

BUSINESS ACTION FOR SUSTAINABLE DEVELOPMENT

Johannesburg 2002 – ‘Virtual’ Exhibition’ Draft Concept Paper

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Proposal

A screen-based ‘virtual’ exhibition of global best practices, initiatives and projects during the World Summit for Sustainable Development, Johannesburg 2002.

The idea of a ‘virtual’ exhibition

A continuous presentation in Johannesburg - centrally located in the main conference centre, in exhibition halls and around the city – of screens displaying ‘live’ and ‘prepared’ presentations including interactive web pages of sustainable development initiatives and projects from around the world. In a sense a ‘living exhibition’. Where appropriate live ‘webcam’ broadcasts will provide real-time access. It will be an enhanced opportunity for all participants to show, in high traffic areas and with an interactive media, what actions are taking place in the real world.

The use of modern internet technologies would make a clear difference in helping link the Johannesburg Summit to reality. It would connect the ‘front line’ - the actions and experience of progress and commitment with the realm of the policy debate.

The World Summit on Sustainable Development

Taking place in Johannesburg (provisionally 26 August – 4 September 2002) it is anticipated to bring together more than 50,000 participants from all sectors of society and all nations. Most heads of state are expected to commit to an agenda that re-energises the drive towards Sustainable Development.

Expected challenges and themes of WSSD

1. Poverty eradication
2. Sustainable management and conservation of the natural resource base
3. Making globalisation work for Sustainable Development
4. Improving governance and democratic processes at all levels
5. Financing Sustainable Development
6. Education, science and technology for decision making

Connect the real actors - For each of the above challenges there are entrepreneurs, local leaders, experts, citizens and young people involved with new approaches, technologies and solutions. Together they form a powerful network of change agents - leading by example. Only a few will have the time and resources to attend the Johannesburg Summit, but through the virtual exhibition they will also have the opportunity to showcase.

Practicalities

An internet camera (‘webcam’) is needed to transmit and display images and sound, linked in web formatted pages of material and information. Others will see what is being done, what impact is achieved, the potential for wider application, and the need for policies that enable wider application of solutions that demonstrate sustainable

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development. They could share their passion, ideas, and dilemmas if they are connected interactively to the Summit via Internet.

Communications Partner

A company leading in world-wide electronic communications would provide the internet facilities in partnership with the relevant actors in South Africa (both technology and personnel) on the ground in Johannesburg and facilitate the interaction with the presenters.

Content Requirements

Preparation of initiatives on sustainable development that can be presented either by video or web broadcasting. Initiatives should satisfy the following criteria:

- 1) Address the three pillars of sustainable development - economic, environmental, and social;
- 2) Embody the notion of partnership with others;
- 3) Demonstrate credible, measurable results -perhaps with third party evaluation and comment;
- 4) Be repeatable - practical examples to be adapted elsewhere

Future Steps

As the proposal is developed and refined, and potential partners are identified, additional information will be released and circulated. In the meantime, all ideas, comments and suggestions are welcome and should be addressed directly to the BASD Steering Committee via Eric Beynon (eric@basd-action.net).

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