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Proceedings of the 8th Annual Public Interest Environmental Conference: "Industry Is from Mars, Environmentalists Are from Venus: Reconciling Our Differences on Earth."

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Differences on Earth."**

Cover Page Footnote

The authors of these proceedings accept responsibility for the accuracy of their information, quotations, and citations.



**Proceedings of the 8th
Annual Public Interest
Environmental
Conference:**

**“Industry is from Mars,
Environmentalists are
from Venus:
Reconciling Our
Differences on Earth.”¹**

The Conference was held February 14–16, 2002 at the Reitz Union, University of Florida. More than 180 Conference participants, including students, professors, attorneys, advocates and environmentalists from across Florida, joined 70 panelists representing industry, environmental groups, academia and government agencies, to attend the conference. These Proceedings include articles from Conference speakers addressing the issues discussed at the Conference.

The Conference was designed to address several of Florida’s major industries: Agriculture, Development, Infrastructure and Tourism. The Conference was organized into tracks to allow Conference participants to follow a particular industry track for the day, or to sample a variety. Why the focus on industry? We felt it was valuable to create a forum to examine whether industries are adopting sustainable alternatives to traditional practices, and where they are headed in the future. More importantly, we wanted to examine how attorneys can help influence sustainable development in these industries through a variety of methods.

This emerging corporate paradigm shift is based on more than pure altruism. The Dow Jones Sustainability Indexes, specialty indexes compiled by Dow Jones based on social, environmental and long term economic dimensions, perform consistently with the Dow Jones Index, proving that socially responsible investing is economically viable. Opponents of corporate sustainability assert

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that the movement is "green washing" and has no substantive value. We encouraged conference participants to engage in a healthy and respectful debate about these issues.

Our Reception Keynote Speaker, Dr. David Guggenheim, Vice-President for Conservation Policy at the Ocean Conservancy, addressed the ocean wilderness concept followed by a discussion at the Friday plenary regarding the impact of ocean wilderness on tourism. Dr. Charles J. Kibert (*Policy Instruments for a Sustainable Built Environment*) and Professor Ruhl (*Three Questions for Agriculture about the Environment*), also speakers at the Friday plenary, introduced the remaining industry tracks. Our Banquet Keynote Speaker, Gary Guzy, (*Reconciling Environmentalist and Industry Differences: The New Corporate Citizenship "Race to the Top"?*), a partner with Foley, Hoag & Eliot, LLP in their Corporate Social Responsibility practice group, addressed the history of environmental law and discussed how some corporations are increasingly including environmental and social considerations into their operating plans well in advance of government regulation, particularly in areas related to climate change. The Saturday plenary, *Energy Solutions: Encouraging Sustainability* included speakers from both regulator and regulatee standpoints including Deb Swim (*Creating a Sustainable Energy Future for the Sunshine State*), Greg Nelson for Richard Lehfeldt (*Industry is from Mars, Environmentalists are from Venus: Reconciling Our Differences on Earth - A Utility Perspective*), Lt. Col. Louis J. Puleo (Conservation Issues on Military Lands: Some Thoughts on a Framework for Successful Mission Integration), and the *Panel: Ethical Dilemmas: Finding Common Ground on Controversial Issues*, featuring Lesley Blackner, Richard C. Foltz, Anna L. Peterson and moderator Brion Blackwelder.

For additional information on these issues, please visit the following Corporate Sustainability and Accountability Websites:

1. Business Charter for Sustainable Development at <http://www.iccwbo.org/home/environment/charter.asp>
2. Business in the Environment at <http://www.business-in-environment.org.uk/>
3. Business for Social Responsibility (BSR) at <http://www.bsr.org/>
4. CERES at <http://www.ceres.org/>
5. CorpWatch - Holding corporations accountable at <http://www.corpwatch.org/>
6. Dow Jones Sustainability Group Indexes (DJSI) at <http://www.sustainability-index.com/>
7. Friends of the Earth - Corporate Accountability at http://www.foe.org/international/corp_acc/

8. Global Environmental Management Initiative (GEMI) *at* <http://www.gemi.org/>
9. Global Exchange – Democratizing the Global Economy *at* <http://www.globalexchange.org/economy/>
10. Global Reporting Initiative (GRI) *at* <http://www.globalreporting.org/>
11. Innovest Strategic Value Advisors *at* <http://www.innovestgroup.com/>
12. Stakeholder Alliance *at* <http://www.stakeholderalliance.org/index.html>
13. World Business Council on Sustainable Development *at* <http://www.wbcsd.ch/>

We invite you to attend the 9th Annual Public Interest Environmental Conference, February 27th – March 1st, 2003. Please see our website for details *at* <http://grove.ufl.edu/~els>.

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Conference Co-Chairs,
8th Annual Public Interest Environmental Conference

