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E Baker, RRI

HUEY JOHNSON

I'm Huey Johnson, President of the Resource Renewal Institute in San Francisco.

You don't need to reinvent the wheel. The social contract that the Dutch called their approach where they got industry cooperating with government, being open, having environmentalists playing their independent role would be a wonderful thing to do here. We have enough industries that are often damaging themselves by just sheer simple economic foci; they would be better off understanding, and they do understand, increasingly, that you know, if they only are driving for economic gains they're going to be tripping over their neighbors.

The Green Plan idea has fared very well in New Zealand—I've tracked it since then—and certainly in Holland. And the EU has taken the Dutch example, brought in the Dutch consultants, and they've put together their own plan for the EU, naming it something else. But basically they still have a comprehensive, integrated systemic approach to managing resources. And I see no reason that it's apt to die any time soon. It is becoming part of the EU operation. It gives them a tremendous economic advantage over us. And for people who don't think so, the EU is really taking care of the economy in a competitive way in their mind's eye. And they've really been successful. I recall when I first looked at the Euro, it was worth about 35 cents. Now it's a dollar thirty.

I think it's a very sellable idea and that's what the social contract is all about. So we would have a social contract underway, I would not, I would ask states, to come up with a plan based on, very similar to what the Dutch and New Zealand have done. It needn't conform precisely cause water levels in Florida, for instance, are two or three feet under the ground, and in California they may be 200 feet. So, we're a desert; they're a swamp. So the rules and our concerns, our priorities, are going to be different. You need to relate but you still have to have federal oversight. And in the case of the Dutch, New Zealand, and others, the federal government defines policy and then the regional government exists to start enacting it and the locals control decisions relating to individual problems—pollution, factory sighting, whatever it is. And that's working very well—and it would work here.”

HANS VAN ZIJST

My name is Hans van Zijst, I'm an environmental councilor and I used to be an environmental diplomat. I worked in the United States for a couple of years in the early 90s, which were the years when the Dutch Green Plan originated. I've been lecturing about the Green Plan for many years; I talked about it; I worked on the teams of Green Plans. And I try to convey the message of green planning to other countries in the world.

In the course of the mid-eighties, we had a new minister, Pieter Winsemius. He came along and he was a management consultant from the business community, and he brought business community concepts to policy making. He said that we had to think in sort of a policy cycle that he derived from the product cycle. And he said that he was really appalled by the fact that we were asking the industrial community to, every other two,

three years, come up with a new device in their points of emission and come up with an investment which was always an investment which didn't match the investment cycle of these companies themselves. And he said 'if you really give them a long-term perspective and tell them where they need to be in ten years' or even twenty years' time, and then give them the freedom to adjust their own investment policies to that large term goals/long term goals, that will be much more effective because then, for them, it's much easier to cope with environmental legislation. And that [taught] us that it's not just about clean air or clean water. But it is really about giving a full picture, giving the full range of obligations that need to be met by a single company or by a group of companies within a certain association of industry to live up to the expectations of the government and the people. And that was a very strong driver to move away from single media legislation as we had done in the first wave of policy making, towards integrated comprehensive green planning which we did, let's say from 1989, with the first national plan."

TOM FOOKES

I'm Tom Fookes and I'm a planner from New Zealand, teaching at the University of Auckland, and I'm also a commissioner on the Environment Court, part of New Zealand's legal environmental system.

If we look ahead, one of the things we have to appreciate is this factor of climate change. Climate change is integrally linked to sustainability issues, and if you deal with sustainability you're starting to deal with the specific things of climate change, in terms of emissions and that sort of thing. But what we're going to have to do is look much more at the way in which we can constrain the physical expansion of our settlements horizontally. We are growing our cities onto our best agricultural land. We are increasing traffic travel times, people are *having* to use cars; we're building our cities on the North American model. And the green plan provides an opportunity, and the legislation provides an opportunity to change that approach, and that's already starting to happen. So we are now already in a phase of intensifying our major cities, of trying to get people out of their single family bungalows into higher density, medium density types of development, to build this development around transit points, to put in a better transit system, to move people out of their cars and into buses and trains and onto bicycles. So these are all things that are starting to come through in the plans that are made under the legislation that we have in New Zealand.

Well, what we are calling a green plan is, in fact, a legal document, one of our acts of parliament—it was passed in 1991—and which served the purpose of bringing together in an integrated and holistic way some fifty-odd pieces of previously existing legislation. So the Green Plan aspect really, it's on this as law, which is integrated and has sustainability as its objective.

People often say to me 'it's easy for you folks because you're only 4 million people, you're tiny, you're a drop in the bucket, you can do these things because you're just a big family' ... and that's true, but at the same time, the structures that we have—of families and neighborhoods and communities—are the same. And so much can be done in a

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Green Plan context with people working at the level of their local community. And so the rather hackneyed phrase today “think local, think global” is just as applicable in Green Plan organization. You can achieve a great deal by having your Green Plan concept working at your local level and you can build those into a larger thing by collaboration across your district or your state or whatever. But you start essentially with the home unit.”

MARTHA DELGADO

My name is Martha Delgado and I am the Minister of the Environment for Mexico City.

Before we have a green plan, we used to have sectional environmental programs. The difference between environmental programs or plans is that the green plan is a long term plan that integrates activities of more than twenty different offices of the government; and the third thing that put[s] emphasis on the difference between the last plans and this one is that the green plan is not just a governmental plan. It is also a society plan and a private sector plan and it has public investments—but also we do need to change culture and to promote private investment.

We have seven different strategies but the top three that we set up climate action plan for the city—very interesting. We have committed the city and the public sector and the private sector and society to mitigate greenhouse gas emissions. 7.7 million tons of CO₂ equivalent will be mitigated in the next four years. The second important strategy is to promote non-motorized mobility in the city—use of bicycles all around the city and sustainable transportation. And the third one is to rescue our watershed values, rescuing the Magdalena River, and installing treatment plants and a lot of infrastructure for water treatment and safe water at home.”

HERMAN SIPS

Hi, I’m Herman Sips. I work for the Dutch Ministry for the Environment. I’ve worked for almost ten years on Green Plans and am now working on international environmental issues and green diplomacy.

The green plan for the EU was created in response to obvious problems, and I think we now have the sixth or seventh Environmental Action Program it’s called. So it’s more of a program than a plan, and it tries to tackle in a semi-comprehensive way the most important issues that we have to deal with. And the important thing is now it is focusing on the things we are not coming to grips with—the real tough issues like climate change, like waste, like human health and air pollution. So that’s one track of EU things.

The other one is, building on that, the EU has decided to have seven thematic strategies where you take a look at one issue and try to address that from an integrated perspective. So there is a strategy for financial resources, there is one for air pollution, there is one for waste. So we try to address all the things related to these issues in an integrated way so

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there would be a sort of add-on or extension to the action program where the action program or the green plan is the basis, and these seven strategies sort of complement that.

There will be two advantages to having this integrated approach. I think one is if you set targets properly it will tie into decisions that business will have to make on investments. It gives greater transparency, greater predictability of future commitments. You can also see how investments in one group relate to the other group so the equity, the effort's shared reasonably, which is always a crucial issue because some people feel we are doing more than the rest. So you can sort of address that issue there by target setting and making that transparent who is going to contribute for what. And the other issue basically is that if you have an integrated approach that you don't shift the problems around, so you're not creating, making, solving one problem by creating another which we've seen in the past, at least both in the EU and in the Netherlands."