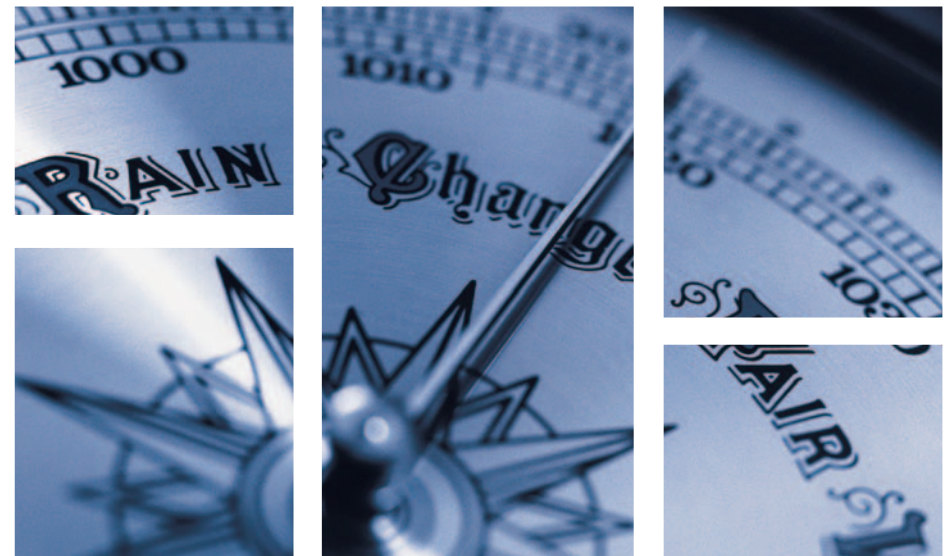


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Facing up to Reality:
**CHOICES FOR
A SUSTAINABLE
WORLD**



Partners



Contents

02	FOREWORD
05	CONFERENCE REPORT BY ABIGAIL LEVENE
12	PHOTO MONTAGE
19	CONFERENCE PARTICIPANTS
24	CONFERENCE ORGANISATION

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Foreword

Since the Apeldoorn conference series was initiated at the behest of Wim Kok and Tony Blair in 1999, it has consistently brought together a well-informed, diverse and influential set of people from the UK and the Netherlands to discuss some of the key issues of our time. This year's conference, the fifth, marked a turning point in a number of ways. For the first time, the theme explicitly linked the conference to the Young Apeldoorn event of 2006. The conference attendees were more diverse than ever before, with several Young Apeldoorn participants joining us and with a healthy turnout from representatives of the increasingly influential new media forms. Finally, the issues addressed arguably took the conference to a new level in terms of the scale of the problems being discussed and their potential global impact.

The four workshops focused on different aspects of sustainability: the environment, energy, demographic change and sustainable economic growth. However, there was general agreement across all the groups that the issue that looms over all these questions is that of climate security. Climate change is not only the major environmental issue of our day. It also dictates the ways in which we will meet our energy needs in the future; it presents us with the challenge of maintaining economic growth and prosperity while reducing the emissions that have always accompanied them; and it presents us with the possibility of unprecedented population displacement. It is an issue that not only needs to be tackled by senior decision makers and people of influence, but that needs to be understood and accepted as a personal responsibility by us all.



This overarching theme brought a notable degree of unity from the various participants, whether from business, government, media or other organisations. It was striking that there no longer seems to be any doubt of the urgency with which we need to tackle climate change. The UK and the Netherlands are thus well-positioned to lead on this issue and to help shape the choices that can bring about a sustainable world for generations to come. We hope that this conference has played a small part in this process.

We would like to take this opportunity to express our gratitude for the generous support of our sponsors, Shell, Unilever, Akzo Nobel, Corus, GVB and ABN Amro; and to the Moderators, Chairs, Rapporteurs, Speakers and other participants for their valued contributions to the Apeldoorn Conference 2007.

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Conference Report

Solving the 'trilemma'

Countries such as the UK and Netherlands want security of future energy supply. They want strong economic growth to deliver prosperity. Yet they also want to protect the environment and preserve the core elements of their cherished welfare states.

Our nations and their leaders must wake up and make some tough choices. That was the hotly-debated theme of the Apeldoorn Conference 2007: Facing up to Reality – Choices for a Sustainable World.

Stark challenges

"The challenges our societies face - climate change; security of energy supply; social and demographic challenges; achieving sustainable economic development -- could not be starker," **Maarten van der Bergh**, co-chairman of the Apeldoorn Conference Steering Board, said as he opened the gathering.

Wim Deetman, Mayor of The Hague, said sustainable development concerned us all. "Not only state governments but local authorities have to face up to reality and make choices for the future".

Wim Kok, former Prime Minister of the Netherlands, broadened the focus to the European level. He spoke of the contribution Europeans could make to a sustainable world and the challenges our continent faces.

"To create a truly sustainable world, we need to solve the 'trilemma' of reconciling economic growth, social cohesion and environmental sustainability, all in one go," Mr Kok said.

Europe could only convince others of the merits of its approach to sustainable development by walking the walk, he said. "We cannot sound the trumpet about our model unless we prove that it works." Mr Kok said. A key question was whether "we can afford to pay for our social security in the medium and longer term, given the twin challenges of fierce

global economic competition and the rapid ageing of Europe's population".

There was a need, he said, for continued reforms to build a knowledge economy and society, to complete the internal market, to improve the business climate, to make the labour market more dynamic and flexible, and to make Europe a leader in environmental technology.

"Our generation has the responsibility to leave behind a sustainable Europe in a sustainable world. It will take courage to adapt to changing circumstances and drive innovation forward, sometimes into unknown territory," Mr Kok said. "But there is no alternative."



Maarten van den Bergh

Victims and villains

Tom Burke, Environmental Policy Adviser at Rio Tinto plc, took up the European theme, saying the continent would only deliver continued prosperity and security if it built a more united future.

"To do that, Europe must face up to the reality that in that world a strong Europe is an imperative, not an option," he told delegates. "The truth is that we are a long way



Wim Deetman

from facing up to reality. And the resources that are most desperately scarce are time and political will."

Professor Burke described how leaders had spent recent decades dealing with "the easy politics of the environment", such as air and water quality, noise and toxic chemicals. Taking action in these areas created more winners than losers, and clear-cut "victims", often the least advantaged, were pitched against "villains" - often businesses.

"In the 21st century we must face the hard politics of the environment. The agenda is different: climate change, deforestation, water availability, biodiversity loss, fisheries collapse, soil loss." The need to tackle these issues is not so obvious, and little progress has been made, Professor Burke said. Action produces many more losers than winners, and villains and victims are often the same people.

"Changing our technology trajectory so it becomes carbon neutral is, by a very long way the single most important political choice we face in the 21st century," he said, pointing out that there were no "hard power solutions".

Conquest could not secure a stable climate or seize non-

existent water or food. We need to pool sovereignty to manage our shared destiny - yet just when we most need our EU experience of pooling sovereignty, "there has been a massive failure of political leadership in Europe".



Wim Kok

Sustainable energy - good business

If Tom Burke spoke on sustainability from the standpoint of the environmentalist, Rob Routs gave the view of the entrepreneur. Mr Routs, Executive Director

Downstream of Royal Dutch Shell plc, offered a definition of "sustainable energy" seemingly at odds with his position. "It is not only about finding more oil and gas to exploit," he said. "It's also about helping the world reduce the amount of energy it will need in the future. That's right: helping customers use less of our product."

Sustainable energy is good business, Mr Routs said. The 21st-century winners in the energy industry would be those who anticipated and fulfilled market needs for innovative and sustainable solutions to the energy challenge, Mr Routs said.

Climate change and carbon dioxide were, he said, the biggest challenge of all. Shell was responding to the challenge in its upstream activities, working on cost-effective ways to capture and store the CO₂ emitted in the production of hydrocarbons. Yet in downstream, the picture became more complex.

"It is here where issues of energy, CO₂, climate, the environment and the economy involve decisions by hundreds of governments, thousands of business enterprises and millions of individual consumers," he said. "This is where neatly-crafted policies collide with the unpredictable messiness of the market; where 'public goods' run into 'private interests'."

Using the example of mobility, Mr Routs said companies must offer choices that help their customers use fuel more efficiently and cleanly. Governments must draw up effective policies and regulatory



Rob Routs

frameworks on a global basis. Consumers must make decisions that better balance the private need for mobility with the public need for lower emissions and energy conservation, and demand products that help them make such decisions.

"If historians now see the turn of the 19th century as the dawn of the industrial revolution," said Mr Routs, "I hope they will see the turn of the 21st century as the dawn of the energy revolution."



Tom Burke

Facing up to responsibility

Diederik Samsom, MP for the Dutch Labour party, recounted how his young daughter made him face up to his own responsibility.

'Two years ago I was sitting in my study, reading the Millennium Ecosystem Assessment. Its conclusion is crystal clear: if we don't drastically change our policies, our crucial ecosystems will collapse and since they are the basis for our prosperity, our economies will follow. At that moment my four-year-old daughter entered the room. I stopped reading and faced her - a child with a bright future ahead of her, a future that we are putting at risk according to the Millennium Ecosystem Assessment. And where reading the facts from the report had just impressed me, facing my daughter, realising what was at stake here, shocked, scared and embarrassed me. I pictured her 25 years later, 2032, in the same room, holding this old report that she had found in the old bookshelves. And she waves it in my face and says: "So you knew all this in 2005, you knew the climate was heating up beyond safe levels, that sweet water basins were ruined, that food supply, water supply, energy supply, our economies were at stake. It was all researched, proven and written down. And knowing all this, what did you do, Dad?" Facing up to reality made me conscious. Facing up to my daughter made me responsible.'

Workshop 1: The global energy situation

Chair: Coby van der Linde
Rapporteur: Kate Hampton

Whether we favour electrification, hydrogen or second-generation biofuels, we need a paradigm shift in energy, [Workshop 1](#) agreed. The future lies in exploiting a range of energy options to supplement and succeed conventional hydrocarbons, while boosting energy efficiency.

Politicians and business leaders need to be held accountable, delegates found. At present, industry panders to consumers while politicians pander to voters - and that is preventing energy saving, our greatest resource. Energy security is dominated by fear where it should be dominated by analysis, and we badly need to reconcile short-term concerns over security of supply - stoked by our energy dependence - with long-term transition to a sustainable future.

Markets and governments both have flaws, yet they also have advantages. The future lies in blending the best of both, the workshop concluded - combining price mechanisms with government action to redefine and improve the efficiency of markets.

Europeanising energy policy

The best long-term energy solution, participants agreed, was an open, internationally-agreed trading situation. Working on purely national

levels invites inefficiency. A common EU energy policy is essential.

Delegates found the new European energy package, set in March 2007, would not take Europe even close to where it needed to go, and an overshoot on carbon dioxide emissions targets was likely. Yet the targets were credible - a key consideration in winning buy-in from consumers. The package was a useful first step; the next step was to launch a second generation of new, more ambitious norms and objectives.

Markets and price mechanisms are not always the best way to achieve the long-term change needed in the coming two or three decades, but the EU Emissions Trading Scheme could work well if emissions rights were made scarcer, the workshop agreed.

Critical mass

The workshop argued for more efforts on technology, especially in alternative energy and energy saving. A major public information



Coby van der Linde

campaign should be pursued to challenge the wasteful “retail therapy” culture, carbon should be rationed and environmental violations punished.

There were calls for carbon capture and storage to be incentivised and for making licensing of coal plants dependent on the existence of such a storage plan.

In contrast to some other working groups, Workshop 1 believed there was a sense of urgency now that climate change was clearly visible. A critical mass of political leaders is ready to act and progress is being made on the technology and business fronts. Those opportunities should be grabbed with both hands.

Workshop 2: The global environmental situation

Chair: Tom Burke
Rapporteur: Detlef van Vuuren

Faced, as Tom Burke ironically put it, with the “small task of sorting out all the world’s environmental problems”, Workshop 2 zeroed in on climate change as a window onto the broader challenge. The group compiled a long list of environmental issues, discussed how they could be prioritised, and then proposed solutions.

Climate change is not, of course, the only environmental challenge facing our planet. Biodiversity, deforestation, depletion of groundwater and mineral resources, trade in endangered species, air pollution, land degradation and radiation were just some of the environmental problems the group mentioned.

“Democracy may not be the strongest tool to solve environmental problems, but the alternatives are far worse”

The workshop looked at the roles of the different actors in climate change - business, citizens, governments - and the approaches that could be taken, ranging from freedom of action for individuals to forcing people to act in their own interest. The environment was usually examined in scientific terms, but there were other realms of discourse too, participants found: economic, cultural and value-driven or religious.



Axel Ruger, Rein Willems

Setting priorities

How, though, to set priorities? Pragmatism often means we focus on immediate needs and ignore the wider agenda. Self-interest is an important driver. Perhaps priorities should be systematically calculated through cost-benefit analyses, for example. And prioritising means picking our way through reams of information. What should we believe? What should we act upon?

Discussion of solutions kicked off in provocative style. The only way to tackle climate change effectively was to pay China to implement carbon capture and storage (CCS) and to pay Brazil not to cut down the rainforest, said one delegate. The lively debate that ensued produced agreement that the EU should take the lead, and not wait until other parts of the world took action.

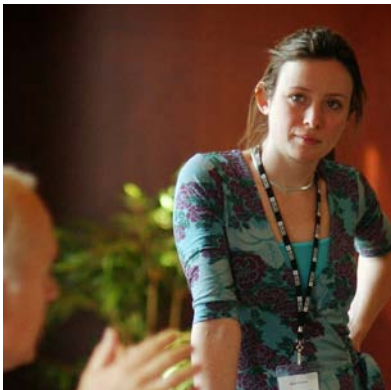
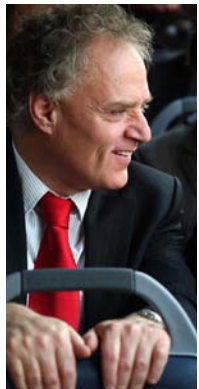
Rather than paying or punishing other countries to make them change climate policy, we should

form partnerships with them and persuade them to act, the workshop found. Climate policy should be linked with development policies to stimulate action.

Dithering democracies

There were calls for the G8 to be expanded to include China and India, and to tackle climate change. The European focus should be on energy efficiency, renewables and CCS. At lower levels, new forms of coalitions between cities or between business and non-governmental organisations should be created.

An overarching challenge the group discussed was how to implement sustained solutions in democracies, where governments change so frequently. The response - echoing Winston Churchill - was that democracy may not be the strongest tool to solve environmental problems, but the alternatives are far worse.



Workshop 3: Social and demographic challenges

Chair: Geoff Mulgan
Rapporteur: Karen Kiernan

What is a sustainable population? Within ageing Europe, rock-bottom birth rates in some countries contrast with healthy rates in others. Is a lower population essential to sustainability? Or are high birth rates the only demographic answer to climate change?

Workshop 3 discussed Europe's response to large populations displaced by climate change from countries such as Bangladesh. Publicising the link between climate change and migration could persuade anxious Westerners of the need to act on climate change. Perhaps inhospitable areas like Siberia should be opened to migrants as climate change made them less hostile.

Reviewing the social and demographic challenges involved in moving to a sustainable future, the workshop focused on four key areas: education, health, police and welfare.

Laws, incentives or peer pressure?

Universities often resist change and schools are weighed down with targets. Yet young people are often idealistic and proactively discuss climate change - and that should be leveraged. We should encourage a "thinking economy" of

climate-change literate, "scientific citizens", delegates suggested. Schools could be that agent of change.

In health, consumers should be made more aware of the link between a low-carbon lifestyle and a healthy lifestyle. EU funds could be provided to subsidise gym membership and healthy school meals provided for free. Teaching of parenting skills should be destigmatised, so adults can educate children about healthy eating.

As we move into an era of more laws and more surveillance to combat environmental crime, there will be new roles for the police and perhaps a need for environmental guardians like traffic wardens.

The workshop agreed there should be a mix of laws, financial incentives, peer pressure and perhaps prohibitions - on sports utility vehicles, for example - to change consumer behaviour.



Stephan Roman, Wim Mijis, Maarten van den Bergh, Ewoud Poerink

When it came to welfare, delegates found quality of life could be improved by a "slow work" movement; employers should be pushed to allow more home-working. Yet a more sustainable welfare system starts with education. Educational systems should be better aligned with the ageing demographic and should place more emphasis on vocational skills.

Making sacrifices

How, though, do we persuade people to accept sacrifices and change their behaviour? We need a sense of impending doom, a feeling of responsibility for the future of the planet and humanity.

Public opinion now accepts the reality of climate change, but that has not translated into action. How can we accelerate the process? The workshop suggested personal carbon allowances, better information on the biggest global polluters, and cross-party political agreements.

Workshop 4: Sustainable economic development

Chair: Sylvia Borren
Rapporteur: Agnes Kallenberg

We need a sense of urgency in order to move to sustainable economic development; all participants in Workshop 4 were agreed on that. But how can we persuade consumers beset by global forces to make more sustainable individual choices?

Consumers need information to enable reasoned choices. Yet that will not necessarily make them change their behaviour, as delegates found when they examined their own reasons for continuing to act in "unsustainable" ways - such as over-using cars or cheap flights. "I used to use public transport, and used to be vegetarian; now I do neither, and I'm a professor of sustainable development," said one delegate.

Creating the "right" morality is key, the workshop found. Ideal, perhaps, is a combination of



Sylvia Borren

making people pay for their impact on the environment through taxes and selected bans, such as on conventional lightbulbs. One suggestion was to give carbon dioxide quotas to individuals, making them tradeable goods and so providing income to the poor while relieving the environment.

"I used to use public transport, and used to be vegetarian; now I do neither, and I'm a professor of sustainable development"

Solutions should not compromise our quality of life, in terms of comfort or freedom of choice. Making the environmental impact of our actions measurable, and harnessing the media to increase awareness, will enable consumers and decision-makers to make choices that balance comfort with sustainability.

From transport to trade

The workshop made a number of proposals. In education, the UK and the Netherlands could jointly organise scholarships or conferences on sustainable development, in order to exchange best practices. Environmental entrepreneurship could be stimulated through specially designed schools.

Transport is a key area. Here, the workshop suggested financial incentives to boost the use of public transport, lowering speed limits on roads and implementing bilateral regulations on aviation taxation. Cities should be made more bicycle-friendly.



Paul Kalma

Shoppers should be helped to make sustainable choices with a "sustainability" label on products. Packaging should be reduced to cut down on waste. In order to enthuse the public about the environment, one idea was to twin a popular event such as the European football cup with a climate change agenda.

On the national government level, success should be defined in ways other than economic growth - environmental progress, for example. At the European level, climate change should be more firmly on the agenda, with more ambitious targets and more power for the EU to act. Bans on driving in city centres, for instance, could be implemented - also perhaps at EU level.

In trade, environmental standards should be set for products to meet, and this could be enforced in trade negotiations or import licences.

Conclusion

Leading from the front

It is five minutes to midnight for our planet and its people. No-one at the Apeldoorn conference was in any doubt about the need to act fast to create a sustainable future. Yet few believed the requisite sense of urgency had seized the broader public in the UK and the Netherlands.

What, delegates debated again and again, is needed to ensure we start making more sustainable choices? Simply forcing people to change their behaviour is not an option. Consumers need full, correct information - and often an appeal to their self-interest - to help them make sustainable choices. Yet even knowing our behaviour is "unsustainable" does not always motivate us to change.

"Europe needs to start the energy revolution right now"

A carrot-and-stick combination of laws, bans, financial incentives and peer pressure seems the best way to change individuals' behaviour. What we really need, perhaps, is nothing less than a fundamental shift away from the West's acquisitive, disposable consumption culture.

As individuals, we must acquire a far greater sense of our own responsibility for our conduct and its impact - perhaps through tools such as personal carbon allowances. A sustainable future lies not just in

developing alternative resources and technologies, but also in us all conserving and using energy far more efficiently.

Yet leadership is what is needed most. Leadership from CEOs to put their companies on the road to sustainability; from scientific directors to spearhead research into new technologies; leadership from journalists to inform the public about issues that matter; and leadership from politicians with the skills to engage people.



Alastair Wilson, Caroline Plumb

Governments must move away from their one-sided focus on economic growth. International efforts are the only way to address the vast energy, environmental, social and demographic challenges we face - and that means bringing China into the G8 fold.

But it is Europe that must really take the lead. This may not be the European Union's finest hour in terms of political leadership, but the energy package it agreed in March and the Emissions Trading Scheme are good starting points for

the more ambitious action that is needed.

“Europe needs to start the energy revolution right now,” Dutch politician Diederik Samsom said. “All we need is leadership to get everybody involved.”

Abigail Levene is director of financial and corporate communications agency CitySavvy



Travelling in style



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Mr Wim Deetman	Mayor of Den Haag
Mr Wim Kok	Minister of State, Former Prime Minister of the Kingdom of the Netherlands
Minister Ronald Plasterk	Minister of Education, Culture and Science
Mr Rob Routs	Executive Director, Oil Products and Chemicals at Royal Dutch Shell plc
Mr Diederik Samsom	Member of Parliament, PvdA

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Dr Geoff Mulgan	Director, The Young Foundation
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Mr Detlef van Vuuren	Researcher at the Netherlands Environment Assessment Agency (MNP)

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