculture.



Our solid reputation as an information agency was established with the publication in 1972 of *Only One Earth* by IIED President Barbara Ward – a work which became the unofficial handbook of the UN Conference on the Human Environment in Stockholm that year.



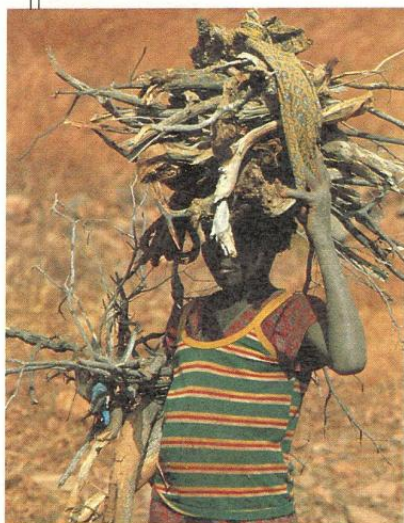
Earthscan's features, press briefing documents and press seminars helped journalists cover the environment from 1975 to 1986. Then Earthscan became the IIED publishing house and has since released over 100 titles, available in bookshops around the world.



While we remain little known to the general public, the issues in which we have been directly involved have attracted international attention and action.

We are proud of our achievements. In its 20 year history IIED has worked with many individuals and organisations to change the way the world thinks about linked concerns for human progress and for environmental protection. Uniting under the ideal of sustainable development.

Our 40 professional and 20 support staff are hard at work translating that ideal into realistic policies and practices. We have won wide respect for our commitment, professionalism and knowledge. We have seen rewards in terms of policies changed, nature protected and lives saved.



So far, so good. But there is a grave danger that progress towards a sustainable society may be overwhelmed both by short-term thinking and the sheer scale, urgency and complexity of the problems that remain. Barbara Ward insisted that we have a duty to hope. We also have a duty to act. We must conserve energy, water and soils. We must protect the atmosphere, species and ecosystems, if we want to survive. To make that possible we must also work for secure livelihoods for the poor, whose numbers dominate the planet.

To continue finding ways to meet these challenges, IIED needs resources – money. We need untied funds to define sustainability in practical terms in various areas. We need to spread our approaches to other countries, to advertise examples of what works. We need to continue, as a charity, to mobilise business and industry, because the human and financial resources of the private sector have to be a part of the solutions.

Our first twenty years have taken IIED through its childhood and adolescence. It is now a mature partner in the international struggle for sustainable development. We know we can help. Can you?

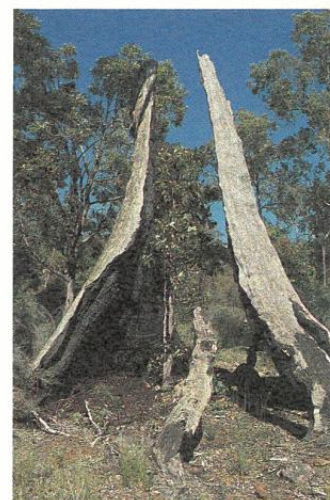
“European industry faces a series of national and international environment challenges. The response will go to the heart of business strategies and behaviour. No organisation is better placed than IIED to assist and lead the response.”

PETER MORGAN, DIRECTOR GENERAL, INSTITUTE OF DIRECTORS.



“The International Institute for Environment and Development is uniquely placed to help protect our global environment. In all parts of the world, people need a livelihood that provides them with the basic necessities of life but in ways that do not destroy the forests, water, soil, seas or climate. Development that is sustainable. IIED works for this cause at local, national and international levels. Its expertise and experience help us all to define a future for mankind on Earth.”

HRH PRINCE CHARLES.



If you'd like to know more about IIED and how you can help, please contact

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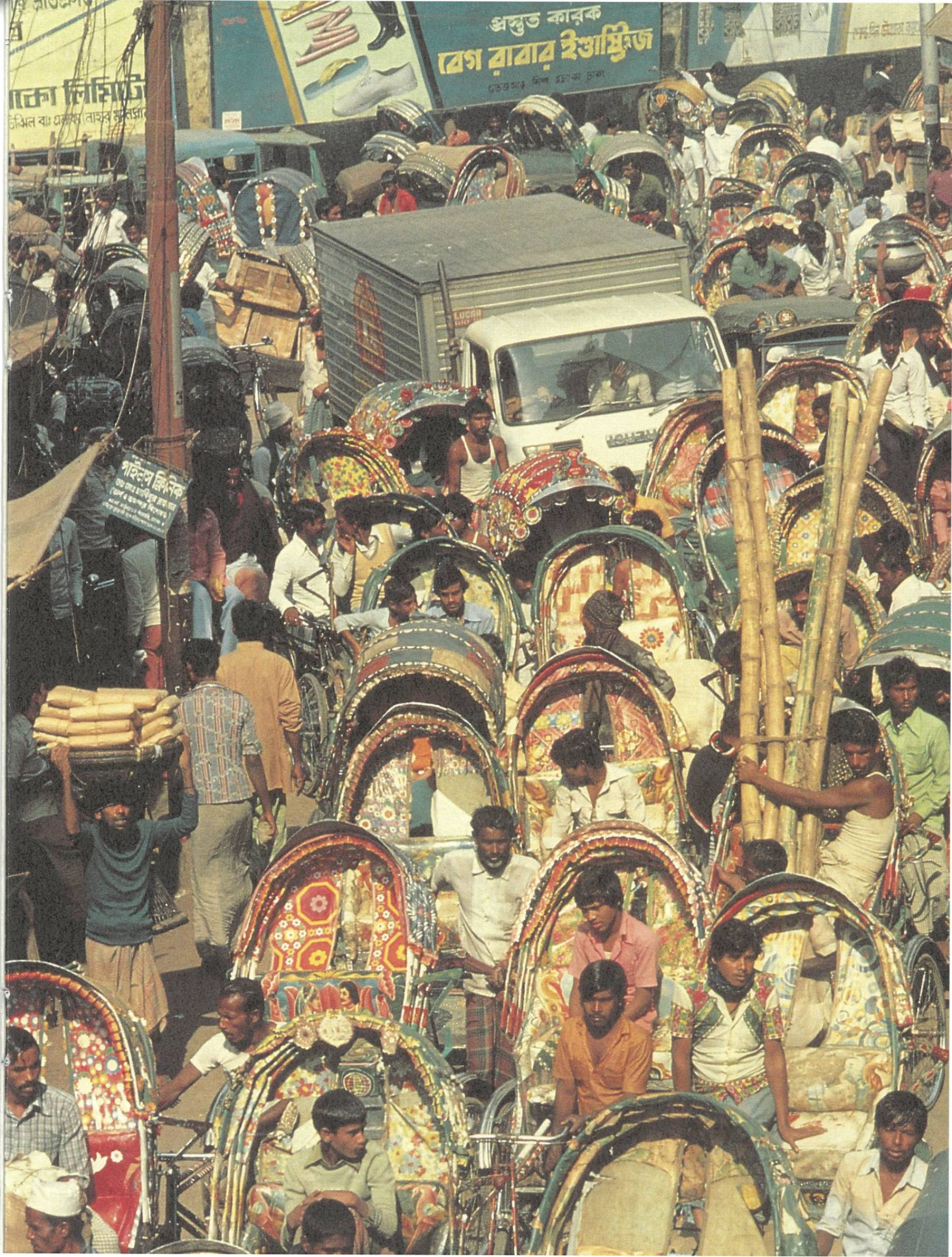
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