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International Leaders Convene at the International Earth Forum, Beijing 2008



Opportunities for Green Business in China and Defining the New Language of Sustainability Inspire Senior-Level and Youth Leaders from the UK, USA, Netherlands, Germany, Italy and China

(Beijing - July 14, 2008) - Productions 1000 Ltd. is pleased to report on the success of the *International Earth Forum* (IEF) held on July 5-6, 2008 at Ritan Inn House in the center of Beijing's Embassy district. The *International Earth Forum*, a gathering of innovators and connectors coming together to provoke positive business impact for environmental sustainability, brought international and Chinese leaders together for two days of roundtable discussions, presentations and social networking centered around the theme of "Leadership Within the New Environmental Economy: How do we do Business with Nature?"

"Each and every one of us is facing big challenges," said **Mr. Michael Naylor**, Co-Founder of Canopy Capital, Partner of Forrester Partners, and Chairman of the Advisory Board of HRH The Prince of Wales Rainforest Project.

Mr. Naylor said that although business is a large part of the problem, it is also a large part of the solution. "If governments around the world can put the appropriate frameworks to encourage the 'good' and discourage the 'bad', then business will respond accordingly."

More than 60 leaders, ranging in age from 18 to 89 years of age, participated in dialogues about the mechanisms, responsibilities and moral imperatives needed to generate new values for business and communication in China. Key findings unveiled at the event included:

- Identifying the business advantages in restoring damaged ecosystems and living forests;
- Monetizing ecosystems and ecosystem services to reverse climate change;
- The new language of sustainability;
- The changing rule of law in China;
- Youth leadership and communications within the new environmental economy: Exploring opportunities to bring more people together using new technology, communications, and the media to promote green ideas.

The participants were a committed and solution-oriented group, each working in their own capacities to address environmental challenges and act on opportunities. Among the senior-level international speakers demonstrating the importance of valuing healthy ecosystems were **Mr. Michael Naylor**, **Dr. Yonashena Qin** (Director of the

Beijing Parks and Forestry Department of Environmental Cooperation), and **Mr. John D. Liu** (Director of Environmental Education Media Project - EEMP).

Mr. Naylor offered a personal video address from **His Royal Highness the Prince of Wales**, who delivered the message that "the single most effective and significant action that can be taken in the short term to stabilize global warming is to stop tropical rainforest destruction." The reason for establishing a global rainforest project, which The Prince of Wales is determined to become the largest-ever public-private NGO-sector partnership, is because we are "at one and the same time destroying our planet's air conditioning system and releasing vast amounts of carbon into the atmosphere. The scale of the problem demands nothing less. Time is simply not on our side, and I do not underestimate the difficulty of the task. But if nothing is ventured, nothing is gained. Success would literally transform the situation for our children and grandchildren - and for every species on the planet. Failure," he concluded, "is inconceivable."

Mr. Naylor's vision is to create a monetary value for the standing forest, directly challenging today's situation where a tree is worth more dead than alive. "It is a matter of financial engineering," asserts Mr. Naylor. "We are the last generations living in the Industrial Age - an era when humankind's mission has been the harnessing and extraction of the natural resource base of the planet. Whereas in the technological age, our mission will be the sustainability of the natural resource base of the planet."

Established in 2007, Canopy Capital drives capital to the standing forests through an investment template for first-movers in an emerging market for ecosystem services. These include rainfall generation, moderation of extreme weather, carbon storage and biodiversity maintenance. "These services benefit humanity at local to global scales. If they are lost, there will be severe impacts on food, energy, and environmental security. Putting a price on these services is like taking out an insurance policy to maintain our life support system and has the potential to generate billions of dollars for forest-owning nations."



Mr. John D. Liu guided IEF participants through the success story of the restoration of China's Loess Plateau, which is approximately the size of France and stretches over parts of 7 Chinese provinces.

"This has profound implications. While much remains to be done, in only a little over a decade vast improvements have been made in the area's ecology, and in the health and prosperity of her people. He illustrated the importance of understanding the local people, the Yellow River basin and effects on global ecology.

A concrete investment opportunity for sustainable development in China was given by **Mr. Suikei Lo**, whose "Ecological Business Development" project struck an unprecedented deal with the local government of Inner Mongolia: for every acre of desert he reclaimed, he received the title to the land for 70 years. Over the course of seven years, he has reforested and planted over 275,000 trees while uniting China's leading forestry associations, expert senior government leaders, and regional and county executives.

He said "three conditions need to be met to solve desertification: to personally have the desire and the hope; to personally have some capital to invest; and to work with experts who understand the field of desertification. We offer all three."

Productions 1000 Ltd. Co-Director **Richard Marks**, an environmental and renewable energy communications strategist and filmmaker, explained that the purpose of the IEF holding leadership dialogues before the Beijing Olympics "is to have a collective voice in leadership by understanding the actions, words and promises that we make to each other. What we are doing is not just about the environment; it is also about people naturally desiring to take care of each other. It is important for everyone to have real hope."

Mr. Marcello Palazzi, founder and board member of the Progressio and Tallberg Foundations, challenged participants to consider "the moral imperative, the responsibility of what we are doing." A Netherlands-based business and social entrepreneur, Mr. Palazzi operates as a generator, developer and engineer of new ventures

with progressive partners in and across the domains of business, finance, civil society, philanthropy, government and leadership development. At the IEF, he brought forth new ideas discussed in June at the Tallberg Forum, a world-class leadership forum held in Sweden to generate and encourage sustainable technologies in line with understanding the limits of Nature.

"Climate change," he remarked, "is just one of ten conditions that are causing people to act." The paradigm for change he cited - "The Boundary Conditions" - would be released later this year.

Chinese television host **Victor Yuan**, who is Chairman of China's leading public opinion and polling organization Horizon Research Group, revealed the findings of a major poll conducted by Horizon:

- Finding One: the Chinese public is very concerned about environmental issues but hold a positive attitude toward its future improvement, which is a challengeable phenomenon for the in-depth development of China's environmental protection objectively.
- Finding Two: The public feels high personal responsibility towards environmental protection, to the level of "public awareness", but lacks knowledge of environmental protection. As a result, "environmental protection is becoming urgent, and the public has a strong sense of personal responsibility and social awareness for environmental issues," he said.
- Finding Three: the public has a high degree of awareness and concern of environmental issues, but rarely acts to protect the environment.
- Finding Four: was that "The public sees the media as the best tool for increasing environmental protection."



A crucial innovation of the IEF were "leadership dialogues" in which participants both young and old were challenged to define the meaning of the words, language, and assumptions commonly used about the concept of "sustainability," and what people need to know about China in order to do green business. Uniquely, the IEF mixed senior level thinkers with youth leaders by integrating youth leadership presentations into its agenda.

"The inaugural International Earth Forum in Beijing became a place to make friends, broaden networks and exchange environmental opportunities," said **Sophia A. Trapp**, Co-Founder and Director of Productions 1000 Ltd. "Most impressive was the honest cross-cultural and cross-generational sharing of values and concerns."

"Participants not only discussed the question of how to live in harmony with nature, but also explored the necessity of living in harmony with ourselves and with each other. This is a fundamental challenge for all environmental leaders," Trapp told participants.

Law professor **Stephen Barnes**, engaged in defining rule of law in China, said his understanding is that "pollution does not begin and end at geographic borders, which is why we all need to be involved. The International Earth Forum did just that: convening people from around the world, to share information to solve global problems in our local communities."

The IEF offered the opportunity for participants to connect with people working in Latin America, Africa, and Asia. "Although the planet is in crisis," Mr. Barnes remarked, "the *International Earth Forum* has a hopeful theme where we are able to share success stories and strategies to implement in communities where we live. Thanks to this forum, when we look at the global issues, we are inspired to work locally. When you convene environmentalists from around the world, we see the total value---the total hope--of our efforts. And, that's a great thing."

Yao Ge, a lawyer at the China University of Political Science and Law, reinforced that China is on the way to the

rule of law. Yao Ge showed how law deeply affects the behavior of government and every aspect of people's daily life. "When Premier Wen Jiabao visited our school this year, he said building the rule of law needs more and more legal talents. So, in my opinion, what we are learning now and what we are going to do in the future must meet the needs of China's development of law."

Lawyer **Liu Shuqing** from the Center for Legal Assistance to Pollution in Inner Mongolia expressed commitment to embracing the law in the current global picture. "The history of human beings tells us that protecting the environment is protecting ourselves in the long run - which is why I want to dedicate my life to environment protection as an environmental lawyer."

Jing Su, a co-host of IEF 2008, led the youth leadership sessions, which "offered personal experiences to help better understand business in Chinese ecology." Ms. Su, the China Program Associate for the Washington DC-based American Council on Renewable Energy (ACORE), is a native of Lanzhou city, one of the most polluted areas in Western China. "In the traditional world," Ms. Su remarked, "the young generation follows the routes of senior people and tries to improve the performance based on the existing experience. Nowadays, humanity is facing unprecedented challenges and opportunities in terms of ecosystem degradation, desertification, climate change, water pollution, and energy crisis. Young leaders from both South and North have to find solutions in a fresh framework in order to engage and usher more people into a better world."

"China's Green Beat," is one of the leading Beijing-based youth organizations. Founded by Executive Directors ("green brothers") **John Romankiewicz** and **Shane Zhao**, China's Green Beat shared a video they made about China's wind power, and spoke about leading people to live greener, design greener, and invest greener in China through their films and online community tools. Youth leaders also included students who traveled to China from the Yale University School of Forestry and Environmental Studies, Oxford University, as well as youth leaders from the Chinese Academy of Sciences, Tsinghua University, and the founders of the China Youth Climate Action Network.

One of the results of the IEF was the idea that to do green business in China, people need to understand that we are reaching a post-coal age. One participant said that while visiting a coal-mine in Shanxi province, an executive told her that the investments they were most excited in were not the ones that searched for new technologies but those that dig deeper into the Earth. IEF participants agreed that we need to look towards other markets that take into account the externalities of environmental degradation.

"For most people in China, you're dealing with the effects of pollution every day," said one of the dialogue session's Beijing residents. To solve an issue as big as global air pollution, participants freshly defined the concept of "leadership." For one participant, leadership means "not to assume a kind of elitism among those who are knowledgeable, but to give everyone knowledge." Another definition of leadership was "to be someone who can make the case that an international problem is your problem." Ms. Su, who used to equate elitism with leadership, now believes "we should bring people together, and that the real leaders are those who bring good people together. "

In dialogues on "the new language of sustainability," participants defined certain outcomes for the immediate future. "The root of the meaning of sustainability in China," said a senior-level Chinese businesswoman is "to recycle," or "to benefit forever. And the Chinese are of one mind about this," she said. The general idea was accepted that "sustainability is that which does not harm Nature," and IEF dialogue participants added that "sustainable development" means "to be responsible for the outcome; for example, to recover and restore the land after mining it. "Sustainability means to create more value from something in the process of developing it.

"While the economic pressure on the average Chinese person is big," remarked one Chinese youth leader, another senior-level participant put forth that it is a false assumption to believe that you can only react to ecological issues if you're wealthy. "There are new industries creating massive new value, renewable energy, and better design."

"In the grand scheme of things - which includes addressing climate change globally while focusing locally," said Richard Marks, "while we are discovering how to improve the earth, we are really discovering how to improve ourselves. And we are getting kinder, more compassionate, and loving more --- not just the earth, but each other."

The *International Earth Forum* closed with a "senior visionary speech" by **Mr. Marcello Palazzi**, who asked "what can actually be done?" Mr. Palazzi issued two points for a "Sustainable Enterprise Strategy." First, he said he believes that China should embrace - and do business with - the most sustainable businesses (technologies and companies) in the world. Second, he believes that China has the "full ability to become world-class in first-class sustainable technologies."

While exploring leadership in the new environmental economy, the IEF also had a distinctly social and cultural aspect that included hosted dinners, luncheons and walks through the beautiful environs of Ritan Park. "It's a wonderful way to be in touch with your community and Nature," said businesswoman **Ying Shea**, a corporate executive living in Beijing and co-founder of China Doll. "The International Earth Forum was solution-based. We shared information from environmental projects around the world and learned how to apply the knowledge locally."

The International Earth Forum, Beijing 2008 was sponsored and hosted by Productions 1000, a UK-based production and publishing company that presents leadership dialogues with beauty and respect. Productions 1000 offers a platform for dialogue, content and cultural partnerships that is essential to the current well being of our environments. Please visit us at www.productions1000.com for more information.



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