Internet: Biopolitics “On-line” in 1996

If you have any comments or suggestions, send e-mail to: bio@leon.nrcps.ariadne-t.gr.

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. Bias 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 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 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 pin-pointing societal progress and could aid our efforts to counter environmental abuse, on a world-wide level. With 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 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 Vayvanos-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.

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.

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.

If you have any comments or suggestions, send e-mail to: bio@leon.nrcps.ariadne-t.gr.
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 Sergiu Cotrubas
- Biopolitics - The Bio-Environment - Biocentric Values for the Next Millennium, seminar at The World Bank, Washington DC
- Biopolitics - The Bio-Environment - Bio-Educational Perspectives, Seminar at Malotiri Centre, Boston
- Attendance of the UNESCO International Conference on Biosphere Reserves, Sevilla, Spain
- Hellenic-Czech Symposium on Biopolitics - The Bio-Environment - Bio-Culture in the New Millennium, under the auspices of H.E. the Ambassador of the Czech Republic, Professor Jiří Marvan and the sponsorship of Czech Airlines
- Roundtable Discussion on Biopolitics - The Bio-Environment, at the Cultural Centre of the City of Athens
- Weekly Radio Program on Bio-politics
- Keynote address at the Rotary Club Annual Conference in Rhodes
- Keynote address at the 50th Anniversary of the United Nations at "Parnassus" 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, Athens, 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 Konstituou 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 Parliamentarism-Communities
- 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 Exchange of School Program
- Official invitation to The Athens Summit
- B.I.O. and the I.U.B.E. join the MED-CAMPUS Project
- Guest of Honor and Keynote Speaker at the Mendeleev University of Chemical Technology 75-Year Anniversary Allhier
- 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 Amman, Jordan
- 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
- Project Manager 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 at the HELECO Environmental Technology for the Mediterranean Area 2nd International Exhibition and Conference
- Keynote address at the International University for the Bio-Environment visiting Scholars Program at the I.U.B.E. Rodini Centre in Rhodes
- Keynote address at the Municipal Centre of Nova Scotia
- Participation in the IV Encuentro Ambiental de Ginebra - La mutua-
  ridad ecológica de los grandes empresarios, Geneve, 10-11 September
- Lecture at the Hellenic Meteorological Society
- Keynote address at the annual conference of the Euro-Chinese Centre for Business Strategy
- Keynote address at the Bio-Strategy Conference of the Hellenic Biotechnology Society
- The Biopolitics International Organisation acquires a site on Internet's Wide Web (http://www.telecom.ntua.gr/bio/)

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, Bahamian, Bermuda, Brazil, Canada, Chile, Colombia, Cuba, Equador, 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, Belorus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Switzerland, Turkey, United Kingdom, Ukraine, Yugoslavia.

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

BIO is the Bio-Science of Business and Environment.

Profit and the Bio-Environment

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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.

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 removing 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 be included, forming the framework for the new economics of the 21st century. Environmental preservation is intrinsically 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 reinterpreted in a comprehensive science, in order to eliminate negative stereotypes of fractionalism and mutual exclusion.

The aim of the International organisations is to educate and to inform the public about the importance of preserving the environment and to help them to take care of the environment. The public must be aware of the danger of the environmental crisis and the need for action.

One of the most important steps in this direction is the establishment of organisations such as the Biopolitics International Organisation.

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**January, 1996**

**Profit and the Bio-Environment**

**Bio News/Page 3**

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

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

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**The relationship between 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 a uniform strategy for both enterprises and the State.

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**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 moral-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 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; monitoring the hoots 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, rational, 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.
The solution is to find ways of adjusting production and consumption in such a level that it is in accordance with the environment carrying capacity.

Panayiotis Poulis
President, Commercial Bank of Greece

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 costs 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 environment maintenance.

Environmental effects are externalities the costs 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 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 human beings 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 “goals” 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 policies and the work of other nations. From this point-of-view, international exchange of ideas, and especially, international confer- ences regarding environmental protection. 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 meet- ing of the European Congress, the problems of its various activities, welcomes this confer- ence, 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 the 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.

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Professor John Pesmazoglou
President.
**January, 1996**

**Profit and the Bio-Environment**

**Bio News / Page 5**

**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 underdeveloped countries, contributing to the problem of CO2 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 CO2 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 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 advantages. 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**

Many 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 profit motive - the profit motive - converge on the idea that decisions made to optimise and other natural resources, will become increasingly at variance with the program for sustainable development. Agenda 21 is the best known of the programs for sustainable development. 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.

Professor Max Oelschlaeger

Centre for Environmental Philosophy, University of North Texas, 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. Professor Max Oelschlaeger

Dr. Laszlo Kapolyi

President System International Foundation, Hungary

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

The Central-East-European region has been the crossroads 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 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-Eastern 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 factor 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 be transformed in order to develop this region.

The need for increasing and developing incentives for enlarging the capacity of nature to absorb what we are doing is a basic 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.

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**CHERNOBYL: AN UPDATE**

Ukraine 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. Arvantis 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. Arvantis for his humanitarian efforts.

Professor Udo Simonis

Science Centre Berlin, Germany

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 advantages. 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.

**Feeding the world’s hungry and overcoming poverty**

Feeding the world’s hungry and overcoming poverty is the basic issue of Agenda 21. However, the actual course of events is at variance with the program for sustainable development.

Professor Max Oelschlaeger

Center for Environmental Philosophy, University of North Texas, USA.
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 potentialities of an economy, such as the gross domestic product or the per capita income. The need also arises to develop certain basic indicators that evaluate the creation and use of which are related to the cost or benefit.

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

The constraints and inefficiencies of State environmental programs, despite the fact that they have been created for the purpose of guiding this effort: technological, capital, commercial waste management, conservation management options are emerging. Commercial waste management have highlighted the need for decentralized and community-based resource management. Privatisation, environmental externalities and the emerging role of Non-Governmental Organisations (NGO) 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 market and consumer choices.

- **Technology.** Strategic alliances of the public, private and NGO sector must be established to identify, develop, and market new technology options and to facilitate North-South technology transfers.
- **Capital.** The cost of Consumer Choice, as for example, large numbers of small inventors (i.e. recent emergence of ethical investment 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 and 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 wetlands by local authorities, leasing of protected areas to trusts and private operating, and community management of wildlife are examples of how such options can generate additional capacities and resources for ESD.

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

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

**PROFITABLE TECHNOLOGIES IN THE CONTEXT OF BIOS**


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 reveal the end of the human society. The world today, as it was Pythagoras of Samos, 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.

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**MARKETS AND CONSUMER CHOICES.** Multiple stakeholder strategies are a precondition for success. The development of environmentally-sound products and services depends upon market-demand shaped by consumer attitudes and civic ethics.

A concerted effort is needed in order to convince people that the "bio-movement" is necessary and important. Alternatives exist, but many of these alternatives reveal the end of the human society. The world today, as it was Pythagoras of Samos, 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.

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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 cogeneration, 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 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 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 commitment. 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 learning 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.

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.

We have entered an era characterised by "eco-smartness."

Dr. Peter Kalantzis

President
LONZA Ltd, Switzerland

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Profit and the Bio-Environment

Boris Landa
"Alphabet" Company
Moscow, New York

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

A

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-wasteful technologies, have become accustomed. Perseverance and improvement of the biocentric 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.

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"Alphabet" Company
Moscow, New York
**PROFIT, ETHICS AND THE BIO-ENVIRONMENT**

Late once said that, “Morality is the effective harmony of the whole.” Indeed, 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 box. However, we are here to examine a compatible scope between profit and bio-environment. With the above moral philoso- phy, 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 explota- tion not disturb the balance of the envi- ronment? How are the two issues com- patible? They can be compatible, only if based on ethical values. World resources, if handled with care, can replenish them- selves to a great extent. Technology, if rightly used, is a precious tool and can help us in our efforts. But here again, it is a matter of ethical values. But how does 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 to live. We need a ther- ough awareness of the world around us. Technology, in our century, has achieved undreamed of heights but unfortunately, intellectual culture, that gives true mean- ing to life, has not been given the priority it should have had in education. We need therefore, a strong emphasis on humanis- tic education so as to avoid destroying this world through our technical knowl- edge, like a child playing with fire. We need balance!

Kitty Kyriakopoulou
President of the Board of Directors
Boxtia Parnassos, Greece

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Kitty Kyriakopoulou

From the moment Dr. Agni Vlavian- nos Avantaro explained her philosophy to me, I was convinced that Biopolitics cov- ered 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 funda- mental biocentric values. We need a ther- ough redefinition of profit and the bio-environment.

**THE BIO-ENVIRONMENT**

**PROFIT AND THE BIO-ENVIRONMENT**

**There does not have to be an "or" in the phrase "environment or the economy"**

There is a profound moral ques- tion 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 travel- ling down the road to environmental degradation. If, however, we have a moral obligation to the future, we must move expeditiously to preserve all envi- ronmental options for those who will follow. One of the major political obsta- cle to environmental progress and sus-tainability is the widely held mistaken belief that protecting the environment threatens jobs. That is why we, so fre- quently, hear political and business lead- ers, 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 under- stood that jobs are fundamentally tied to the environment and totally dependent upon it. The immediate promise of jobs and the expectation of big profits is almost always an unattainable combina- tion. All too often results in the grant of unlimited public 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 degra- dation could be avoided under proper management. An encouraging sign evolving in the world of politics and eco- logy is the growing recognition that there is a matter of ethical values. But how does

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**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 lum-
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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, decisions and actions where they have also to take account of broader social interest in their business activities and development.

Involved here, among other things, is the creation of such legal preconditions 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, besides individual business profitability, firms must also take account of social profitability and benefit for 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 Republic of Serbia is of great importance for economic development but also for successful corporate activities.

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

The Bio-Environment

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-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 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.

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 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.

Biopolitics and the Future of Humankind

"If the tropics stay alive, this whole planet should stand a better chance of doing the same." - Professor Mario Calderon-Rivera

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Professor Stibodan Unkovic
Vice-President of the Government of the Republic of Serbia
Minister of Science and Technology
Rector, University of Belgrade

Republic of Serbia is of great importance for economic development but also for successful corporate activities. That means that investments in environmental protection are important pre-condition for both successful business and for ensuring that people lead better lives.
The world economy has to change. It has been shown that a new corporate strategy may be the key to economic prosperity in the future. The Bioprospecting International Organization (B.I.O.) regards promotion of an environmental economy as an essential step in the evolution of a new man-made society, 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 bio-environment. 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-consumption is not the answer, nor is consumerism. The many ways of applying this potential, in order to achieve environmentally literate global citizens, will have to be applied to global-scale conservation efforts that no longer become just to satisfy greed and over-consumersm.

Safeguarding the environment is a more interdependent world, where 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 co-operation through satellite communication can be one of the most important and profitable contributions to this potential. In order to achieve environmental literacy, it is vital to develop a common understanding of the bio-environment.

Such projects, in addition to involving international co-operation and the interests of both environmental protection and economic development, may be the key to economic prosperity for the future. The B.I.O. has been promoting the introduction of Green Salary, the Green Bank, and the Bio-Tourism. These concepts, in addition to the Green Bank and Bio-Tourism, have been designed to provide opportunities for the unemployed, with the commitment to work for the protection of the bio-environment.

The Bio-Tourism concept is based on the idea that tourism can be a source of new business opportunities. Bio-Tourism has been proposed as a primary consideration of bio-diplomacy which will be introduced during the next millennium. The Bio-Tourism concept is developed on the basis of new bio-promoting values, which will be applied to guarantee peace and international understanding. The Bio-Tourism concept is developed on the basis of new bio-promoting values, which will be applied to guarantee peace and international understanding.

Bio-Tourism can be among the most important and profitable industries of any nation. As modern technology is continuously changing the way people travel, more and more affordable possibilities for tourists are developing. Protecting the genetic material of endangered plant and animal species constitutes the key to economic prosperity. By developing these species and significantly contributing to the protection of biodiversity on our planet, many of the most important aspects of a country's international image can be considered.

Green Salary
With present threats to bio-environment, the Green Salary, the Green Bank, and the Bio-Tourism have been proposed as a primary consideration of bio-diplomacy which will be introduced during the next millennium. The Bio-Tourism concept is developed on the basis of new bio-promoting values, which will be applied to guarantee peace and international understanding.

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BIO-DIPLOMACY
INVESTING IN "DEFENCE FOR BIOS"

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

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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

THERE is a world at a threshold of new and major opportunities and problems. Many are understanding that these problems are global and will result in major social, economic, and political change. The consequences of impartial, global, and just solutions. We need to accept this responsibility for each other with all relations being governed supremely by truth; and the pursuit of happiness to ourselves and our posterity. It is an effort to make the earth is crying; life is crying, if we could 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 impartial, the individual nation-states, or corporation. Sovereignty 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 the group of the poor and rich equally.

Others world issues such as pollution, debt, (Is the world bankrupt?), over-consumption, income inequality, poverty, population growth, status of women, biodiversity, eco-issues, economics, war and peace, ethics (corruption), and global corpora- tions also need to be addressed. This can only be addressed in the context of a world organisation that promotes equal opportunity within nation’s constraints. Violating nature’s constraints has dangerous consequences.

To inaugurate discussions and as a call to action, a “Constitution of the World” was formulated. This Constitution sets guidelines, not the rules. Execution, i.e., action and implementation are, for the most part, left to the individual nations, 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 Federalization 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 was necessary in the past but is too expensive conditioned 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 be part of the government. Give and take (buying and selling) and responsibility for one’s actions (Karma) is a basic spiritual law that businesses follow. 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 sustainabil- ity and attempts to provide for a more equitable distri- bution of opportunity and challenges in the world. The defence budget shall never exceed the medical or educa- tional budget except under unusual circumstances. The percentage of wealth held by the top five percent of the population is also limited. The 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 pro- vide 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 sub- stance base for indigenous people, are enumerated and guaranteed. There are provisions for a religious/ethnic forum for discussion of issues and to provide recommendation.

• Provision is made for government and industry to co- operate, to support technology, to establish long and short term goals, and to meet worldwide standards of communications. These decisions are made consider- ing 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 in war and peace.

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

“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 nations, cultures, or sub-cultures, the smallest organisation or the lowest level that can implement them. Given this introduction, I would like to concentrate on the environmental aspect of this global charter. The docu- ment states that the world has “the responsibility to protect nature. All poli- cies, including economic, shall provide for a sustainable environment. Environmenta- l crime is 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 refer- enda. If the people are sovereign, then in a market economy, the market is sovereign.

Possibly the greatest and most imme- diate threat to global society is the grow- ing 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 .... Where 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 busi- ness and government. There is also a need for business 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 differ- entiation 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 a tax on currency changes 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, tol- erance, 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 implement ethics guidelines, and aid implementation and monitoring of ethics programs. The basic organisation is a cen- tral government. Each region has an Executive branch of government. The central government consists of a Supreme Court, lesser courts and mediators. The mediators play a sig- nificant role in the decision 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 minimum, humanity must strive for high- er ends to achieve a society when no min- imum standards are necessary.

The implementation of this document must be based on the principles of the document. Therefore, the way to imple- ment 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 char- ter needs to be presented to the people and let them decide.

Finally, I would like to share the preamble of this docu- ment with you. The rest of the document is an attempt to implement human rights. 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; insures tranquillity; provide for peace; promote and enhance the dig- nity and mutual respect among humankind, government, and the environment; accept responsibili- ty for our own free will actions; accept mutal responsibility for each other with all ships being governed supremely by truth; and secure the blessings of life, liberty, opportunity, and the pursuance 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 sus-
tainable enterprise tends to be centred
on manufacturing, energy and services,
it is important to note that sustainabili-
ty also refers to extraction industries,
agriculture, transportation, and infor-
mation systems. Both developed and
developing countries have introduced
technologies without a full apprecia-
tion of the economic costs of pollution
control. As the costs of pollution con-
trol and the 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. How-
ever, this need not be the case. Cleaner
production can minimise or eliminate
the necessity to make trade-offs between
economic growth and envi-
ronment.

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 pollu-
tion 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 unex-
pected 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 cor-
responds to 5% of the energy cost to
the German industry. It is often sug-
gested that environmental protection
can lead to a reduction in cost. We
rarely have data from specific eco-
nomic and environmental effects of
profitable measures for the protection
of the environment. I hope that in this
way, business people will be con-
vinced. Otherwise, we shall expect
another reduction of the competitive-
ness of Greek products. It is necessary
to possess this common truth, so that
environmental knowledge can be
politically imposed.
The product market for the protec-
tion 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 the number will increase to
1,000,000 by the year 2000.

Environmental-consciously enter-
prises 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 consti-
tutes an important factor for success
in the market. Environmental protec-
tion plays a major role for the cre-
aton 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
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 counselling, with the
same type of independence and veto-
right, to supervise political decisions
with regard to their environmental
compatibility.

The Zeneca Group
Safety, Health and Environment
(SHE) Management System

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

Dimitris Randopoulos
Managing Director
Zeneca Hellas S.A.

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
Technology and Policy
Massachusetts Institute of Technology, USA

Dr. Basil Kapsokavadis
General Manager
Gerling-Konzern Hellas GmbH

Professor
Nicholas Ashford
Technology and Policy
Massachusetts Institute of Technology, USA

Dr. Basil Kapsokavadis
General Manager
Gerling-Konzern Hellas GmbH

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 consulta-
tion 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 refer-
ence to other relevant documents. These
guidelines are based upon the wide range
of experience of managers and SHE pro-
Professionals from Zeneca’s business terri-
ories and corporate functions, and meet
locally mandated requirements 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 examina-
tion of activities and systems which pro-
vides assurance to managers that the sys-
tems, which are already in place, are ade-
quate and work to specification. If not,
the systems will be altered as needed.
Data collected through the auditing pro-
cess is included in the annual “Letter of
Assurance,” delivered to the Executive
Board and outlining the extent of com-
pliance 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
and make further recommendations for
the continuous improvement of perfor-
mance in the environmental field.
For the past 200 years, industrialised societies have reduced stress on environmental factors by producing energy and their utilisation will cause further decrease in industrial products and food. Human nature is to desirably improve living conditions and higher nutrition standards. Current trends do not change, soon 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. 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.
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 regulations 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 pollution 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 fueled 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 environmental protection industry 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

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 Alekseevy, Vice-Chairman, Committee for Legislative Provision and Freedom of Speech and Mass Media, Supreme Parliament of Ukraine - Dr. A. Vranioms-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.

The I.U.B.E. Rodini Centre in Rhodes is dedicated to the promotion of a comprehensive biocentric education, outside the confines of conventional environmental science, the I.U.B.E. hopes to achieve environmentally-literate global citizens.
BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT - VOLUME I (Greek)


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


BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT - VOLUME III (English)


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


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


BUSINESS STRATEGY FOR THE BIO-ENVIRONMENT - VOLUME III (English)


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

What is the Biopolitics International Organisation?

The Biopolitics International Organisation (B.I.O.) is an 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 emphasizes the importance of bio-environmental preservation, and proposes the world-wide acknowledgment of accomplishments in this field by special Bios Prizes, awarded at the occasion of the Olympic Games.

Bios Prizes

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Bank of Ideas Participation Form

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.nrcps.ariadne-t.gr