

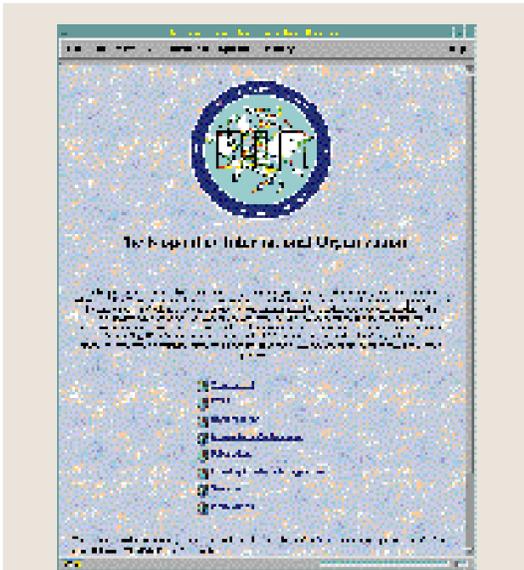
# Bio News



January, 1996

A newspaper for the appreciation and protection of the bio-environment, a shift from an anthropocentric to a biocentric vision

## Internet: Biopolitics "On-line" in 1996



The Biopolitics International Organisation is now on the World Wide Web. Please visit our Web Page at <http://www.telecom.ntua.gr/bio/> If you have any comments or suggestions, send e-mail to: [bio@leon.nrcps.ariadne-t.gr](mailto:bio@leon.nrcps.ariadne-t.gr).

thinking in antiquity? Are we aware of societal norms in the Middle Ages? Certain scholars have recorded general trends but, we do not have concrete documentation of what was widely accepted by ordinary citizens or what they believed was important.

### Bank of Ideas

In order to allow for every individual to express and document their thoughts, B.I.O. has, since 1985, been promoting the establishment of a computerised Bank of Ideas in which any interested party, may deposit their thoughts on environmental issues and create a rich source of information and reflections on bios and the bio-environment. This depository would be available to future generations, in order to serve as a treasury of material for the development of society in the years to come. Furthermore, this Bank of Ideas would reflect the evolution in thinking and morality, continuously taking place all over the world.

### A Natural Evolution

Not too long ago, environmental problems were not even acknowledged, let alone seriously addressed. With the current environmental crisis, we have witnessed a shift in public opinion, as well as an increased awareness of the gravity of the situation and of the urgent need to take action against destructive trends. This turn of events demonstrates an evolution in our ability to perceive and define priorities in society, according to the challenges we face. The trajectory of this evolution, going from Ignorance to Awareness to Sensitisation and, finally, to Active Participation could serve as a valuable tool for pinpointing societal progress and could aid our efforts to counter environmental abuse, on a world-wide level. With

possesses a rich record of discussions from scientists, scholars and policy-makers that can serve as valuable teaching material on the bio-environment.

The latest I.U.B.E. project involves the dynamic implementation of the Bank of Ideas concept. We are asking B.I.O. friends to send a video and/or audio tape of themselves discussing various environmental subjects. Furthermore, we are asking them to consider accomplishments and progress in the environmental field, over the past ten years, as well as comment on bio-environmental policy and bio-education for the future. (If you would like to participate in this project, please fill out the form on page 16). Comments will be compiled to form the Bank of Ideas, which will also be available on the Internet, and can thus become immediately accessible around the world.

*"Transcending thoughts passing boundaries  
of limiting space potentials  
Crossing bridges of transparent solids  
Energy waves of eternal messages  
leading to communication  
Faster than flashes of the soul  
Brighter than a laser beam  
Piercing everything  
Spreading everywhere"*

**-Dr. Agni Vlavianos-Arvanitis, Oscillations, 1983**

The evolution of human thought is a dynamic process and its potential lies in the continuous emergence of new variables. Determining the constant and variable elements can lead to a new appreciation of priorities in society, as well as a critical evaluation of the future. An interactive Bank of Ideas can serve as documentation of the evolution and transition in human thought for present and future generations. Information technology and faster communications will carry us into the third millennium. It is essential to apply this technology to capture the wisdom of humanity and make it available to the entire world.

## WHY THE INTERNET?

The rapid growth of information technology opens up new pathways of knowledge and expands the boundaries of human thought. However, the current environmental crisis is shaking the very foundations of our private and public existence.

Ethical values, societal structure, and national and international issues have to be re-examined with reference to the new perspectives of modern society. Bios and the bio-environment can therefore become the new focal points for a reassessment of priorities in society and the development of new models and new thinking for the future.

Up to now, only a privileged few had the opportunity of making their reflections and ideas available on a wider basis, and valuable contributions from less prominent individuals are forever gone. Humanity has documented the experiences of historical figures, political and spiritual leaders, scientists and intellectuals, but the wisdom of the general public is not known. Are we aware of mainstream

***"Biopolitics proposes international co-operation for the better understanding of bios. A global educational campaign through communication satellites may be used to implement such a project."***

*Biopolitics - Dimensions of Biology, 1985*

the establishment of a Bank of Ideas, we would acquire a concrete record of this trajectory and would thus be able to determine all the parameters of change, making the processes of taking action easier and more effective.

### Biopolitics on the Internet

The International University for the Bio-Environment (I.U.B.E.) was launched with the belief that universities should be "universal" and avoid compartmentalisation and over-specialisation. With each academic discipline converging on environmental issues, we can achieve an integrated educational system, leading to environmentally-literate global citizens. Eleven years of B.I.O. experience have witnessed a global response to the need for establishing multidisciplinary environmental education. B.I.O. also

## Inside . . .

Conference on  
Profit and the Bio-Environment  
**View Points**



## Bios Prizes: A call for nominations

Formal recognition and an award of achievement will be presented to individuals in several disciplines, in order to re-establish the harmony and unity behind all expressions of human creativity. These awards will be given simultaneously, on the occasion of the Olympic Games, to individuals who have furthered the goals of environmental protection.

For more information and the opportunity to nominate an individual or individuals that you feel are most deserving, please see page 16.

## SPECIAL FEATURE IN THIS ISSUE

### Profit and the Bio-Environment International Conference on Environmentally-Compatible Business Strategy

Profit and the Bio-Environment, an international conference co-sponsored by the Athens Chamber of Commerce and Industry and the Biopolitics International Organisation, was held on October 31, 1995. Corporate leaders, world-wide, are becoming increasingly aware of the fact that business activities and environmental preservation are completely compatible goals. Caring for the bio-environment is not only a moral responsibility but, it is rapidly becoming one of the most profitable endeavours. The purpose of this conference was:

- to sensitise the business world to the new philosophy of environmentally-compatible business strategy, by examining its financial, commercial and social impact
- to present practical methods of implementation of environmentally-compatible business strategy in several industrial sectors
- to provide information about reforms and new models in environmental education and the resulting new concepts of economics and finance
- to present an overview of international environmental regulations and their impact on business strategy and economic policy.

Page 3--- detailed proceedings of this conference.

### BIOPOLITICS INTERNATIONAL ORGANISATION PROGRESS IN 1995

- The President and Founder of the Biopolitics International Organisation, Dr. Agni Vlavianos-Arvanitis, is nominated for the Nobel Peace Prize, by Nobel Laureate and Co-President of International Physicians for the Prevention of Nuclear War, Professor Sergei Kolesnikov
- Biopolitics - The Bio-Environment - Biocentric Values for the Next Millennium, seminar at The World Bank, Washington DC
- Third Symposium on Business Strategy for the Bio-Environment, The Harvard Club of New York City
- Biopolitics - The Bio-Environment - Bio-Educational Perspectives, Seminar at Maliotis Centre, Boston
- Publication of Business Strategy for the Bio-Environment, in English. Proceedings from the Second B.I.O. symposium on Business Strategy for the Bio-Environment, Athens, 1993 (168 pages)
- Attendance of the UNESCO International Conference on Biosphere Reserves, Sevilla, Spain
- Hellenic-Czech Symposium on Biopolitics - The Bio-Environment - Bio-Culture in the Next Millennium, under the auspices of H.E. the Ambassador of the Czech Republic Professor Jiri Marvan and the sponsorship of Czech Airlines
- Round Table Discussion on Biopolitics - The Bio-Environment, at the Cultural Centre of the City of Athens
- Weekly Radio Program on Biopolitics
- Keynote address at the Rotary Club Annual Conference in Rhodes
- Keynote address for the 50th Anniversary of the United Nations at "Parnassos" Cultural Centre, organised by the United Nations Association of Greece
- Keynote address at the Hellenic-American Union for Earth Day 95
- Biopolitics Education in the Year 2000 - Seventh International B.I.O. Conference, Adana, Turkey
- Keynote address at the Serbian Academy of Sciences and Arts
- Keynote address at the Rotary Club of East Attica Celebrative Dinner
- Keynote address at Koinotis Dionysou Cultural Centre
- Presentation at the First International Multidisciplinary Conference on Human Behaviour and the Meaning of Modern Humanism, Delphi
- Meeting with the Committee on Legislative Provision of Freedom of Speech and Mass Media, Supreme Rada (Parliament) of Ukraine - Extensive Discussions and Presentations to Parliamentarian Commissions
- Participation in the State of the World Forum, San Francisco
- Official offer of the Rector of Lomonosov Moscow State University for the university to participate in the B.I.O. Exchange of Scholars Program
- Official invitation to The Athens Summit
- B.I.O. and the I.U.B.E. join the MED-CAMPUS Project
- Publication of Biopolitics - The Bio-Environment - Bio-Culture in the Next Millennium, proceedings from a Hellenic-Czech Cultural Symposium, Athens 1995 (104 pages)
- Biopolitics - The Bio-Environment - Bio-Culture in the Next Millennium, proceedings from the International Sakharov Festival, Athens 1994 (in press)
- Guest of Honour and Keynote Speaker at the Mendeleev University of Chemical Technology 75-Year Anniversary Jubilee
- Closing address at the International Business Forms Industries (IBFI) 7th European Annual Meeting for leading executives in information technology
- Keynote Address at the Rotary Club of Ammohostos, Cyprus
- Profit and the Bio-Environment Fourth B.I.O. Business Conference for environmentally-compatible Business Strategy, in co-operation with the Athens Chamber of Commerce and Industry
- Official Launching of the International University for the Bio-Environment Visiting Scholars Program at the I.U.B.E. Rodini Centre in Rhodes
- Keynote address at the ALPINE Graduation Ceremony
- Participation in the HELECO Environmental Technology for the Mediterranean Area 2nd International Exhibition and Conference
- Official Invitation to the Ecoaqua Mostra Mare Ambiente in Genoa, Italy
- Keynote address at the Municipal Centre of Nea Ionia
- Participation in the IVe Rencontres Environnementales de Genève - La mutation écologique des entreprises, Geneva, Switzerland
- Lecture at the Hellenic Meteorological Society
- Keynote address at the annual conference of the Euro-Chinese Centre for Research and Development
- Keynote address at the Bio-Strategy Conference of the Hellenic Biotechnology Society
- The Biopolitics International Organisation acquires a site on Internet's World Wide Web (<http://www.telecom.ntua.gr/bio/>)

### Biopolitics International Organisation Sponsors for 1995:

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## EDITORIAL

### The Periodic Table of Economic Science

On the threshold of the third millennium, science and technology have expanded the horizons of human understanding. They have allowed the exploration of the macrocosmos and the microcosmos and have revealed a whole new world of discovery and insight.



Dr. Agni Vlavianos-Arvanitis, B.I.O. President and Founder

However, this explosion of knowledge has created a serious crisis of values in society, which is quickly leading humanity to an impasse. It is therefore essential to search for new values and a new vision for the future, elements urgently needed in order to face the challenges ahead. A critical reassessment of current assumptions will hopefully lead to the world-wide acknowledgment that environmental preservation is a prerequisite for a stable and harmonious global society.

In view of this pending reassessment of assumptions, economic science must seriously contemplate the inclusion of concepts that are currently considered abstract and qualitative. It is necessary to develop sound indicators for the formation of financial policies, taking into account the need to preserve natural resources and retracing environmental impact. The issue of quality of life needs to assume top priority, as well as health, happiness, inner wealth, culture and education. These elements, which are excluded from conventional theory of finance, need to become the framework for the new economics of the 21st century. Environmental preservation is inextricably linked to economic progress. Preserving the wealth and beauty of the bio-environment, securing the health of the earth's population, and guaranteeing equal educational opportunities for every country in the world can be a source of genuine profit, both monetary and social. Economics will need to be upgraded to a comprehensive science, in order to eliminate negative stereotypes of fragmentation and mutual exclusion. The study of the intricate relationships between economics and all the varied manifestations of our natural and cultural heritage can provide the missing elements for an integrated understanding of economic phenomena, thus leading to the formation of the Periodic Table of Economic Science, much like the periodic table of elements in chemistry, that the Russian chemist D.I. Mendeleev drafted more than a century ago.

In devising the periodic table, Mendeleev captured the order of the universe. Not only was he able to classify known elements and describe their properties in detail, but managed to accurately predict the existence and properties of elements discovered many years later. Even though the periodic table was framed more than a century ago, it still remains the most important single correlation of chemistry, permitting us to deal with the great variety and diversity of nature. The diachronic aspect of Mendeleev's table is as important today as it ever was. If we view our future as a periodic chart, then we can begin to search for ways to enrich it and fill all the empty spaces with new values and a constructive vision. Modeling the periodicity of chemical properties in vertical and horizontal patterns, led to the discovery of the order and clarity of science. A vertical and horizontal classification of priorities in society reveals their interdependence and can lead to a harmonious future.

Electronic structure, which forms the basis of the periodic table, conveys the concepts of energy and potential. Similarly, priorities in society need to be classified according to their positive contribution towards uplifting values and human potential. This potential can be applied to enrich our society with a better understanding of biological and cultural diversity. Waves of energy and light, waves of communication, can bring us together as a global community to decide on a joint pathway for the future. New ethics have to govern our action and thought, in order to make full use of the benefits of economic progress and eliminate destructive trends. Today, we have the wisdom to control economic progress and we should apply it to its full extent. We can use the knowledge gained to improve our quality of life and improve the world for the generations to come. We can fill all the empty spaces of our periodic table with the beauty and wealth of cultural and historical diversity and build a positive framework for the future. Once economic science acknowledges the urgency of reevaluating its role with reference to a long-term, global financial policy, it will be more efficient in answering to the challenges of the next millennium. Once business leaders acknowledge the urgency of protecting bios, they will be more successful in fulfilling the needs of the enterprise, the community, the country and the world.

### BIO is represented in the following countries:

**Africa:** Algeria, Botswana, Egypt, Ethiopia, Ghana, Kenya, Malawi, Mauritius, Morocco, Mozambique, Nigeria, Senegal, Seychelles, Sudan, Tanzania, Chad.

**America:** Argentina, Bahamas, Bermuda, Brazil, Canada, Chile, Colombia, Cuba, Ecuador, Guyana, Mexico, Peru, United States, Venezuela.

**Asia:** Armenia, Cambodia, China, Hong Kong, India, Indonesia, Israel, Japan, Jordan, Kuwait, Lebanon, Malaysia, Pakistan, Philippines, Singapore, Sri Lanka, Thailand.

**Europe:** Albania, Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Monaco, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey, United Kingdom, Ukraine, Yugoslavia.

**Oceania:** Australia, Guinea, Papua New Guinea, Solomon Islands.



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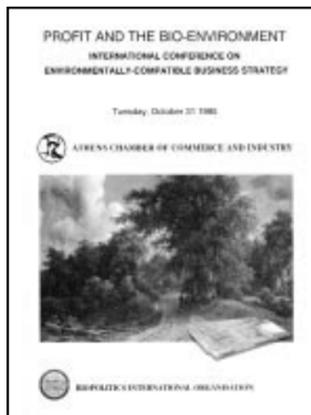
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## Conference on Profit and the Bio-Environment

**"Corporate leaders world-wide are becoming increasingly aware of the fact that business activities and environmental preservation are completely compatible goals."**



**H.E. Ambassador Ioannis Bemveratos**  
Director of Cultural Affairs  
Greek Ministry of Foreign Affairs

### INTERNATIONAL CO-OPERATION ON THE BIO-ENVIRONMENT

On behalf of His Excellency the Minister of Foreign Affairs, Mr. Carolos Papoulias, it gives me great pleasure to welcome the distinguished guests of this international meeting organised, jointly, by the Athens Chamber of Commerce and Industry and the Biopolitics International Organisation. This meeting provides a forum for the fruitful exchange of opinions on an issue of primary concern for modern society, namely, how to

combine successful and profitable economic activity with appreciation and protection of the bio-environment.

In July 1994, a very important event on "Bio-Culture," the International Sakharov Festival, was organised by the Biopolitics International Organisation. In his address during the opening ceremony, Mr. Papoulias stressed the importance of opening new pathways for international co-operation and understanding, once nations recognise their common responsibility toward protecting the bio-environment. Thus, international co-operation on the bio-environment is an inherent part of "bio-culture."

Our support for the present meeting is based on the firm belief that close co-operation between economic and environmental agents, in all countries of

**"International co-operation on the bio-environment is an inherent part of 'bio-culture'."**

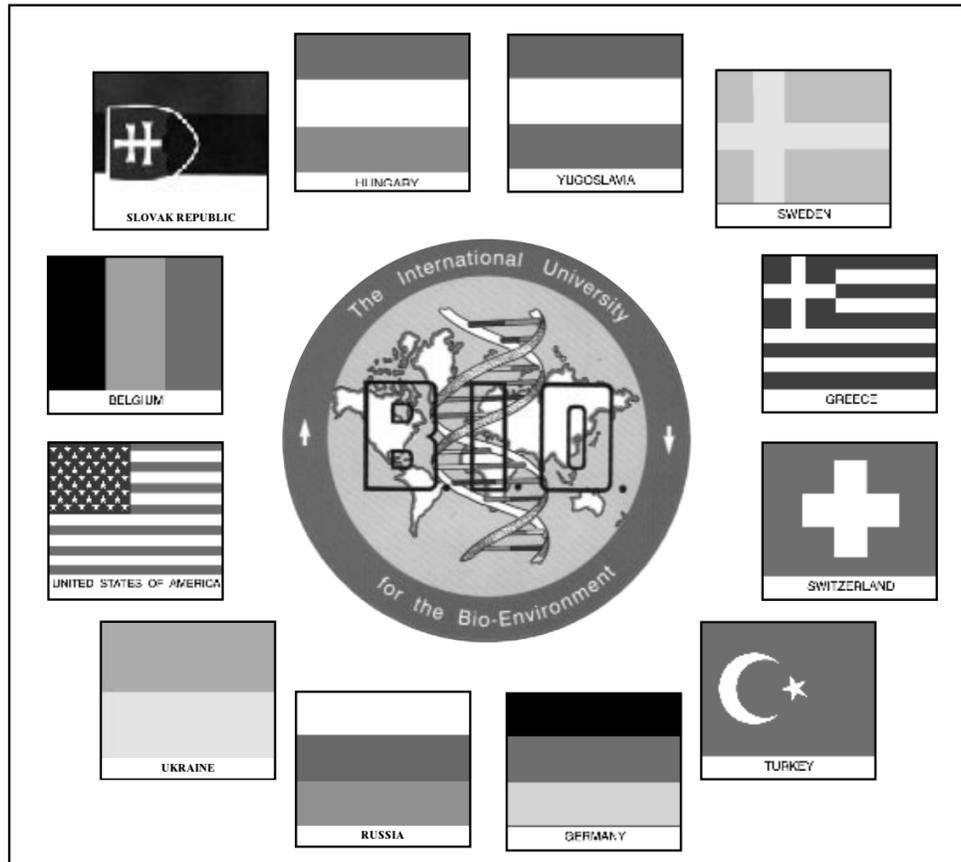
**H.E. Ambassador Ioannis Bemveratos**

the world, further contributes to this goal. It is agreed that, in modern society, ensuring quality of life and the preservation of

the bio-environment, must become the necessary counterpart to the quantitative aspect of economic growth. Both targets should be met in harmony, in order to establish a balanced future society leading to world peace and prosperity.

The distinguished personalities participating in the present meeting will provide expertise on necessary guidelines for economics, politics and ethics, in order to advance steadily in this direction.

We would like to express our best wishes to the organisers for the successful completion of this meeting.



**Professor Pavel Sarkisov**  
Rector  
Mendeleev University of  
Chemical Technology of  
Russia

**Dr. Oleg Altakh**  
Director, International  
Department, Mendeleev  
University of Chemical  
Technology of Russia

### HUMANITARIAN EDUCATION AT TECHNICAL UNIVERSITIES IN RUSSIA

**"We must not think only of the students graduating today but also of those who will work in the next century."**

**Professor Pavel D. Sarkisov**

Radical reforms in higher education levels are taking place, with a transition to a new quality of training, based on the humanisation of higher education and the integration of professional and social-humanitarian training. This is a general trend in the development of higher education all over the world.

The role of the engineer, in modern society, is changing. Today, engineers represent, not only technical but social and political progress. Engineering science and practice can actually transform the direction of society and, as a result, the responsibility of the engineer to society has increased significantly. Together with this greater responsibility, new requirements for engineering training are needed. The first requirement is to increase the humanitarian content of such training. At present, only the humanities provoke students to master human cultural and civilisation values. Future specialists will reach the highest level of culture by familiarising themselves with human cultural values, while, at the same time, acquiring the natural base for their professional growth. The development of creative thinking must become the fundamental purpose of education. The forming of such creative thinking is the sphere where the humanities can carry a valuable contribution. It is possible to develop creative thinking if you have the following goals for humanitarian education: **an understanding** of society's nature and human culture, as well as of the position of personality in the human relationship system; **the ability to apprehend** the different aspects of culture in its unity, to understand the importance, complementarity and interaction of different cultures; **the ability to see** the human aspect of science, technology and production; **mastering the bases** of scientific analysis of social systems including conceptual and technological ones.

There must be a distinctive "Socratic revolution," transforming humanitarian education from "a theory for the masses" to "a reality for the individual." Our goal is to prepare intellectual, cultivated, realistic, noble and healthy students, who will be able to work effectively under the new "market economy" conditions. This goal can be realised only by developing methods for stimulating the activity of the humanities' departments.



**John Papathanasiou**  
President  
Athens Chamber of Commerce and Industry  
Greece

### INVESTING IN THE PROTECTION OF THE ENVIRONMENT

For many decades, the relationship between profit and the bio-environment has been one of the main problems that have preoccupied, created tension and fostered many divided opinions among specialists, business people and environmentalists, as well as, between governments and citizens. The experience ascertained from the many business efforts around the world, by those who have invested in the protection of the environment, leads to the conclusion that, finally, the relationship between

**The relationship between profit and the bio-environment is not contradictory.**

**John Papathanasiou**

profit and the bio-environment is not contradictory. Presently, the development of technology allows for the activities of the business world to respect and protect the bio-environment, while still resulting in significant profits.

This conference, organised in conjunction with the Biopolitics International Organisation, aims to approach these exact issues and analyse them in order to finally offer instructive conclusions and goals, as to ways in which enterprises can perform with regard to the environment. We also need to consider what the Greek government should do in order to support businesses that are interested in investing in the protection of the environment.

This effort is significant, because the environment is a matter, on which, the future of humanity depends. The environment will define the framework in which enterprises will adapt and plan their future. We should not forget that we live in a country where many environmental problems exist which, if not directly and effectively confronted, will result in a great deal of damage to many important aspects of our financial life, and severely affect our quality of life.

Today, the Athens Chamber of Commerce and Industry and the Biopolitics International Organisation have initiated a discussion on environmentally-compatible business strategy and have high expectations that this discussion will lead to the establishment of a uniform strategy for both enterprises and the State.



**Panayiotis Poulis**  
President, Commercial Bank of Greece

*The solution is to find ways of adjusting production and consumption to a level that is in accordance with the environmental carrying capacity.*

**Panayiotis Poulis**

#### THE BIO-ENVIRONMENT AND BANKING POLICY

Scientific and technological progress, as well as environmental degradation, are the characteristics of our epoch. Technological development is viewed, by some, as the cause of most of the environmental destruction, whereas by others as the only way to prevent it. The economists' point of view is that environmental degradation originates when economic agents impose external costs upon society in the form of pollution. The argument here is that many economic activities are using technology, as well as environmental goods and services, as inputs to output environmental disruption and resource depletion. This applies mainly to the business world that should comply with the idea to prevent pollution as well as to protect the environment by realising that environmental goods and services are not free of charge. Actually, they do have a positive economic value even if there are not any market forces to reveal their true values. The solution is to find ways of adjusting production and consumption to a level that is in accordance with the environmental carrying capacity. For that reason, policy makers should provide suitable incentives which, faced by those who use or misuse natural resources, will affect their choices of technology and environmental goods.

Environmental effects are externalities the cost and benefit, of which, are not fully reflected in the potential or the actual market. They represent incomplete or missing markets; in other words, there is market failure. When such market malfunction exists, the malfunctions can be ascribed to the fact that for certain commodities, markets simply do not exist. The fact is that most environmental assets are not marketed. **There is no explicit market for clean air, sea views or the carbon-fixing properties of tropical rain forests.** It is therefore necessary to develop tools to place valuations on environmental assets and consequences. As a result, development and environment must be integrated to "discharge our responsibilities as trustees of natural resource for the generations to come" should be adopted and promoted.

The achievement of environmental goals relies heavily on the role of financial institutions and their policies. A critical role that the banking sector can play, in the promotion of environmental aims, arises through the transactions and contacts that occur with an enormous number of people daily. Banking institutions are comprised of a significant amount of human resources and, among them, there is a great deal of diversity and differentiation. There are employees with a variety of technical and educational levels, shareholders from many distinct professions and clients ranging from the minimum depositor to the most prominent leading industries of the country. Therefore, the existing opportunity to pass environmental messages to this public is infinite. For example, environmental protection information can be circulated, efficient use of resources can be adopted and advanced and the means or ways of pollution abatement can be promoted. It is reasonable to assume that the continuous briefing and scientific updating on environmental issues would yield an environmentally sensitive and well informed society.

**The contribution of the banking sector to the protection of the environment can be the enhancing of environmental investments.** In many market economies, it is expected that the financing of environmental expenditures should be based on the "polluters-pay principle." Accordingly, enterprises and other polluters should use their own resources to finance environmental expenditures.

Consequently, banking institutions are asked, one more time, to play another significant role, to overcome these barriers and to offer incentives and support for environmental investments and expenditures. There is clearly a need to focus on policies, as well as on institutions, that would provide an effective method for supplying financial instruments, leading to sustainable economic and environmental development.

#### THE ENVIRONMENT IN EVERY SOCIAL, NATIONAL AND PRIVATE INITIATIVE

I would like to stress the importance of this conference relative to the importance of the bio-environment in all aspects of human activity. This conference is related to industrial activity and profit is related to the environment. Environmental concerns are becoming increasingly vast and serious. It is, therefore, essential to become aware of the point-of-views from which these concerns can be analysed and the ways in which we must and can confront them.

With reference to this point, I would like to stress the importance of the work being done in schools. The awareness of the environment and its effects upon our lives and activities, is being presented in schools through work that was developed by the Biopolitics International Organisation.

Our children must possess a continuously growing awareness of the environment; they must respect it, support it and care about it to the degree that they feel it is possible. This educational work, carried out by the Biopolitics International Organisation and its President and Founder, Dr. Vlavianos-Arvanitis, is highly commendable.

The environment, the analysis of problems and the ways in which to correct them, constitute a collective responsibility, including that of the State.

The State has a responsibility for the protection and care of the environment. All disciplines must look in all directions to discover the causes of the undermining of the environment and the ways, in which, we can deal

with them. Environmental science is a practical science. It is a science that analyses public activity, as well as, social activity for the protection of the environment. It also examines ways we might benefit from the "goods" of the environment, that define and give a deeper meaning to our lives.

It is impossible to succeed in the protection of the environment, if the project is not connected with the efforts, the politics and the work of other nations. From this point-of-view, international meetings, an international exchange of ideas and, especially, international conferences, like the one taking place



**Professor John Pasmazoglou**  
President  
Academy of Athens, Greece

today in Athens, are of great importance. I would like to congratulate the organisers of this conference, and to recognise the presence here of representatives from many countries. Together, we can confront environmental problems and emphasise the interrelationship of business activity, profit and the environment regarding environmental protection.

*Every type of activity has an environmental effect.*

**Professor John Pasmazoglou**

The awareness of environmental problems and the need for a political support for the environment, are quite alive and deeply defined in the European Union.

At the recent October meeting of the European Congress, the problems of the environment and the necessary formation of a European "political protection" of the environment, were basic subjects of discussion. It should be stressed that in all directions of European politics, there is a need for analysing the effects, on the environment, of every decision and activity supported by the European Union.

I would like to publicly express my enthusiasm for the presence at this conference of representatives from other countries.

The exchange of ideas on the international level is of utmost importance. I would like to especially emphasise the significance of the work of the Biopolitics International Organisation, in the way it has been defined by Dr. Vlavianos-Arvanitis.

I would also like to congratulate the Athens Chamber of Commerce and Industry, which in the context of its various activities, welcomes this conference, the significance of which is self-evident.

#### THE RUSH FOR PROFIT AND THE ETHICS OF SURVIVAL

The future of the human species and life on our planet in general seem to be in question because of air, land and water pollution, because of tremendous degradation and destruction of the environment, ecosystems and life, because of demographic explosions and starvation, and because of increased rates and accumulation of harmful mutations and genetic damage in human populations and other living organisms, affecting both human health and the human mind.

Moral problems and problems of responsibility arise only with technological applications of new knowledge and when decisions are made.

The extent of the responsibility of multinational companies and scientists, and the unpredictable consequences of science application and technology, which has become the "Sorcerer's Apprentice" of our age, are the greatest dilemmas of our civili-



**Professor Dusan T. Kanazir**  
President  
Serbian Academy of Sciences and Arts

two irreconcilable camps: the first is represented by technologically and culturally rapidly developing nations, and the second by under- and non-developed countries living in scientific, technological and cultural backwardness and in economic and social misery.

The globe is not integrated, as more than 50% of the human population is starving to death and is illiterate. The world as a whole faces acute problems such as: social conflicts, pollution and environmental deterioration, wasting of natural resources, recession, political and military threats, local wars, organised crime and terrorism.

The drama of modern civilisation is the result of a deep moral crisis, of religious and ideological differences and misuse of power, knowledge and technology.

The problem of problems is that the international economic framework is based on greed and competition and has reached a definitive state of unworkability. Can such complex socio-economic and cultural conditions generate a new social order?

*"The rush for profit has been the factor most responsible for changing the world and destroying the environment, the ecosystem, as well as the human soul."*

**Professor Dusan T. Kanazir**

sation. The rush for profit has been the most important factor in changing the world and destroying the environment and ecosystems, as well as the human soul.

The most serious obstacle on the road to further development of civilisation, ethical values and humanism, is the division of the present world into

## STEPS TOWARD A GLOBAL ENVIRONMENTAL POLICY

**W**hy do we need a Global Environmental Policy? The world is getting increasingly populated. This is a simple but, nevertheless, a very important model. The expectations of the United Nations, and other institutions, are that the number of people in this world will, at least, double. Human beings are activating more and more of the earth's resources and in this way they are demanding too much.

A major factor behind the change of climate is the increase in industrial emission levels. Large industrial countries are leading the rankings but, what you can also see is that, large developing countries and the so far under-developed countries, contributing to the problem of CO<sub>2</sub> emissions, are responsible for 50% or more of the "Greenhouse Effect."

**○ We cannot just talk about the environment on the European level, we now have to get serious and talk about the whole world. ○**

**Professor Udo Simonis**

Environmental impact is predominantly determined by the development of population growth, affluence, global social product and, of course, technology. One of the conclusions, particularly for technical optimists, is that we need various technical innovations.

Technology cannot, and will not, solve all our problems. But, what about adding some strict, stringent socio-

economic innovations like, for instance, making the discussion on reforming the tax system a serious talk? What about full-scale incentives for reuse and recycling of materials? What about incentives for enlarging the capacity of nature to absorb what we are doing? All this is possible. All this needs to be structured somehow and all this may end or go through certain environmental regimes.

What is ahead of us for the future? Two major instruments of global environmental policy are being discussed. One is to introduce some kind of tax, for example an energy tax or a CO<sub>2</sub> charge.

This topic is still controversially debated, although there are already four European countries that have imposed such a tax. The Scandinavian countries introduced a combined carbon charge and energy tax. However, we cannot continue talking endlessly on the European level, we now have to get serious in the rest of Europe, and also in other parts of the world.

The second major instrument of global environmental policy is introducing Emission Certificates. Theoretically, this instrument is quite effective, and most economists would prefer it over a tax, whose environmental effect is not similarly precise. Such certificates are a form of quantitative restrictions, and can and should be traded internationally; this would guarantee international economic efficiency and environmental effectiveness at one and the same time.

However, there is a strong equity issue involved in allocating emission certificates. There might be a way out



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in the form of a smooth transition. We can take the world as is, and start with the current emissions or the emissions per unit of GNP, and then move slowly but continuously toward equal emission rights per capita. In the long term, there is certainly no option other than addressing this equity issue seriously.

We will have an international debate on who is more equal than others and what fairness means. Certainly, there are many economic problems involved, questions of adjustment, growth, jobs, and competitive advantage. But in formulating and implementing global environmental policy, equity is going to be the hottest issue in need of serious debate, and in need of a fair solution.

## RECONCILING PROFIT WITH BIODIVERSITY: AN INVENTORY OF RESOURCES READY TO HAND

**M**any theories bear on the causes of the extinction of species, and some bear directly on industrial capitalism's role in it. These theories converge on the idea that decisions made to optimise rate of return on investment - the profit motive - inevitably undercut habitat, soil fertility and water quality, in ways that threaten biodiversity. If these theories are correct, then other theories describing the increasing political and economic power of multinational corporations (ostensible profit optimisers) force the conclusion that a mass extinction of life is a near certainty, since state regulation, that is, legal constraint of profit optimising behaviours that degrade habitat, water quality and other natural resources, will become increasingly ineffectual and new regulations unlikely. I call this the *dystopian position*. Other frameworks, termed the *utopian position*, argue that the anthropogenic mass

extinction of life can be averted consistent with the need to feed the world's hungry



**Professor Max Oelschlaeger**  
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USA.

and overcome poverty. Agenda 21 is the best known of these theories; however, the actual course of events is at variance with the program for sustainable development while conceptual analysis has shown it to be theoretically incoherent. Since pessimism-dystopian analysis is a self-fulfilling theory, and optimism - utopian analysis - is a self-refuting theory, realism compels the effort to find a middle ground, a *pragmatic meliorism*.

**○ Feeding the world's hungry and overcoming poverty are the basic issues of Agenda 21; however, the actual course of events is at variance with the program for sustainable development. ○**

**Professor Max Oelschlaeger**



**Dr. Laszlo Kapolyi**  
President  
System International  
Foundation,  
Hungary

## SOCIO-ECONOMIC CHANGES IN CENTRAL/EASTERN EUROPE: THE CHALLENGES OF BIOPOLITICS

**T**he Central-East-European region has been the cross-roads of the European continent for centuries. That is why this region has always existed under dynamic challenges, mainly because of the confrontations from East and West and, to a lesser extent, because of the confrontations from the northern and southern part of the continent. The modern world, however, makes a mistake in thinking that a good solution, in order to develop this region, is to flow their useless techniques and technologies into it.

If the world economy is a consistent system with great inequalities, it will be impossible to create a deep valley in the development of this type of structure in Central-East-Europe. Contributing obstacles also include: the problem of the East and West, the global problem of the difference between the well-developed and developing countries, and the fact that 80% of the world's energy, steel, metal and paper consumption and 40% of the food consumption is in the hands of 25% of

the population of the world. Of course it is necessary to globally acknowledge the importance of investing in the "mental capital" in this region. It is also necessary that every member of society accept the challenges of sustainability and sustainable development. Also, the leadership in this region has to accept that a new sector has to enter into the redistribution of the national income: besides population and the economy, the environment also has to be part of the national budget. We have to acknowledge that the objectives of modernisation imply the relative re-valuation of environmental goods. We have to acknowledge, also, that economic processes have to reimburse the environment. This region has to get involved, not only, with the modern superhighways - high-speed railway systems and the electronic information superhighway but, also, have modern regulation forms such as the "ecotax" and "ecobonus," introduced. The latter can have a specific socio-political role in this region. There are less and less welfare States, with high social sensibility, in the world. Modernisation brings a decrease in standards of living, as national budgets are continuously reducing their social expenditures during the redistribution of national income.

The sustainability of the modernisation process involves well known challenges, that is why we have to form sustainable work-force utilisation. In order to realise sustainable development, we have to co-ordinate the demand for decreasing entropy. We have to achieve a careful environmental economy. We have to increase the efficiency of the economy and, of course, we have to conserve energy and apply renewable energy sources.

**○ The modern world makes a mistake by thinking that a good solution for developing Central/Eastern Europe, is to flow their useless techniques and technologies into it. ○**

**Dr. Laszlo Kapolyi**

## CHERNOBYL: AN UPDATE

**U**kraine is making a special effort to apply biopolitics principles to the social policies of the Chernobyl Nuclear Power Plant. I find it very symbolic that the Biopolitics International Organisation was founded by Dr. Arvanitis in Athens, the city of ancient culture. It reminds us, once again, that human values are not subject to time. We shall spread these values and support Biopolitics. I have the authority to affirm the desire of the City of Slovudic (where the Chernobyl Nuclear Power Plant is located) to support B.I.O., and to extend its appreciation to Dr. Arvanitis for her humanitarian efforts.



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Department of  
Product  
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**Dimitris Maniatakis**  
Managing Director, ICAP Hellas S.A.

### ENVIRONMENTAL BUSINESS POLICY

Environmental problems have, for some time, been at the forefront of development. It is well known that the, so-called, economic externalities, which are interwoven with commonly used natural resources, lead to their ineffective distribution and create a discord between the private and public cost or benefit.

As a result of this discord, market prices do not constitute credible indicators of the value assigned by society to products or production coefficients, the creation and use of which are related to procedures that downgrade the environment.

This fact creates the need to revise certain basic indicators that evaluate the achievements of an economy, such as the gross domestic product or the per capita income. The need also arises to gather detailed data regarding the environmental expenditures of various services.

Since 1992, ICAP Hellas S.A. has expressed interest on the subject of the environment in industry. It has conducted a sample survey, based on a random sample of 170 enterprises, for the purpose of identifying the polluting industrial sectors and the activities related to the environmental program of enterprises.

It also recorded expenditures for the environment as well conducted a survey of the causes leading to measures taken by industrial enterprises for the environment.

As a result of the survey, it was ascertained that only a small percentage of industries are active in environmental programs, despite the fact that several industries have accepted the need to take up drastic initiatives.

These, however, are held up because they burden production costs. The enterprises' responses have shown that their environmental priorities are the processing of waste material (to the extent of 40.0%), the training of personnel

*The object is to effectively protect the environment without, however, running counter to the process of development.*

Dimitris Maniatakis

(36.9%), the renovation of capital equipment (32.3%), recycling (25.2%) and the use of clean technologies (26.2%).

Within the framework of a more ambitious program on the European level, Eurostat has proposed a system of periodic gathering of economic data regarding the environment, called European System for the Collection of Economic Information on the Environment (or SERIEE in French). This system seeks to record the environmental expenditures of enterprises as well as of public services. It constitutes one of the satellite accounts of the

European system of national accounts, which have been created for the purpose of reforming the national accounts system.

The primary objective of SERIEE, in its present stage of development, is the departmentalisation of expenditures related to the administration and protection of the environment, by type of environmental activity as well as by type and agent of the expenditure and its financing. Subsequent stages will provide for the interconnection of physical and economic magnitudes and the creation of input-output tables.

In Greece, SERIEE has not been applied by the National Statistical Service. However, the drafting of a pilot statistical survey (related to the first phase of the system's development), has been assigned, by Eurostat, to the Aegean University Department of Environment. From 1989 to 1993, the share of operational expenditures to total environmental expenditures of enterprises in the sample amounted to an average of 72.0%.

This was an important factor, despite the fact that it was largely due to the investment stagnation marking that period. Perhaps it denotes a lack of interest in investments for the protection of the environment, as well as, a lack of the proper institutional framework and incentives.

A hopeful sign comes from the incentives created by the prospect of recycling final, as well as intermediate products.

It appears that the possibilities existing for the recycling of hard waste offer important incentives to industries undertaking investments permitting their exploitation.

### "GREENING" OF THE PRIVATE SECTOR AND PARTNERSHIPS WITH NGO'S

Privatisation, environmental stewardship and the emerging role of Non-Governmental Organisations (NGO's) are the major international trends in the coming decade. Governments are looking to the private sector for employment generation, economic development and leadership. Since the Earth Summit in Rio de Janeiro in 1992, the issue of how to achieve environmentally sustainable, private sector activities, has been at the core of both sustainable development and environmental issues. Four focal areas would be of particular importance in guiding this effort: technology, capital, collective management, and markets and consumer choices.

- **Technology.** Strategic alliances of the public, private and NGO sector factors must be established to identify, develop, and market new technology options and to facilitate North-South technology transfers.
- **Capital.** ESD will increasingly rely on private corporations, commercial banks, and capital markets to finance products and programmes. Consumer choice, as for example, large numbers of small inventors (i.e. recent emergence of ethical investment

*The new premise is that the private business sector must squarely address the social and environmental problems that afflict society.*

Dr. Julia Panourgia Clones



**Dr. Julia Panourgia-Clones**  
Environmental Consultant, The World Bank, Washington DC, USA

funds such as the Forest Stewardship Council), can play a significant role.

- **Collaborative Management Options.** The constraints and inefficiencies of State management have highlighted the need for creative and innovative partnerships in resource management. Privatisation, decentralisation and community-based management produce a continuum along which a whole array of collaborative management options are emerging. Commercial waste management, conservation of watersheds by local authorities, leasing of protected areas to trusts and private operators and community management of wildlife are examples of how such options can generate additional capacities and resources for ESD.

### PROFITABLE TECHNOLOGIES IN THE CONTEXT OF BIOS



**Valery Grishin, Deputy Directorate Chief, Head of Press-Service.**  
The Directorate of Government Information, Administration of the Government of the Russian Federation

The world is changing and we all hope that it is changing for the better. The twentieth century is almost over and we all care how, and in what shape, we arrive in the next millennium. It does not make sense to have to convince people that the "bio-movement" is necessary and important. Alternatives exist, but many of these alternatives represent the demise of the human race. The world, slowly but surely, is accepting the importance of these issues and it would be difficult to find anyone who would disagree. But, there are a lot of egotistical interests that exist in governments, companies, individuals and organisations. Many of them consider that we can have profit today and the environmental considerations can wait a while longer. I think that this is a mistaken notion. This egotistical approach is widely spread and I believe that action needs to be taken, in order to force a change of opinion in the world. A Russian proverb says, "if not for a bad accident you would not be happy." The environmental issue has improved significantly, in Russia because of a reduction in industrial output. This reduction in production rate brought many significant issues to the attention of the people of Russia. What kind of industries and what kind of technologies do we need to support? Which industries can we allow to "fall apart" and not be restored and what industries can continue to function and be further developed? We came to the conclusion that we should further develop only the technologies that are environmentally-sound. One might say that environmentally-clean technologies would be more expensive but I can assure you that it is quite possible to create profitable technologies, friendly to the environment, which can also be inexpensive and effective.

- **Markets and Consumer Choices.** Multiple stakeholder strategies are a precondition for success. The development of environmentally sound products and services depends upon markets and demand, shaped by consumer attitudes and civic ethics.

A concerted effort is needed in order to convene a strategic forum to transcend traditional institutional boundaries and to create conducive legal, institutional and economic frameworks to catalyse such initiatives.



**Christos Komninos, Managing Director Hellenic Bottling Company**

### WASTE WATER TREATMENT IN SOFT DRINK PLANTS

As sponsors of the Biopolitics International Organisation, the Hellenic Bottling Company specially produced a film for presentation at the Profit and the Bio-Environment conference. The production of soft drinks and juices, is a minor polluting industrial activity. The only pollutants produced are liquid waste. This waste is the product of the bottling process. The juice and sugar tanks contain residuals of sugar, fruit juice and detergents. In our plants, this liquid waste is processed in a waste water treatment installation so that the released waters will not pollute the environment. By using this special process, we succeed in protecting the environment against pollution, while saving the water needed for irrigating the plants on our premises.



**Professor Basil C. Papadias**  
National Technical University of Athens  
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### THE COST-BENEFIT PRINCIPLE: A BIOCENTRIC SENSE

Energy conservation and a more efficient use of energy is obviously a basic measure toward preservation of the environment. Other measures are, the replacement of the conventional "dirty" energy sources, with the renewable "clean" ones, such as wind and solar energy, as well as, new technologies like co-generation, clean combustion and non-wasteful technologies. A technology which is developing towards the objective of reducing the combustion effects to the environment, is the method of co-generation, which utilises the remaining energy during the generation process of electric energy. Another investigation, which is encouraged, is the development of clean-coal technologies, with which emissions related to the formation of acid rain might be limited.

Biocentric education is the other basic factor. The adverse results on nature are due partly to ignorance because of the growing deficiency of public education, with relation to technological progress. The public becomes familiar with the use of new technical means very rapidly and this

always precedes, by in large, the evolution of social discipline and maturity, which is necessary to absorb technological progress and avoid its unfavourable effects on the environment.

Development of a new conscience and adoption of principles aiming at the preservation and restoration of the environment can only be met through large-scale education and culture. Respect for nature must be elevated to the level of an ideal, which should impregnate all aspects of human activities. A huge effort should start on an international scale in order to promote the idea of education on

*Respect for nature must be elevated to the level of an ideal, which should impregnate all aspects of human activities.*  
Professor Basil C. Papadias

environmental issues.

The application of production technologies to preserve the environment, will result in higher industrial costs and, subsequently, in reduced profits. This seems to be inevitable. The necessity of this measure is evident and can not be avoided. We can not help it, being a general requirement. Nevertheless, that kind of loss in business profit, is a gain for the environment. A gain, overcompensating the loss and making it equivalent to a profit at-large. Even, a partial restoration of the devastated environment would, ultimately, provide Society with much more.

The emerging dangers for humanity, necessitate the revision of some concepts and standards, to which we have become accustomed. Perseverance and improvement of the bio-environment, is tantamount to improvement of the quality of human life. It is obvious, from precedent thoughts, that technology and industry



**Boris Landa**  
"Alphabet" Company  
Moscow, New York

### STRATEGY FOR DEVELOPING A GLOBAL ENERGY SYSTEM: PROTECTING THE BIO-ENVIRONMENT THROUGH PROFITABLE TECHNOLOGIES

"Alphabet," an independent company, unites under its roof, scientists from Russia, the USA and other countries. It has set itself a goal to develop a unified approach to the global energy system, which must satisfy the following requirements: safety, guaranteed resources, integrity, efficiency, re-circulation, non-

waste, operation safety, bio-neutrality, renewable energy sources.

Today, there is, basically, no physical or technological problem in creating a global energy system that satisfies these requirements.

Obstacles for the realisations of this program, lie in the areas of politics, business, insurance, information, law, and education. At the same time, an integrated global energy system that satisfies all the requirements of bios is, by itself, a powerful stimulus for the development of this program.

We call on the Biopolitics International Organisation to start working toward the implementation of these complex projects, in accordance with the promotion of clean energy systems to help preserve the bio-environment for the future.

*Today there is no physical or technological problem in creating a global energy system that satisfies our requirements.*  
Boris Landa

should have a major contribution, in the bio-centric turnabout of human activities. The concept of minimisation of production cost, for antagonistic or commercial purposes, at the expense of the environment, should be revised.

The cost-benefit principle in the investment world, should be enlarged gradually in both directions, in order to accommodate the novel bilateral component. Social cost-benefit analysis is already applied on a national economy level. The notion of benefit, as representing the economic profit,

in the conventional sense, must obtain a bio-centric character, and be extended to comprise the values stemming from improvement of the environment. For example, the limitation of emissions necessitates the installation of gas de-sulphurisation devices, as well as a selective catalytic reduction of NOx.

The resulting incremental cost, should be recognised and adopted as a justified balance of primary and vital significance. This is an issue of immense importance for humanity and for civilisation on earth.

### MANAGEMENT TOOLS FOR MONITORING ENVIRONMENTAL PROGRESS

The drive to continuously improve the environment and environmental safety practices is a strategic initiative that requires the active support of leadership, as well as, tough measures, from the top down, to all management levels.

Management level individuals advocate measuring the performance and contribution of individuals in reaching environmental and safety targets and including such contributions in the management by objectives and compensation schemes.

The full integration of environmental issues in the strategic planning process requires the development of a practical "green accounting" and a link to the classical controlling instruments. We should be able to analyse the value-adding process in connection with the associated, real or opportunity, costs in order to minimise the impact of environmentally undesirable and economically non-competitive activities.

Nevertheless, we have started to classify the business portfolio with the methodology of an eco-efficiency matrix, including both economic and environmental criteria.

The chemical industry is convinced that environmental progress is best served in the context of a market economy and, by way of, a collective learn-



**Dr. Peter Kalantzis**  
President  
LONZA Ltd, Switzerland

*We have entered an era characterised by "eco-smartness."*  
Dr. Peter Kalantzis

The chemical industry's response to the environmental challenge has been to adopt a world-wide voluntary programme called "Responsible Care," an initiative designed to fully integrate safety and environment into management practices. It is a programme that addresses issues beyond regulatory compliance.

Forty countries, with the company members of their respective associations, have adopted the programme. The companies are committed, through their Boards, to adhere to all aspects of safety, health and protection of the environment, to seek continuous improvement in performance, to educate all staff members and to work with customers and communities regarding product use and operations.

The gradual implementation of the "Responsible Care" codes constitutes the main part of a company's advanced environmental management practice.

From my experience, as chief executive officer of a multinational chemical company, I am strongly convinced that we have entered an era characterised by eco-smartness.

The programmes in various companies are powerful agents of change. Business leadership can, and should, contribute with practical solutions to any policy debates. We must, however, accept the fact that innovation, so essential for environmental progress, requires a good level of public education and considerable private resources which can only be financed by healthy profitability.

ing process. This implies consistent rules and objectives, with cost effective and rational solutions, as well as international harmonisation. Furthermore, we are firmly convinced that an innovative offensive is the best way of attaining environmental progress.

### PROFIT, ETHICS AND THE BIO-ENVIRONMENT

Plato once said that, "Morality is the effective harmony of the whole." Many philosophers through the ages have formulated their theories on what is "moral" and almost all of them have come to the conclusion that moral is "what is good for the whole." I believe that the philosophy of Biopolitics is exactly that: To defend what is good for the whole world; and awareness of the importance of life in every existence on earth - a respect for the precious gift of bios. However, we are here to examine a compatible scope between profit and bio-environment. With the above moral philosophy, profit and the bio-environment can be compatible. Do we need profit? Of course we do. It is the main incentive to almost every human activity. It is the lever to the development of the world.

However, profit involves exploiting world resources so how can such exploitation not disturb the balance of the environment? How are the two issues compatible? They can be compatible, only if based on ethical values. World resources, if handled with care, can replenish themselves to a great extent. Technology, if rightly used, is a precious tool and can help us in those efforts. But here again, it is a matter of ethical values. But how does



**Kitty Kyriakopoulou**  
President of the Board of Directors  
Boxitai Parnassou, Greece

one obtain ethical values? This is the key. We all share the same planet. So, our main aim should be to make this a better place in which to live. We need a thorough awareness of the world around us. Technology, in our century, has achieved undreamed of heights but unfortunately intellectual culture, that gives true meaning to life, has not been given the priority it should have had in education. We need, therefore, a strong emphasis on humanistic education so as to avoid destroying this world through our technical knowledge, like a child playing with fire. We need balance!

*We need a strong emphasis on humanistic education so as to avoid destroying this world through our technical knowledge, like a child playing with fire. We need balance!*

**Kitty Kyriakopoulou**

From the moment Dr. Agni Vliavinos-Arvanitis explained her philosophy to me, I was convinced that Biopolitics covered these requirements and should become an integral part of our education. I would like to take this opportunity to thank her publicly and congratulate her on her outstanding work. Undoubtedly, ethical values, obtained through a broad humanistic education, constitute the fundamental principle leading to the compatibility of profit and bio-environment.



**Professor Bradley F. Smith**  
Advisor to the President of the U.S.A  
Dean, Huxley College of  
Environmental Studies, Western  
Washington University, USA

Human history has been influenced by many revolutions but none more important than the Agricultural Revolution followed by the Industrial Revolution. We are now at the threshold of a third great revolution, the transition to a sustainable society. Unfortunately like the preceding two revolutions the transition to a sustainable society will not be without pain and it will not happen overnight. In addition this revolution will not be without its detractors who will question its base and deny its goals.

There is a profound moral question that revolves around the issue of how we treat the life-giving resources of the planet. Do we who are here today owe anything to future generations of people and other living things? If our answer is in the negative, as current and past practices would seem to indicate, then we are squarely on course traveling down the road to environmental degradation. If, however, we have a moral obligation to the future, we must move expeditiously to preserve all envi-

### THERE DOES NOT HAVE TO BE AN "OR" IN THE PHRASE "ENVIRONMENT OR THE ECONOMY"

ronmental options for those who will follow. One of the major political obstacles to environmental progress and sustainability is the widely held mistaken belief that protecting the environment threatens jobs. That is why we, so frequently, hear political and business leaders, economists, and others who should know better, asserting they are for the environment if it does not cost jobs. That has been a favourite cliché among politicians in many countries. This belief, however, discloses a failure to understand the fundamental connection between the environment and the economy. If we are going to manage our economy intelligently it must be understood that jobs are fundamentally tied to the environment and totally dependent

*The economy can be described as a totally owned subsidiary of the environment. In other words, when the one goes bankrupt the other will soon follow.*

**Professor Bradley F. Smith**

upon it. The immediate promise of jobs and the expectation of big profits is almost always an unbeatable combination. All too often it results in the grant of unlimited political license to exploit whatever the resource with no concern for the environmental damage. That damage, of course, is translated into long term erosion of our sustaining economic base. Each such event undermines the concept of sustainability and costs jobs in the long run. The tragic irony of it all is that most of this environmental degradation could be avoided under proper management. An encouraging sign evolving in the world of politics and ecology is the growing recognition that

forging and maintaining a sustainable society is the challenge and the ultimate goal for this and all generations to come. At this point in history, no nation has managed, either by design or by accident to evolve into a sustainable society. We are all pursuing a self-destructive course fueling our resource base and continuing it on the income side of the ledger. That is obviously *not* a sustainable situation over the long run. The wealth of a nation is its air, water, soils, forests, minerals, rivers, lakes, oceans, scenic beauty, wildlife habitats and biodiversity. Take this resource base away and all that is left is a wasteland. Change is, therefore, necessary in how we think. As we enter this new century it is critical that we begin to think in entirely new ways about old problems, but, unfortunately this is easier said than done.

The issue of the environment and the economy is one of the areas that requires this new way of thinking. The economy and the environment must not be viewed as opposites. They are not. A new way to view the two would be to describe the economy as a totally owned subsidiary of the environment. In other words, when the one goes bankrupt the other will soon follow.

A second new way of thinking about the environment and the economy is to view a pollutant as a resource out of place. The same properties that make a substance a problem in the environment, such as durability or chemical makeup, could also be seen as positive traits in a product. The example of plastic bottles being turned into carpet or plastic lumber is only one example of this new way of thinking. It is necessary to think of going from a problem to a product to a profit. In this scenario both the environment and the economy are winners.

### AN ATTEMPT TO REDEFINE PUBLIC INTEREST AND THE BIO-ENVIRONMENT

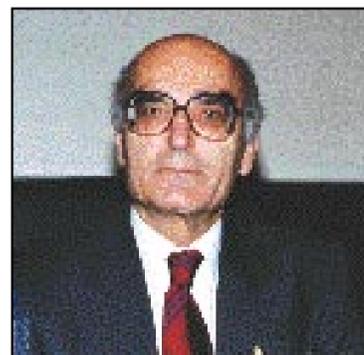
There is an increasing concern among business leaders to act consciously enough to comply with their responsibilities toward the bio-environment, in many parts of the world. Their concern has various sources and some entrepreneurs and enterprises, have attempted to include environmental dimensions in their productive activities. They perform analyses as to the likely benefits of modifying their conduct to adapt themselves to new regulations, both for rationalising their costs and for improving their productivity. Other enterprises owe their own birth and existence to progress in the environmental field. An environmentally-conscious market is rapidly growing all over the world. Therefore, many companies specialise in pollution control, waste-treatment, consultation, communication or the production of "green products." These products are either new or the result of alterations on old goods and services. For some companies, however, environmentally-friendly behaviour is merely some kind of "fashion," aimed at enabling them to send environmental

messages to their clients. Whatever the reasons may be, the business world is showing signs of increasing concern for the protection of the bio-environment. It is clear that a "green capitalism" is rapidly emerging. There are however, as many signs for being optimistic as pessimistic. Profit maximisation and the degradation of environmental values both belong to humanity. The adverse consequences of globalisation and privatisation with a priori considerations dictate us to behave more responsibly. The concepts of autonomy and freedom have to be carefully distinguished from selfishness. Solidarity among members of the same society, among nations, neighbouring countries and between present and future generations must

*It seems clear that a "green capitalism" is rapidly emerging.*

**Professor Rusen Keles**

constitute an integral component of a "new public interest" concept. The scope of the word, "public," in the concept of public interest has to be enlarged as much as possible. Since ethical values are considerably integrated with public



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interest, the question, of "profit for whom," has to be continuously asked. It seems that in the 21st century, "business is business" will have to be changed into "business is no longer simply business."

Finally, one must not forget that public interest in its broadest sense can only be protected by effective legal systems and institutions, at national as well as international levels. Moral and legal sanctions have to complete each other in order to guarantee the survival of fundamental biocentric values.

### BUSINESS INTEREST AND ENVIRONMENTAL PROTECTION

For many years, Serbia has favoured a market economy. It is on that basis that corporations do business in the social, state-owned and private sectors. Their objective is profit. However, through the corresponding laws, corporations are placed in a position where they have also to take account of broader social interest in their business activities and development.

Involvement here, among other things, is the creation of such legal pre-conditions that make it binding upon firms and others responsible for investment activities, not to jeopardise the environment through their work and activities. We consider that, in this respect, there are no contradictions between the interests of the firms and the interests of society. This is because it is only in a protected environment that the conditions of the employees and the population as a whole.

This means that, besides individual business profitability, firms must also take account of social profitability and benefit for the society as a whole.

The social costs that also fall upon the firms include expenditure for the protection of the environment that is directly included in business costs or, through fiscal policy, is concentrated on the level of the State for the requirements of environmental protection.

Environmental problems in Serbia were being solved relatively successfully before the UN Security Council imposed sanctions on the Federal Republic of Yugoslavia. However, in the last three years, a stagnation has been noted in that sphere due to reduced material possibilities.

But, despite that, priority is given to investments in environmental protection, as well as, to investments in science. These domains are treated as strategic development directions. This is true both for firms and for the State.

Investments in environmental protection are also important for the development of tourism and the business interest of firms wishing to become involved in the tourist trade.

This is important for the Republic of Serbia, for it has high-quality natural and social resources for the development of tourism. In part they have already been used. It is further important for overall economic development but also for the profit interest of firms comprising the tourist economy.

Thanks to the measures taken in the domain of the protection of natural resources, Serbia can realistically hope to see tourism playing an even more important role in overall development in the future.

We can therefore unequivocally conclude that the inclusion of science and environmental protection in the strategic directions of the development of the



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Republic of Serbia is of great importance for economic development but also for successful corporate activities.

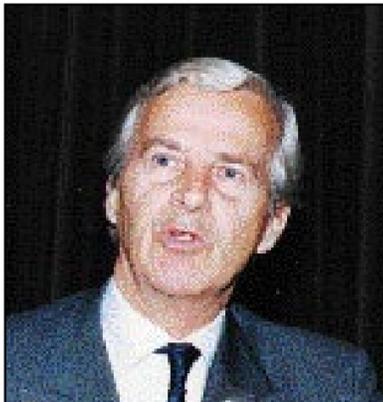
That means that investments in environmental protection are an important pre-condition for both successful business and for ensuring that people lead better lives.

**Besides individual business profitability, firms must also take account of social profitability and benefits for society as a whole.**

Professor

### BIO-DIPLOMACY AND THE STRUGGLE FOR ECONOMIC POWER

Today, economic power is more important than political power, less visible but more influential. States are restricted by borders and international agreements, but, money has no borders. A financial decision in Tokyo, Frankfurt or New York has immediate repercussions all over the world and can topple governments. Borders seem increasingly artificial also, from political perspectives. States do not fight against enemies anymore but against rebels, terrorists and criminals within their own territories. Groups and gangs with modern weapons break the rules of law and exercise control over large populations. As weapons have become increasingly cheap and easy to find anywhere, the economic power of the users can be relatively small. But, the political power can be devastating and upset governments, who cannot any longer exercise full control over their territories. Examples are easy to find in the former Yugoslavia, in Africa and several other parts of the world. Bios shows that humans exist as a dot in the corner of a Chinese landscape painting, not as a centrepiece in a European Renaissance painting. Biopolitics is an inspired effort to define the human place in our multi-



**H.E. Ambassador Kai Falkman**  
General Consul of Sweden in Istanbul

dimensional world and to show the interdependence with these dimensions, thus outlining actions for change. It is an effort to lift humanity from an anthropocentric position into a multi-dimensional, biocentric position. Power is the sum of resources and will. Biopolitics has the will, clearly expressed by its Founder and President, and increasing resources, shown by the presence in the Biopolitics International Organisation of involved individuals from 85 countries. With steadily increasing resources and a common will, Biopolitics will change the values of our society and create a new framework for action.

**Economic power is more important than political power; less visible but more influential.**

H.E. Ambassador Kai Falkman

### BIOTROPICS AND THE FUTURE OF HUMANKIND

"Biotropics" is possibly the best scenario for this new ethic of our society in our wish to return to the social and ethical values which ruled the life of Ancient Greece. At the same time, we wish to reconcile ourselves with Nature, which has endowed us a thousand times more richly than the rest of the world.

Our mega-biodiversity offers humankind thousands of opportunities to preserve the biological chain. Tropical jungle conceals countless new forms of food and medicine, tens of thousands of plants offering an infinity of active principles which could be of vital

importance to human health. The global supermarket limits itself to a mere twenty species or their derivatives, turning its back on the mega-biodiversity of the biotropics.

The best prospect for development can only be made real through biological diversity. All these factors, and many more, bring us to adopt many points of basic identity with the

**"If the tropics stay alive, this whole planet should stand a better chance of doing the same."**

Professor Mario Calderon-Rivera



**Professor Mario Calderon-Rivera**  
f. Ambassador of Colombia to Athens  
Dean, School of Economics, Colegio Mayor de Nuestra Señora del Rosario Universidad, Santafe de Bogota, Colombia

### BIOPOLITICS AND THE FUTURE OF THE HUMAN RACE

It is important that the developments of science do not become the reason for the death of all life on earth. One

**Volodymyr Aleksyeyev**  
Vice-Chairman, Committee on Legislative Provision and Freedom of Speech and Mass Media, Supreme Parliament of Ukraine

of the reasons why the ideas of biopolitics are close to the Ukrainian heart is Chernobyl. Everyone who cares about the future of humankind cannot help but share these ideas. For the members of the Ukrainian parliament, it is obvious that the right for people to live in a clean environment should be protected and they are labouring in that direction. I think that the ideas of biopolitics should be the main principles for a healthy society.

The ideas of biopolitics were received in the Ukraine with great enthusiasm and a national committee on organising a Biopolitics International Organisation chapter was established. I am positive that this Ukrainian committee will work very actively to introduce these ideas into real life and work together with the bio-movement.

**It is important that developments of science do not become the reason for the death of all life on earth.**

Volodymyr Aleksyeyev



## BIOS-SUPPORTING ECONOMIC STRATEGIES AND A NEW DIMENSION OF PROFIT



**Dr. Agni Vlavianos-Arvanitis**  
President and Founder  
Biopolitics International  
Organisation

The world economy has currently reached the point of fundamentally revising its attitude toward the environment. This entails significant changes in the prevalent system of economic values as the key to economic prosperity in the future. The Biopolitics International Organisation (B.I.O.) regards promotion of an environmental economy as an essential way to create a new deontology, leading to a revised code of ethics.

As a result, the B.I.O. has been promoting the introduction of bios-oriented values into economic decision-making, and has been encouraging corporate leaders to channel their business activities in a way that respects the environment and benefits the continuity of bios.

In order to pursue environmentally compatible economic strategies, long-range policies, where the issue of quality of life will become a measurable item and not merely an abstract concept, are essential. Over-consumerism is not the answer, nor is sustainable development a sufficient solution.

Safeguarding the environment needs to become a concrete asset of every nation's prosperity. Within this framework, financial success needs to be reassessed, on the basis of improving living conditions on the entire planet and contributing to the most challenging task of reversing destructive trends.

Moreover, the concept of profit has to be redefined, in order to include dimensions of inner wealth, preservation of natural resources as a measurable part of a nation's prosperity, better health and the protection of biodiversity, which constitute a "genuine" profit for society.

Regulation is a priority, whether it comes in the form of taxation, legislation or education. Furthermore, global mobilisation is crucial and public participation, on both a local and international level, can provide the necessary incentives for the establishment of world-wide, bios-supporting policies. Modern technology and scientific breakthroughs constitute powerful tools, resulting in many opportunities for business and lead-

ing the way to a new societal structure. It is therefore essential to guide this progress towards a positive direction and apply a millennium vision to decision-making and policy-planning, in order to preserve the earth for the generations to come.

### THE CHANGING ROLE OF COMMUNICATION TECHNOLOGY

Communication technology offers, without doubt, major business opportunities for the future, in addition to having a most crucial social impact. Of the many factors responsible for shaping modern society, Media and Communications are perhaps the most potent.

As a result, communication technology can become the vehicle with which to inseminate society with new biocentric thinking, and provide a world-wide multidisciplinary exchange of information promoting appreciation of the bio-environment as the core component of every human endeavour.

We are moving into a truly interdependent world, where communication is vital to development. Information technology can bring the world together. Mass media has the power to influence and the power to educate, and this power should be applied to guarantee peace and international co-operation, eliminating isolation and division.

It also has the potential to raise the necessary global awareness of the urgent need to take action against environmental destruction and abuse. International bio-education through satellite communication can be one of the many ways of applying this potential, in order to achieve environmentally literate global citizens.

Such projects, in addition to providing direct and efficient exchange of information, can allow for world-wide simultaneous participation in the attempt to preserve bios on our planet.

Meanwhile, as a more immediate plan of action, the B.I.O. has been proposing the introduction of a news bulletin on the bio-environment, as a regular item on news programs, in the same way that weather and stock-market reports already are.

### INVESTING IN THE BIO-ENVIRONMENT

#### Bio-Tourism

Tourism can be among the most important and profitable industries of any nation. As modern technology is continuously contributing to making travelling easier and more affordable, new possibilities for tourist development are opening up all over the world. This development, however, should not be carried out at the expense of the environment, which unfortunately

often seems to be the case. We all need to realise that the environment can be a tourist attraction in itself. After all, the most sought-after tourist sites world-wide are those located in areas of exceptional natural beauty. Nevertheless, tourism and environmental protection are invariably regarded as incompatible projects.

In an effort to raise awareness of the importance of incorporating environmental protection as an essential dimension in every aspect of economic and intellectual endeavour, the B.I.O. wishes to draw attention to the concept of bio-tourism, a profitable and efficient way of caring for the environment, while pursuing new opportunities for tourist development. More than just a conventional catering service, bio-tourism sets an example of how environmental preservation is becoming a necessity for successful business activity and may evolve as one

*The concept of Profit has to be re-defined on the basis of new bios-promoting values. Environmental protection constitutes a genuine profit for society.*

of the most important aspects of a country's international image.

#### Green Salary

With current unemployment rates rising and governments forced to allot significant portions of their budgets for covering unemployment benefits, the time has come to seriously consider viable alternatives to counter the situation.

The B.I.O. has been promoting the introduction of a Green Salary for the unemployed, with the commitment to work for the protection of the bio-environment. Projects could include tree planting, city cleanup, recycling, resource recovery and many other similar constructive activities. This Green Salary can help elicit a positive feeling among the unemployed, in addition to providing new opportunities for work and aiding the attempt to lower unemployment levels. Moreover, businesses could be granted special tax deductions when providing opportunities for the unemployed to be involved in environmental projects.

#### Genetic Banks

The role of Genetic Banks, in wildlife conservation efforts, has long been considered of great importance. Preserving the genetic material of endangered plant and animal species can help restore genetic diversity in these species and significantly contribute towards protecting biodiversity on our planet.

Along the same lines, the

B.I.O. has been promoting the establishment of "local" Genetic Banks, as a means of protecting the enormous wealth and diversity of endemic wildlife. The information stored in these Genetic Banks would become available on computer databases and be distributed world-wide. As a result, conservation efforts could be better co-ordinated and the urgent task of preserving biodiversity would be accelerated. Furthermore, Genetic Banks could easily exchange information on newly available technology and improved methods of collecting and storing data, thus leading to an efficient and easily accessible means of retrieving the information and applying it to the benefit of the bio-environment. This would result in conservation efforts that no longer took place in isolation but, belonged to a global attempt to save bios on our planet.

### BIO-DIPLOMACY INVESTING IN "DEFENCE FOR BIOS"

Present threats to bios are international problems. The required solutions entail the development plans of action for peace and international understanding. International co-operation may lead to a new era for the diplomatic world; the era of bio-diplomacy. Nations will no longer be at war with each other but, with environmental destruction and abuse. Foreign policy may thus shift from a fragmented, competitive framework to a vision of unity and interdependence.

Bio-diplomacy recognises that cultural differentiation constitutes the wealth of the body of humanity. Furthermore, humanity is part of the overall body of bios, where DNA, the genetic code for every living organism, is the link connecting all forms of life.

Trees, the source of oxygen on our planet, can be considered the "lungs" of the body of bios. Damage to the lungs is not an isolated event but results in the whole body suffering. These uni-

*To encourage international co-operation on the bio-environment, the world needs to stop investing in war and start investing in the preservation of bios and the bio-environment.*

fying concepts will be promoted as the primary consideration of bio-diplomacy which will be involved in enhancing international co-operation on environmental issues and will actively support all efforts to protect and maintain biodiversity. At the same time, bio-diplomacy will seek to improve human relations and attain the goal of world peace, by replacing current dip-

lomatic attitudes with a complete international and intercultural perspective. Competition for ways to destroy, should become co-operation for ways to save. Without interfering with vested interests, the greatest challenge for the 21st century should become the development of new ways of channelling current defence protocols so as to adopt the principle of defence

*The B.I.O. has been promoting the introduction of a Green Salary for the unemployed, with the commitment to work for the protection of the bio-environment.*

for bios as the number one national and international priority.

Presently, enough incendiary weapons exist to destroy the earth several times over. Our planet is the only planet we know of where life exists. What purpose will it serve to wipe it out just to satisfy greed and over-consumerism?

We need to realise that the real enemy is the depletion of the ozone layer, pollution, ignorance, starvation and disease. We cannot escape this planet. Billions of dollars have been invested in trying, while in the meantime life on our planet is jeopardised by our irresponsibility and pursuit of short-term satisfaction. While the B.I.O. respects space research and does not desire to limit its progress, it is evident that, at least in the foreseeable future, space travel cannot guarantee our survival. It is thus imperative to take on a common responsibility to reverse destructive trends, and work towards preserving the bio-environment for the future.

### LONG-RANGE ECONOMIC POLICY

Many of these trends are due to short-sighted approaches adopted in decision-making processes. In order to curb environmental destruction and secure the continuity of life on our planet, decision-makers need to realise that respecting bios is crucial to the survival of humanity, and therefore policies ought to be developed and implemented with the intention of promoting harmony and coexistence among all forms of life.

Applying available financial and human capital, to invest in soil and water resources, in pollution prevention and in the development of recycling technology, will not only lead to a successful promotion of cleaner production and environmental management, but will result in a critical reassessment of assumptions and a new corporate strategy to meet the demands of an increasingly environmentally-conscious society.

## GLOBAL CHARTER - MAKING SUSTAINABILITY A LEGAL REQUIREMENT



**Dr. Martin Alpert**  
Chairman and CEO  
Click Technologies Inc., USA

### Mother Nature will Continue to Discipline us until we Learn Respect

The world is at a threshold of new and major opportunities and problems. Many are understanding that these opportunities and problems are global and will result in major social changes. A growing number of people sense that something is very wrong. The earth is crying; life is crying, if we could only hear it. What started out dull is getting louder. Just stop for a moment and listen, sense the pain. People are hungry, but there is enough food; people are looking for work, but there is a lot of work to do.

Several years ago, I began to think about these problems and attempted to formulate some long-lasting (sustainable), global, and just solutions.

The time has come not just to bring equal rights, but equal opportunity to everyone. The consequences of impartiality is guaranteed justice in the process but not the result.

Developing nations need a wide distribution of information and information technology so they can become part of the global community. Geography is being replaced with communities of interest. Knowledge is the

best and ultimate substitute for other resources that may be lacking in developing nations. Knowledge is also a universal source of power since it is available and in the grasp of the poor and rich equally. Communications is substituting for transportation. We need smarter devices that people, who have never used a phone, can use (communication appliances with more benefits than features).

Other world issues such as pollution, debt (Is the world bankrupt?), over-consumption, income inequality, poverty, population growth, status of women, bio-diversity, eco-issues, economics, war and peace, ethics (corruption), and global corporations also need to be addressed. These can only be addressed in the context of a world organisation that promotes equal opportunity within nature's constraints. Violating nature's constraints has endangered civilisation.

To inaugurate discussions and as a call to action, a "Constitution of the World" was formulated. This Constitution sets the goals, not the rules. Execution, i.e., action and implementation are, for the most part, left to the individual nation-states, cultures, or sub-cultures, the smallest organisation or the lowest level that can implement them.

The concepts presented in the "Constitution of the World," may sound idealistic at times but it is better that we establish idealistic goals for the future than goals that are strictly practical from our current view and experiences.

Given this introduction, I would like to concentrate on the environmental aspect of this global charter. The document states that the world has "the responsibility to protect nature. All policies, including economic, shall provide for a sustainable environment. **Environmental crimes are crimes against humanity.** The responsible person or head of the responsible organisation or corporation shall be accountable for environmental

crimes." The market should be the first method used to determine the price on environmental choices. Markets are voting machines and function by taking referenda. If the people are sovereign, then in a market economy, the market is

**Knowledge is also a universal source of power since it is available and in the grasp of the poor and rich equally.**

Dr. Martin Alpert

sovereign.

Possibly the greatest and most immediate threat to global society is the growing wealth inequality. This led to the downfall of the first democracy in Athens. Democracy is not guaranteed. It also was a major factor that led to the Great Depression and will lead to .... When the power of the people are in the hands of the rich, the people have very little else to lose.

There is an emphasis throughout this document on co-operation between business and government. There is also a desire to influence business to consider the environmental impact of their products. Defence personnel can be used for civil and social service support; including, rapid deployment of goods and services necessary to maintain life. There is no differentiation between soldiers and green soldiers. They would be a well-equipped, well-financed, rapid action strike force trained and prepared to address ecological issues.

In this document, a new and simple model for economic organisation has been developed that should provide for more equitable distribution of funds and opportunity in the world. This, in itself, will go a long way to solve deep world problems like overpopulation, food supply, etc.

Multiple factors are active in making the

international economy very unstable. There is not enough money in the reserves of the world's banks to significantly affect a change. An improved monetary system that follows policies consistent with the gold system (although not on gold system) and/or a tax on currency exchanges will result in more revenue for the Nation-States and temper the misalignment between capital flow and trade. Education is a key to implementing any world-wide policy. Educating for understanding, tolerance, and co-operation is stressed. Knowledge is not a limited resource and should act as our great equaliser.

Ethics is provided a prominent and formal position in the world government. An ethics review board will be established to provide ethics guidelines, and aid implementation and monitoring of ethics programs. The basic organisation is a central government that operates in conjunction with five regions (continents). Each legislative body of the central government and regions also has a Business Committee. The central government and each region have an Executive branch (President) and a Judicial branch, which consists of a Supreme Court, lesser courts and mediators. The mediators play a significant role in local intervention to avert and resolve problems.

In all this, there is an attempt to emphasise the dignity of humankind and to emphasise that this document only sets minimums, humanity must strive for higher ends to achieve a society when no minimum standards are necessary.

The implementation of this document must be based on the principles of the document. Therefore, the way to implement this is through referenda in each Nation-State. First, a mechanism needs to be established in each Nation-State to provide for legally binding initiatives established through a referendum; then the global charter needs to be presented to the people and let them decide.

## THE CONSTITUTION OF THE WORLD

To inaugurate discussions and as a call to action, a "Constitution of the World" was formulated. It is not a substitute, nor is it inconsistent with the US Constitution or other democratic constitutions that I am aware of. This Constitution sets the goals, not the rules. Execution, i.e., action and implementation are, for the most part, left to the individual nation-states, cultures, or sub-cultures, the smallest organisation or the lowest level that can implement them. Some of the main points of the document are:

- All policies must be consistent with a sustainable environment.
- The individual is sovereign. The form of government is a democratic/republic. Each person has a right to vote directly on each issue or through their representative as a proxy.
- The central Federation and each Region (continent) has one House of Congress. These Houses of Congress act as check and balance on each other. This provides efficiency which will be needed in the fast-paced environment we are living in but does not compromise security.
- There is a Business Committee made up of officials elected by businesses which have an integral role in government. Many transnational corporations are economically larger than countries and have greater influence on the daily lives of people. We need to accept this reality and welcome participation by business in government. Give and take (buying and selling) and responsibility for one's actions (Karma) is a basic spiritual law that business follows. Business needs to be part of the solution.
- Supreme Court decisions are required to be made in the context of both law and society. A mechanism is established for the citizens to overturn a Supreme

Court decision.

- Economic growth is tied to environmental sustainability and attempts to provide for a more equitable distribution of opportunities and challenges in the world. The defence budget shall never exceed the medical or educational budget except under unusual circumstances. The percentage of wealth held by the top five percent of the population is also limited.
- Free trade, free flow of capital, and competitive access to raw material are established.
- Corporations receiving funds through public offerings are required to return at least ten percent back to the government.
- Money from the Federation will be put aside in an interest bearing account for each person born to provide increased opportunity in their future.
- Education for humanity as well as traditional subject matter are stressed with electronic access to education and information provided to everyone.
- Ethics is provided a prominent and formal position.
- Human Rights, including securing the rights to the substantive base for indigenous people, are enumerated and guaranteed. There are provisions for a religious/ethnic forum for discussion of issues and to provide recommendations.
- Provision is made for government and industry to cooperate, to support technology, to establish long and short term goals, and to establish world-wide standards of communications. These decisions are made considering the social and environmental impact they have.
- Weapons are limited to single action devices. All mass destruction weapons need to be eliminated when there is no threat from other sources with mass destruction weapons. Defence personnel can be deployed to support social causes.

- Nation-States have the right to experiment with different forms of government. Their boundaries will be guaranteed. To change boundaries peacefully requires a two-thirds vote by the people in the area immediately affected and a majority vote of the region. All debt between members is forgiven.

- The implementation of this document must be based on the principles of the document. Therefore, the way to implement this is through referenda in each Nation-State. First, a mechanism needs to be established in each Nation-State to provide for legally binding initiatives established through a referendum; then the global charter needs to be presented to the people and let them decide.
- Finally, I would like to share the preamble of this document with you. The rest of the document is an attempt to implement those principles. Unless you disagree with anything in the preamble then the rest provides a means for its implementation.

*"We, the people of planet Earth, in order to form a more perfect world based on a sustainable environment for the benefit of all generations of all nature and for the defence of civilisation; establish and provide justice; insure tranquillity; provide for peace; promote and enhance the dignity and mutual respect among humankind, government, and the environment; accept responsibility for our own free will actions; accept mutual responsibility for each other with all relationships being governed supremely by truth; and secure the blessings of life, liberty, opportunity, and the pursuit of happiness to ourselves and our posterity, establish and accept this Constitution for the World."*

### THE CORPORATE ROLE IN PROTECTING HEALTH, SAFETY AND THE BIO-ENVIRONMENT

Health, safety and environmental concerns must be construed expansively to include both physical and economic security. Further, while discussion about the sustainable enterprise tends to be centred on manufacturing, energy and services, it is important to note that sustainability also refers to extraction industries, agriculture, transportation, and information systems. Both developed and developing countries have introduced technologies without a full appreciation of the economic costs of pollution control. As the costs of pollution control and waste treatment have become fully recognised, it has been argued that a trade-off or balance must be made between concerns for growth and concerns for the environment. However, this need not be the case. Cleaner production can minimise or eliminate the necessity to make trade-offs between economic growth and envi-



**Professor Nicholas Ashford**  
Technology and Policy  
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ronment, or between worker safety and productivity, or between consumer product safety and competition in international markets. The co-optimisation of environmental, economic and energy goals creates win-win outcomes in the management of national

economies. Cleaner production is achieved by applying know-how to improving existing production technology, developing new technologies, changing products and creating new ones, as well as by changing policies, and procedures to ensure that individuals perceive positive incentives and receive rewards for taking preventive actions. Cleaner production approaches can be applied to raw material extraction, manufacturing, agriculture, transportation, energy and information systems. Facility-wide planning for pollution prevention is especially important and can have more than direct environmental, cost, and compliance benefits. It can also stimulate creativity, increase internal communication, and "open up systems" to the possibility of new solutions. Rather than wait for consumer demand to mature, government can accelerate that demand by experimenting with policies

that encourage consumers to use the new technology and provide feedback to developers to facilitate design changes and foster market acceptance reflecting evolving consumer tastes. Creating consumer pressure in this way is probably most effective in combination with government regulation of the undesirable aspects of the competing dominant technology, but ultimately it is the industrial or commercial corporation that must meet the challenge and respond.

*No one can deny the very central role that must be played by the commercial firm that has the ability to minimise, eliminate, and mitigate adverse effects of technology on health, safety and the environment.*

**Professor Nicholas Ashford**

### THE BIO-DIMENSION OF PROFIT

Today, the role of environmental protection is strengthened as an economic factor for enterprises. The socially ideal level of pollution is not zero. Economic growth requires that the social damage limit of pollution must be equal to the social limit cost for the prevention of pollution.

To the question regarding what are the ideal levels of pollution - the unexpected answer would be: the socially ideal level of pollution is not zero. Economic growth requires that the social damage limit of pollution must be equal to the social limit cost for the prevention of pollution.

Environmental protection may result in an important reduction in corporate expenses and a relevant increase in profit. According to the evaluations of specialised consulting organisations, German enterprises can reduce their total cost to 2% through a completed management program for the environment. This percentage corresponds to 50% of the energy cost to the German industry. It is often suggested that environmental protection can lead to a reduction in cost. We seldom have data from specific eco-

nomical and environmental effects of profitable measures for the protection of the environment. I hope that in this way, business people will be convinced. Otherwise, we shall expect another reduction of the competitiveness of Greek products. It is necessary to possess this common faith, so that environmental knowledge can be politically imposed.

The product market for the protection of the environment is rapidly increasing. This market was developed in the 1980's and has been increasing at a stable yearly pace of 6-8%. This shows that the companies producing these products are less dependent on economic fluctuations. The world trade of environmentally-friendly products was DM 178 billion in 1991. In 1993, the trade of such products reached DM 210 billion, in Europe alone. The leader of the global market for environmentally-friendly products is Germany, with a consumption of 21%. Greek enterprises have not yet discovered this market. Already in Germany, 680,000 employees work in the environmental protection industry and this number will increase to

1,000,000 by the year 2000.

Environmentally-conscious enterprises have a competitive advantage in the form of an environmental image. Publicity and marketing in the 1990's is dominated by environmental themes. There is a very specific reason for this, especially in areas where the quality of products of different competitors is not that different, and an environmentally-friendly image for the product and the producer constitutes an important factor for success in the market. Environmental protection plays a major role for the cre-

*Today, the role of environmental protection is strengthened as an economic factor for enterprise.*

**Dr. Basil Kapsokavadis**



**Dr. Basil Kapsokavadis**  
General Manager  
Gerling-Konzern Hellas GmbH

the environment is lower than the income resulting from the prevention of environmental damage for the national economy. Just as a central bank, independent from government and parliament, protects the currency of a country, likewise there should be an environmental council, with the same type of independence and veto-right, to supervise political decisions with regard to their environmental compatibility.

ation of the competitive advantage. This area of competition, through preservation of the environment, is however still unknown for many Greek enterprises. It is essential to note that the cost for the protection of

### THE ZENECA GROUP SAFETY, HEALTH AND ENVIRONMENT (SHE) MANAGEMENT SYSTEM

The Zeneca Board has set down its basic requirements in the areas of safety, health and the environment in the form of a policy for Safety, Health and the Environment (SHE). The Policy clearly states Zeneca's position on SHE matters and all Zeneca employees are required to comply with this position. The Zeneca Board has, also, in consultation with the company's Chief Executive Officers, set down nineteen Group SHE Standards which must be complied with by all managers throughout Zeneca. These Standards are basic management requirements, applicable to all activities in which Zeneca participates.

"Good Practice" guidelines provide managers with the key principles which should be incorporated into local proce-

dures and provide advice as to how the principles should be applied with reference to other relevant documents. These guidelines are based upon the wide range of experience of managers and SHE professionals from Zeneca's business territo-

*Zeneca has set down basic requirements for Safety, Health and the Environment, known as SHE Policy.*

**Dimitris Randopoulos**

ries and corporate functions, and meet locally mandated requirements by which work is to be carried out in a safe, healthy and environmentally-sound way.

Auditing is a vital step in providing assessments of performance, thus, indicating where progress and improvement has been made and where further action is necessary. It is a systematic examination of activities and systems which provides assurance to managers that the systems, which are already in place, are adequate and work to specification. If not, the systems will be altered as needed. Data collected through the auditing process is included in the annual "Letter of Assurance," delivered to the Executive Board and outlining the extent of compliance with company standards. In the light of the Letters of Assurance and other data on SHE performance, the Executive Board can assess the extent to which SHE Policy is being implemented



**Dimitris Randopoulos**  
Managing Director  
Zeneca Hellas S.A.

and make further recommendations for the continuous improvement of performance in the environmental field.

## EUROPEAN UNION: A NEW ECONOMIC DEVELOPMENT MODEL



**George Strongylis**  
Commissioner of the European Union  
Directorate DG XI  
Belgium

The inadequate use of available resources, such as too little labour and too much use of environmental resources, is clearly not in line with the preferences of society, as they are revealed through the democratic system.

People expect for themselves and for their children, on the one hand, more jobs and a stable income but, on the other hand, they also expect a higher quality of life. The latter element is reflected through an increasing demand for enjoyable jobs and environmentally-friendly products and public goods.

A more adequate policy should therefore be able to offer society a better quality of life with a lower consumption intensity and, as a consequence, with a reduced stress on environmental resources.

In this same context, more challenging jobs are to be created and we will see

the valorisation of human capital in local networks, fostering individual responsibility and social participation. The new development model for the European Union, therefore, has to address the inefficient use of available resources in a wide perspective, i.e. taking into consideration the overall quality of the life of the citizen.

The decoupling of economic prosperity from environmental deterioration through the creation of a new clean technology base, is unlikely to happen without an active and imaginative policy support.

To that end, existing policy instruments will have to be reoriented in so far as they encourage the inefficient use of resources in the Community.

Particular attention will have to be given to many regulations which have been developed gradually during the last few decades but which no longer serve

*The basic challenge of a new economic development model is to reverse the currently negative relationship between environmental conditions and quality of life, in general, on the one hand, and economic prosperity on the other.*

George Strongylis

objectives which belong to the new sustainable development model.

On top of that, market prices will have to internalise systematically all the external costs that they generate to society. Such a review should end up in a set of clear signals and incentives to all economic agents and decision-makers.

Indirect taxes on pollution as a powerful way to address hidden subsidies. Therefore, market prices may have to be corrected to cover the environmental damage related to the use of particular

products, e.g. energy resources according to their CO<sub>2</sub> content.

Fiscal regulations and in particular tax deduction schemes as a way of encouraging sustainable economic activities (e.g. pre-market research on green innovations). On the other side of the spectrum, of course, there is the idea of "let us leave it all to the private enterprises."

Absence of regulation is not the proper answer either. It would give the wrong market signals; it would overuse environmental resources and shift the burden to future generations; it would threaten, in another way, the overall competitiveness of our economy in the long term.

So, what we are looking for with this new development approach is an intermediate approach, a new "balanced third way." This would involve a maximum reliance on market dynamics, within a

European level playing field and a framework of legislation, assuring internalisation of external environmental costs, consistency of environmental objectives with economic and sectoral policies.

So, involving integration within other policy areas, it should also stimulate the use and the exploitation of technological innovation. There is, of course, great potential but that potential needs good direction and technological innovations should work in the proper direction.



Professor Gyula Bora  
Department of Economic Geography  
Budapest University of Economic  
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PROFIT  
AND SUSTAINABLE  
DEVELOPMENT

Since the 1970's, the so-called, "global problems" have become the focal point of interest of science and, eventually, policy. A number of analyses and proposals have been presented. However, these presentations usually offered no solutions, that could be widely used, as to how the present generation should form the future. In the course of discussions emerged the idea of sustainability.

This concept can hardly be interpreted, in itself, unless it is incorporated in a process of sustainable development. It found its way into the vocabulary of science and policy as the future, certainly, of humankind.

Profit is a motivating factor of the market economy, and has been bitterly debated by some environmentalists. There were many cases when profit motivation was the main reason for environmental degradation. On the other hand, profit is very important

*The most important problem is how we can implement the idea of sustainable development.*

Professor Gyula Bora

for the future and for the realisation and implementation of sustainable development. Profit is used for different purposes, for instance, to invest new capital, or to replace old anti-environmental technology. And part of it is used by the government for different purposes, including taxation or amament. But in the future I suppose there will be a greater possibility to regulate the use profit for much wathier purposes, helping to solve the problems of humankind in the future.

Today, more than ever, we must consider the influence of industrial production on the environment. It remains a fact that the global environmental conditions are getting worse. To avoid the destruction of Nature, the attitude toward it must be changed. People have to change their way of thinking and behaving. Companies have to change their strategy from profit-making to profit sharing.

## PROFIT AND THE BIO-ENVIRONMENT - EDUCATION

Profit is a category of economics that guarantees safe corporate existence and development. That is why profit is a necessary fact of business. For the past 200 years, industrialised society has taken the profit, as well as nega-

tively taxing the environment, by disturbing it to such a dimension that today, the whole planet is in danger.

Each second 3000 m<sup>2</sup> of forest on the planet and 1000 tons of soil are destroyed. The burning of fossil fuel creates six billion tons of carbon per year in the atmosphere and, the amount of CO<sub>2</sub> in the atmosphere has risen by 40% for the last 250 years and reached the peak during the last 160 years (the value is 350 PPM). These industrial activities have caused wide climatic changes in the last 100 years.

If these current evolutionary trends in population, agriculture and industrial production, exploration of natural sources and the destruction of nature continue, we can expect the following developments:

First, the reserves of natural resources will drop and their mining will be more expensive. There will be higher demands on energy and their utilisation will cause

greater pollution of the environment. Decrease of raw material sources will cause further decrease in industrial products and food.

Human nature is to desire improved living conditions and higher nutrition standards. If current trends do not change, soon-

*A company's image regarding the environment plays an increasingly important role.*

Professor Jan Morovic

er or later, civilisation will decline. Starvation, a toxic environment, lower resistance against infections and similar influences will be contributing factors. Humans have their aggression, egoism, irresponsibility and power is their own enemy. There is a chance to override this circuit, only if we stop the current development trend. People have to change their way of thinking and behaving.



**Professor Jan Morovic**  
President  
City University Bratislava  
Slovak Republic

## UKRAINE AND BIOPOLITICS

The participation of Ukraine, in the Biopolitics International Organisation, will provide the opportunity to address vital bio-environmental issues. Co-operation, in the framework of biopolitics, has a great significance for our country.

Ukraine has always been a country with great creative and scientific potential in the area of technological "know-how" so, in analysing this potential, we can say that practically, without much change, technology, science and "know-how" can be applied within the

framework of biopolitics principles. The desire is to better the life of human beings and the environment and to counteract the consequences of environmental accidents and catastrophes in the Ukrainian territory.

The best minds in the country were stimulated to develop methods and technologies which go together with biopolitics principles and ideas.

I think that the Biopolitics International Organisation can become the centre which unites all of these ideas and we are happy to participate in this movement. Through conferences, the Bank of Bio-ideas and the International University for the Bio-

Environment, the Biopolitics International Organisation will help the world community to achieve the victory of those ideas - a victory of ideas that is limitless. I hope that our Ukrainian chapter, being the youngest, will soon cease to be a young student and will become a full-fledged member of this strong movement.



**Zoya Sharikova, Senior  
Consultant, Supreme  
Parliament of Ukraine**

### THE MYTH OF "JOBS VS. THE ENVIRONMENT" - THE U.S.A. EXPERIENCE

How is the environmental industry developing around the world? With the passage of time, environmental problems have become increasingly international, as has the scope of environmental programs.

Environmental regulation has a positive impact on overall employment. Widespread fears of job loss, from environmental protection, are simply unfounded and are being cultivated by politicians and businessmen with their own personal agendas. When job creation aspects of pollution control policies are factored in, environmental protection has slightly increased net employment in the US economy. Moreover, actual layoffs due to regulation have been startlingly small.

Environmental protection raises employment levels because it makes intensive use of labour, or domestically produced materials, or because it provides some recession-proof stimulus to aggregate demand. Government data,

from the past two decades, reveal that few manufacturing plants (about four per year) shut down as a result of environmental or safety regulations. These accounted for less than 0.1% of all large scale layoffs; hardly a reason to stop protecting the environment and public health. Furthermore, the data shows that environmental regulation is not responsible for the long-term decline of manufacturing employment in the USA. The "pollution haven effect," in which

Money spent by governments and industry to protect the environment has created jobs.

Professor Constantine Yapijakis

industrial firms relocate to poor countries to take advantage of lax environmental regulations, rarely occurs. Firms are indeed relocating but the overwhelming reason is lower labour costs and closeness to raw materials. In

the mining and logging industries, where trade-offs between jobs and the environment are most evident, loss of local jobs, from regulation can be significant.

Even here, new jobs are generated elsewhere in the economy to provide substitute products for the timber or minerals preserved; they are also created in fishing and tourism and in industries seeking high "quality of life" for their employees, which move into the area. The "jobs versus the environment" debate in the US has been fuelled by "de-industrialisation" the loss of over 3 million jobs in manufacturing during the 1980's, due, in part, to increased import competition, shifts in demand and technological change. Environmental regulation has often been blamed for contributing to a shift in the US economy from manufacturing jobs to service employment.

The report on "Jobs and the Environment" shows, one more time, that the employment effects of plant



**Professor Constantine Yapijakis**  
Director, Environmental Research Laboratory, The Cooper Union - School of Engineering, New York, USA

shutdowns, capital flight and productivity losses from environmental protection have been small or non-existent. At the same time, money spent by the government and industry to protect the environment has created jobs, according to the report, which found that some 4 million people were employed directly or indirectly on the "environmental protection industry" in 1993.

## INTERNATIONAL UNIVERSITY FOR THE BIO-ENVIRONMENT

Rodini Centre in Rhodes

Official Launching of the I.U.B.E. Visiting Scholars Programme October 29-30, 1995



*Olympic Airways V.I.P. Lounge: The Conference participants on their way to Rhodes for the Official Launching of the International University for the Bio-Environment (I.U.B.E.) Visiting Scholars Programme at the I.U.B.E. Rodini Centre.*

The I.U.B.E. Rodini Centre in Rhodes was inaugurated on the weekend prior to the Business Conference on Profit and the Bio-Environment.

The Conference participants visited the site and had the opportunity to meet with the Mayor of Rhodes, who had generously donated the facilities at Rodini Centre as I.U.B.E. headquarters. The I.U.B.E. Centre at Rodini will provide the opportunity to implement I.U.B.E. goals and projects and promote teaching and research in multidisciplinary environmental programmes. By offering a comprehensive biocentric education, outside the confines of conventional environmental science, the I.U.B.E. hopes to achieve environmentally-literate global citizens.



*Rodini Centre - Round Table Discussions: From Left to Right Volodymyr Aleksyeyev, Vice-Chairman, Committee for Legislative Provision and Freedom of Speech and Mass Media, Supreme Parliament of Ukraine - Dr. A. Vlavianos-Arvanitis, B.I.O. President and Founder - the Former Mayor of Rhodes - Professor Slobodan Unkovic, Vice-President of the Government of the Republic of Serbia.*

*Rodini Centre - Round Table Discussions: From Left to Right Professor Constantine Yapijakis, Cooper Union School of Engineering, New York - Professor Max Oelschlaeger, University of North Texas - Professor Jan Morovic, President, City University of Bratislava - Professor Dusan Kanazir, f. President, Serbian Academy of Sciences and Arts - Dr. Martin Alpert, Click Technologies, U.S.A.*



**BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT - VOLUME I (Greek)**

Proceedings from a Conference on Pollution Prevention Business Strategy  
Athens, November 2, 1992

Contents: • *Biopolitics - Bio-Economics* Dr. Agni Vlavianos-Arvanitis, President and Founder, Biopolitics International Organisation • *The Bio-Environment and Development* George Gennimatas, f. Parliamentarian and Cabinet Member • *Hellenic Industry and the Bio-Environment* Iason Stratos, President, Union of Greek Industries • *Business and the Bio-Environment* Sokratis Kokkalis, President, INTRACOM S.A. • *Chemical Industry and the Bio-Environment* Stathis Asvestis, f. President, Dow Hellas S.A. • *Environmental Policy in the Chemical Industry* Bob Donaldson, Director of Plant Operations, ICI Hellas S.A. • *Greek Corporate Environmental Policy - A Statistical Approach* Dimitris Maniatakis, General Manager, ICAP Hellas S.A. • *The Changing Role of the World Bank in the Protection of the Bio-Environment* Dr. Julia Panourgia-Clones, Environmental Advisor, The World Bank, Washington DC • *Cleaner Production - Preservation of the Bio-Environment - Increased Profit* Professor Donald Huisingh, Erasmus Centre of Environmental Studies • *Pollution Prevention and Rational Management* Professor Constantine Yapijakis, Albert Nerken School of Engineering, Cooper Union, New York • *The Bio-Environment and Economic Reforms* Professor Udo Simonis, Science Centre Berlin

**BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT - VOLUME II (Greek)**

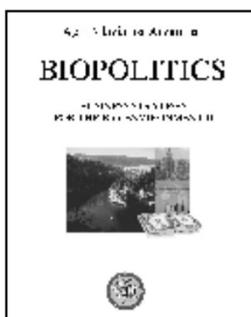
Proceedings from a Hellenic-American Symposium, Athens, December 14, 1993

Contents: • *Biopolitics: A Shift from Anthropocentric to Biocentric Values in Business* Dr. Agni Vlavianos-Arvanitis, President and Founder, Biopolitics International Organisation • *Business Strategy for the Protection of the Bio-Environment* George Papandreou, Deputy Minister of Foreign Affairs • *Policy of the United States Environmental Protection Agency* Dr. Bradley Smith, Director of Environmental Education, United States Environmental Protection Agency • *Structural Economic Change and the Bio-Environment* Professor Udo E. Simonis, Science Centre, Berlin • *European Environmental Policy - Legislative and Economic Framework* Scott W. Blackmer, Partner, Wilmer, Cutler & Pickering • *Cleaner Production - Preventing Pollution at Source* Professor Donald Huisingh, Erasmus Centre for Environmental Studies • *Pollution Prevention - Green Chain of Production* Professor Constantine Yapijakis, Albert Nerken School of Engineering, Cooper Union, New York • *Business Strategy for the Bio-Environment* Iason Stratos, President, Union of Greek Industries • *Bio-Environment and Business Adaptation* Dimitris Maniatakis, Managing Director, ICAP Hellas S.A. • *Investing in Survival* Asimakis Fotilas, Director of Investments Promotion, United Nations Industrial Development Organisation (UNIDO) • *The Bio-Environment - Governmental and Entrepreneurial Planning* Nikos Skoulas, Consultant to the Food Industry, f. Minister of Tourism • *Reality and Prospects in Greek Industry* Dr. Alexis Paraskevopoulos, Environmental Consultant • *Environmental Dimensions of Economic Education* Dr. Stephen Buckles, President, Economics America, National Council on Economic Education • *Environmental Leadership - The Management of Change* Karl Kummer, Environmental Director, Rank Xerox Ltd • *Dow - Responsible Care for the Environment* Dr. Constantine Masmanidis, General Manager, Dow Hellas S.A. • *Business and Environmental Protection* Dr. Christos Tsilyiannis, Technical Manager, Waste Management Greece S.A. • *Manufacturers and Prevention Policy* Jared O. Blum, President, Polyisocyanurate Insulation Manufacturers' Association • *S.C. Johnson and the Bio-Environment* Michael Pagidas, General Manager, S.C. Johnson and Son Hellas Ltd. • *Prevention of Pollution at Source - Environment and the Consumer* Polychronis Polychroniadis, General Manager, PERAN Environment and Development S.A. and ELAN Hellenic Developments S.A. • *Resource Conservation and Recovery - Action Against Over-Consumerism, Pollution and Poverty* J. Patrick Nicholson, Chairman and CEO, N-Viro International Corporation • *Proposal on a New Dimension of Profit* John Boutaris, President, I. Boutaris and Son S.A.

**BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT (English)**

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**BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT II (English)**

Proceedings from a Corporate Symposium at The Harvard Club of New York City, February 7, 1995

Contents: • *Biopolitics - The Bio-Environment - Bio-Culture and Business Opportunities* Dr. Agni Vlavianos-Arvanitis, President and Founder, Biopolitics International Organisation • *The Third Eye of Industrial Ecology* Carl L. Henn, Senior Vice President, Concord Energy, Inc. • *Business Strategy for the Bio-Environment - The Technical Policy* Professor Constantine Yapijakis, Albert Nerken School of Engineering, Cooper Union, New York • *The Changing Role of the World Bank and the Bio-Environment* Dr. Julia Panourgia-Clones, The World Bank, Washington DC • *Creating Value for and from the Environment: The Arm and Hammer 6 P's Model* Bryan Thomlison, Director of Public Affairs and Environmental Management, Church & Dwight Co. • *ITT Mission, Principles and Practices* Usha Wright, Vice President and Director, Environment Health and Safety, ITT Corporation • *Xerox Corporation Environmental Strategy* James McKenzie, Director, Environment, Health and Safety, Xerox Corporation • *Resource Conservation and Utilisation - A Magnificent Opportunity* J. Patrick Nicholson, Chairman and CEO, N-Viro International Corporation

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*BIOPOLITICS - THE BIO-ENVIRONMENT - VOLUME I*  
Dr. A. Vlavianos-Arvanitis, Editor. First B.I.O. International Conference, May 1987 (English, 400 pp.) 1988

*BIOPOLITICS - THE BIO-ENVIRONMENT - VOLUME II*  
Dr. A. Vlavianos-Arvanitis, Editor. Second B.I.O. International Conference, Oct. 1988 (English, 543 pp.) 1989

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*BIOPOLITICS - THE BIO-ENVIRONMENT - VOLUME V*  
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Seventh B.I.O. International Conference, Adana, Turkey, May 1995, (English, in press)

**Business:**

*BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT - VOLUME I (Greek)*  
First Symposium on Business Strategy for the Bio-Environment, Athens, Nov. 1992, 132 pp., 1994

*BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT VOLUME II (Greek)*  
Second Symposium on Business Strategy for the Bio-Environment, Athens, Dec. 1993, 180 pp., 1994

*BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT VOLUME I (English)*  
Second Symposium on Business Strategy for the Bio-Environment, Athens, Dec. 1993, 168 pp., 1995

*BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT VOLUME II (English)*  
Corporate Symposium at the Harvard Club of New York City, Feb. 1995, 105 pp., 1995

*BIOPOLITICS - PROFIT AND THE BIO-ENVIRONMENT VOLUME III (English)*  
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*BIOPOLITICS - THE BIO-ENVIRONMENT*  
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Dr. A. Vlavianos-Arvanitis, Editor. A Hellenic-Turkish Symposium, Athens City Hall, May 1990 (English, 79 pp.) 1990

*BIOPOLITICS- BIO-DIPLOMACY AND INTERNATIONAL CO-OPERATION*  
Dr. A. Vlavianos-Arvanitis, Editor. Proceedings from a Hellenic-Russian Symposium, Athens, December 1991 (English 74 pp.) 1993

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Dr. A. Vlavianos-Arvanitis, Editor. Proceedings from a Hellenic-Indian Symposium, Athens, April 1993, (English, 47 pp.) 1993

*BIOPOLITICS-THE BIO-ENVIRONMENT - BIO-CULTURE IN THE NEXT MILLENNIUM*  
Hellenic-Czech Cultural Symposium, Athens Chamber of Commerce and Industry, April 3 1995, (English, 104 pp.) 1995

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*BIOPOLITICS - DIMENSIONS OF BIOLOGY*  
Dr. A. Vlavianos-Arvanitis (Greek, English, French) 1985

*BIOPOLITICS - METHODS OF IMPLEMENTATION*  
Dr. A. Vlavianos-Arvanitis (Greek, English) 1985

*BIOPOLITICS - BIO-SYLLABUS*  
Outline (Greek, English) 1989, 1990

*BIOPOLITICS - THE BIOS THEORY*  
Dr. A. Vlavianos-Arvanitis (Greek, English) 1990, 1991

*THE INTERNATIONAL UNIVERSITY FOR THE BIO-ENVIRONMENT*  
Goals and Outline (English 1991-1993, Greek 1991-1992)

*BIOPOLITICS - THE BIO-ENVIRONMENT - BIO-SYLLABUS*  
Dr. A. Vlavianos-Arvanitis - A. Oleskin (English 1992, Russian 1993)

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Dr. A. Vlavianos-Arvanitis (Greek, 192 pp.) 1994

**Periodicals:**

*BIONEWS*  
Periodical Vol. I, No. 1, 1987

*BIONEWS*  
Newspaper Published in the English language (1994, 1995, 1996)

## What is the Biopolitics International Organisation?

The Biopolitics International Organisation (B.I.O.) is a non-profit, non-governmental organisation, founded in Athens, in 1985. Over the course of its ten year history, B.I.O. has been promoting a shift from an anthropocentric to a biocentric system of values in society, in order to curb environmental destruction and place appreciation of the bio-environment at the core of every human endeavour.

- In the search for new models for the future, the bio-environment can provide necessary unifying dimensions for the promotion of international co-operation and understanding. With Greece as its operating basis, B.I.O. has gained international acclaim, and leading representatives from 83 countries currently support its ideals and have dedicated their efforts to their world-wide propagation.

- B.I.O. has held seven international conferences and many symposia that have

significantly contributed to the development of new strategies to secure bio-environmental protection as a primary societal aim. In January 1990, B.I.O. launched the International University for the Bio-Environment (I.U.B.E.), with the goal to introduce essential reforms on all educational levels and promote new biocentric curricula in every academic field.

- Our century is characterised by rapid scientific and technological progress, but also by serious threats to the bio-environment. A bio-assessment of technology would allow for the positive dimensions of progress to prevail over destruction. In an effort to establish a diachronic search for values, B.I.O. has begun an international Environmental Olympics campaign, that has been widely supported by prominent politicians, academic institutions, U.N. organisations and members of the International Olympic Committee. This campaign emphasises the impor-

tance of bio-environmental preservation, and proposes the world-wide acknowledgement of accomplishments in this field by special Bios Prizes, awarded at the time the Olympic Flame is lit.

- A large part of the current environmental crisis is due to the pursuit of short-term economic prosperity, therefore, the active participation of the business world is a prerequisite for the successful implementation of the aforementioned plans. B.I.O., focusing on environmental protection as a viable and profitable business strategy, has been actively promoting the sensitisation of the business world to the fact that economic and environmental profit can be achieved simultaneously and are not mutually exclusive. As a result, it is necessary to re-evaluate current business concepts, in order to ensure that the economic driving force directly contributes to the preservation and appreciation of the bio-environment.

### Bios Prizes

Our century is characterized by rapid scientific and technological progress, but also by serious threats to the bio-environment. A bio-assessment of technology would allow for the positive dimensions of progress to prevail over destruction. In an effort to establish a diachronic search for values, the B.I.O. has begun an international Environmental Olympics campaign, that has been enthusiastically received by prominent politicians, academic institutions, UN organizations and members of the International Olympic Committee.

This campaign emphasizes the importance of bio-environmental preservation, and proposes the world-wide acknowledgment of accomplishments in this field by special Bios Prizes, awarded on the occasion of the Olympic Games.



### Bios Prizes - Environmental Olympics, NOMINATION FORM

I would like to nominate \_\_\_\_\_  
in the discipline of \_\_\_\_\_ for his/her  
contribution toward promoting biocentric ideas in the world.  
His/her work includes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Submitted by: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone/Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Please mail, fax or E-mail your nomination to:  
**BIOPOLITICS INTERNATIONAL ORGANISATION**  
10 TIM. VASSOU, 115 21 ATHENS, GREECE  
TEL: (301) 64.32.419, FAX: (301) 64.34.093  
E-Mail: [bio@leon.nrps.ariadne-t.gr](mailto:bio@leon.nrps.ariadne-t.gr)

### Bank of Ideas Participation Form



Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please select any or all of the following topics that you would like to discuss on an audio or video tape for the International University for the Bio-Environment Bank of Ideas:

- BIO-EDUCATION
- BIO-CULTURE
- BIO-ETHICS
- BIO-LEGISLATION / LAW
- BIO-DIPLOMACY
- INTERNATIONAL CO-OPERATION
- WORLD REFERENDUM
- GREEN SALARY
- BIO-HISTORY
- BIOCENTRIC PRIORITIES
- BIO-MOVEMENT TODAY
- MEDIA AND TELECOMMUNICATIONS
- BIO-ASSESSMENT OF TECHNOLOGY/ SCIENCE
- BIO-TECHNOLOGY
- BIO-ENVIRONMENTAL RESEARCH
- BIO-ECONOMIC POLICY
- BIOS IN THE NEXT MILLENNIUM
- BIO-ENERGY
- BIO-ARCHITECTURE / URBAN PLANNING
- BIO-THEOLOGY
- ARTS AND LITERATURE
- GEOGRAPHY
- BIO-ATHLETICS
- BIO-BUSINESS
- SOCIAL IMPLICATIONS
- OTHER: \_\_\_\_\_



Please also answer the following questions in your tape: What do you think has been accomplished during the past ten years regarding biocentric values in your country and within your profession? What are the steps that need to be taken in order to implement biocentric principles on a world-wide basis? What is your vision for bio-environmental policy and bio-education for the future?

Thank you for your participation in the bank of ideas project. Please indicate the date we can expect to receive your video and/or audio cassette: \_\_\_\_\_

Please FAX this participation form to us as soon as possible to:  
(301) 64.34.093 or, send by mail to our Athens office.

## Letters to the Editor should be addressed to:

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E-Mail: [bio@leon.nrps.ariadne-t.gr](mailto:bio@leon.nrps.ariadne-t.gr), Please visit our Web Site at <http://www.hol.gr/bio>