

Press Release

Global Human Chain for Combating Climate Change

IPL MODEL RECOMMENDED FOR ECONOMICGROWTH

The three day Global Convention on Climate Change that concluded today in Palampur Himachal Pradesh called for a change of growth model to combat climate change. The participants adopted PROACTIVATE, an eleven point programme that focuses on a holistic approach to climate change and poverty alleviation. It calls upon companies to Price natural capital in the balance sheets, Radically increase energy efficiency, Opt for minimalist designs to reduce material intensity and move economy from acquisitional to experiential mode, Adopt zero waste systems, Capture and sequester CO2 through afforestation; Turn to renewables for not only combating climate change but also empowering the poor, Innovate business models that hire out services instead of selling products, Vigorously pursue market mechanisms such as CDM and eco tax that punish polluters and reward environmental regeneration, Activate women and children to drive change, Train and Educate communities to eco innovate and focus on execution and not rhetoric.

The participants of the 3 day conference included top business houses like GE, Multi-Commodity Exchange, Tatas, Birlas, Reliance, Wipro , Infosys, Weston Solutions, ONGC,IOC, NTPC, NHPC, BPCL, HPCL, ITC, GAIL and SAIL, climate change experts such as Ola Ullsten former prime minister of Sweden and chairman of World Forest Commission, Prof V L Chopra Member Planning Commission, Tej Pratap Vice Chancellor Agricultural University and Rangan Dutta Climate Advisor in the Prime Minister's office , business leaders such as Guillermo Wille , Managing Director GE(India), Matthew Cadbury of Cadbury group, Sudarshan Maini Chairman of Maini group, manufacturers of REVA, world's first electric car, Sumit Banerjee, Managing Director ACC, KL Dhingra, Chairman HUDCO and academics such as John Daniels Professor of International Business in Miami, Matthew Hibberd Director University of Sterling, Heather Gorringer Nuffield Farming Scholar and policy makers including Mr P K Dhumal the Chief Minister of Himachal, Ravinder Singh Ravi , the Himachal Minister for Irrigation and Public Health and Pablo Ortega, City Mayor from Philippines.

A major highlight of the Convention was the launch of Global Human Chain. Thousands of men, women and children spread on the Dhauladhar hills overlooking the S M Convention Centre formed a human chain and pledged to PROACTIVATE to Combat Change in Climate. These people had travelled from far and wide and included students from adjoining schools as well as tribal gaddi women and housewives. They all mingled with delegates and speakers of the conference who had travelled all the way from USA , Zambia , Philippines , Canada , Mexico and Venezuela. They raised slogans to PROACTIVATE TO COMBAT CHANGE IN CLIMATE. The Global Human Chain will be extended world wide on World Environment Day on 5th June 2008.

Addressing the mammoth crowd together with His Holiness Baba Hardev Singh, the spiritual head of Nirankaris and Ola Ullsten former prime minister of Sweden, Dr Madhav Mehra President World Environment Foundation warned “humanity will be doomed if we do not change our life styles and move our growth model from its consumeristic, aquisitional mode to experiential mode. The acquisitive character of the current growth model not only triggers climate change and impoverishes the planet by proliferation of unneeded products but also results in Affluenza, an emotional disorder caused by envious greed described by Oliver James in his book by the same name. Business has to innovate models like the IPL that enhance enjoyment and create wealth without cluttering the environment. As Daniel Kahneman, Psychologist (Nobel 2002) of the Princeton University says “people cherish experiences over commodities and love ‘doing’ more than ‘having’.”

The Convention was organised jointly by the UK based World Council for Corporate Governance, World Environment Foundation and India’s Institute of Directors.

Klaus Bohnke