



THE APELDOORN CONFERENCE SERIES
THE YOUNG APELDOORN CONFERENCE 2006
THE HAGUE 6 & 7 APRIL

FACING UP TO REALITY:
CHOICES FOR
A SUSTAINABLE
WORLD

CONFERENCE REPORT

Partners



**Buitenlandse
Zaken**



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Netherlands

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Detlef van Vuuren, Kate Hampton, Michiel van Hulten, Rupert Harrison, Agnes Kallenberg



Foreword

The first Young Apeldoorn Conference was held in 2004 at the Foreign and Commonwealth Office in London. Building on the success of this first meeting, the second Young Apeldoorn Conference met in The Hague at the Netherlands Ministry of Foreign Affairs in early April 2006, with high expectations and a brilliant line up of young people drawn from politics, the media, government and business.

We asked Ben Hoyle, Reporter with *The Times*, to co-write this report with Edward McBride, of *The Economist*. Ben, a seasoned Apeldoornier, shared this personal impression with us: 'These conferences offer a great chance to meet interesting people from all sorts of backgrounds, to build bridges between the two countries and to learn how common problems are tackled in different cultures'.

Young Apeldoorn 2006 has been organised by the British Council, the Foreign and Commonwealth Office and the Netherlands Ministry of Foreign Affairs. The central theme of the conference was *Sustainability* and encompassed the global energy and environment situation; social and demographic challenges and sustainable economic growth.

We were very fortunate to have secured Diederik Samsom, Member of Parliament for the Dutch Labour Party and Jenny Willott, Liberal Democrat MP for Cardiff Central, as our opening speakers. Diederik Samsom spoke with great passion and understanding about the global energy and environmental situation. He highlighted the urgency and seriousness of the problems that we have to confront, but was not without hope that solutions could be found. But he cautioned that genuine political will was needed. Jenny Willott outlined the major social and demographic challenges confronting our two countries. She argued that our welfare states had not been adapted to the major changes in society that had taken place over the past 50 years or so. But she too was hopeful that, with strong government, suitable reforms could deliver a sustainable welfare state fit for the 21st century.

The aim of the conference was to stimulate reflection and debate and to produce a set of recommendations to be presented to the next main Apeldoorn conference in Spring 2007. A range of ideas – some controversial, some conventional – were discussed in great deal in the working groups. Work came to a head in the final plenary session chaired by Michiel van Hulsten, the new Chairman of the Dutch Labour Party, and a fervent supporter of Apeldoorn. During this debate, there emerged a shared understanding among the British and Dutch delegates of the nature and scale of the problems and the need for pragmatic policies to tackle them. A set of recommendations was eventually agreed. Are governments facing up to reality? Is sustainability achievable? This report may contain the answers.

Finally a word of tribute to our report writers, chairs and rapporteurs – your professionalism and enthusiasm exceeded our expectations – and thanks to all our participants for making the conference such a success.

Lyn Parker
*HM British Ambassador
to the Netherlands*



H.E. Count Jan de Marchant et d'Ansembourg
*Ambassador of the Netherlands to the
United Kingdom*



Conference report

Introduction

One of the many traits that the British and the Dutch share is our willingness to face up to harsh realities rather than seek refuge in wistful idealism. This appreciation of the tough choices that need to be made about the future of our economies, our societies and our behaviour was at the heart of the second Young Apeldoorn Conference.

Philip de Heer, the Secretary General of the Dutch Ministry of Foreign Affairs, emphasised in his opening address how important such pragmatism will be for forging sustainable growth in a rapidly evolving world. 'We are not living in an ideal world and sometimes we must accept that there are no quick fixes,' he said. 'The World is changing fast and foreign, social and economic policy must change with it. We know what to expect: further globalisation, the growth of emerging markets, rapid technological change,

pressure on energy reserves, threats to international security, demographic change.' At every turn policy makers are faced with apparently conflicting aims and difficult choices: 'How can we reduce global poverty and aim for sustainable development at the same time? Is development co-operation an economic goal or a moral imperative? How should we discourage unfavourable demographic developments without interfering with human rights? Should governments levy new taxes on natural resources?'

The overwhelming challenge, which he opened to the conference, is how to balance economic development with environmental conservation and poverty reduction. 'How should we make the tremendous forces of globalisation work for everyone's benefit and for a fairer world?'

Diederik Samsom, an environmentalist turned Member of the Dutch Parliament for the PvdA, responded with an impassioned assessment of the global energy and environmental situation. The urgent task in hand, he said, is to create a 'sustainable, affordable and reliable energy system.'

The consequences if we fail to do this are dire but the scale of the challenge is daunting.

'It must be the most difficult challenge that human kind has ever faced.'

Today's global consumption of 200 million barrels of oil per day is growing every day as the three billion consumers in China, Africa and South America join the international market. In the near future,



Jenny Willott and Diederik Samsom

Africa's billion strong population will put further pressure on resources. Mr Samsom predicted that energy demand will increase by at least 50 per cent in the next 25 years. It is economically, ecologically and geopolitically unsupportable to meet this demand with fossil fuels, he said. Renewable energy would cost far more.

'The only solution is to drastically reduce our appetite for energy. We need to get rid of the constant relationship between gross national product and energy production.' Technological innovation and a universal change of habits are the only ways to achieve this. Otherwise it will be humankind that pays the price. From the coral reefs to the rainforests, ecosystems that nurture our way of life are being destroyed while governments gently nudge their citizens towards gradual reductions in emissions, Mr Samsom said. 'It is not possible to mobilise people around boring targets. We need bold, big, airy visions of the future: for the transport system to be completely sustainable within 25 years or to be independent of oil before the next half of the century.' Politicians hold the key to this of course but the public has a responsibility to confront them with their failures. Many politicians would agree, at least on a philosophical level, with Mr Samsom's conclusion that saving the planet 'is more urgent than the next day's newspaper headline.' But how many of them will remember that when votes are at stake?

As if to prove the point, Jenny Willott, the Liberal Democrat MP for Cardiff Central, then began to catalogue some of the most pressing social and demographic challenges that our two societies are facing now and in the near future. 'Today's welfare states were designed for a

completely different society,' she said. We are living longer and healthier lives but having fewer children than in the post war years when our modern states were moulded. The number of retired people is set to double over the next 50 years. Our aging populations, combined with the rising cost of healthcare and diminishing workforce mean that our societies face a health and pensions time bomb. We must ask ourselves 'can we actually afford universal healthcare?' and address the developing imbalance between our working and non-working population.

Immigration is a vital part of the strategy for tackling the labour shortage. But nascent terrorism and civil unrest among our minority populations suggests that attempts at social integration have not worked as well as they should. The gap between rich and poor is widening across Western Europe, even as our governments strive to combat poverty.

How then can our governments change what we already have to make it 'fit for purpose for the future', Ms Willott asked? How far, she might have added, will their attempts to meet these short term challenges interfere with their commitment to saving the planet? Put another way: at what point do the selfish needs and interests of today's Dutch and British citizens outrank those of future populations?

And, in a globalised world, how much room for independent manoeuvre do the Dutch and the British have anyway?

No two day conference can hope to resolve these huge quandaries in any depth but the agile minds of Young Apeldoorn 2006 resolved to make a start.

BEN HOYLE

Topic 1: The global energy situation

Chair: Kate Hampton

Rapporteur: Roy op het Veld

Group one took on the challenge of solving the world's energy problems. It included professionals from many fields, including the energy industry, finance, pressure groups, the press, government and academia. Despite this diversity there was broad agreement about the basic issues that needed addressing: securing current and future demand for energy, and averting catastrophic global warming. Moreover, the group decided it wanted to focus its discussion on practical steps open to Dutch and British policymakers, in order to provide useful recommendations to Apeldoorn 2007.

In the attempt to establish priorities for discussion, some differences emerged. Roughly half the group's members felt that tackling global warming should be the primary consideration, while the remainder thought security of supply of equal importance. No one, however, doubted that

global warming was a matter of grave concern, and that demand for environmentally-friendly fuels would drive changes in where and how Britain and the Netherlands' energy was produced. By the same token, all agreed that Europe needs to take radical steps to avoid dependence on a dwindling number of unstable developing countries for its fuel supply.

There was more diversity of opinion about how these twin challenges should be addressed. Some argued that reining in energy demand, through conservation campaigns and more energy-efficient technology, showed the greatest promise. Others suggested that 'green' technology such as carbon sequestration would make fossil fuels cleaner, obviating the need for a dramatic shift in energy sources. But the most common view was that greener fossil fuels, greater efforts at conservation and an expansion of renewables would all be needed to avert environmental catastrophe.

There was broad consensus that governments would have to be the main instigators of change. The majority of consumers, it was felt, would choose cheap and dirty energy over dearer and cleaner, if given the choice. They would also not invest sufficiently in security of supply, insofar as that entails extra costs. But both companies and individuals understand the need to maintain buffers of excess capacity, to ensure diversity of sources, and to ward off global warming, and would respond to clear incentives to those ends put in place by the authorities.

There was also general agreement that market mechanisms provided the best



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means to identify and promote new energy sources and technologies. Governments tend, in some participants' eyes, to be too keen to identify quick technological fixes, such as an expansion of nuclear power, and too reluctant to engender real competition among potential energy suppliers.

This reliance both on the state, to provide clear, consistent and binding goals, and the market, to determine the cheapest method of achieving them, informed the group's six recommendations. The first concerned *reductions in greenhouse-gas emissions*. There was no dispute about the necessity of providing a fixed regulatory framework for the long term, to allow businesses to make rational investment decisions. But some participants worried that mandatory cuts, if too stringent, would dent Europe's competitiveness. Others argued that there would be commercial advantages to moving quickly, since the technologies developed would be of great value in a world suffering from the ill effects of global warming. In the end, the latter group prevailed, with the wording: *'The EU should introduce a target for greenhouse gas emissions reduction up until 2050, with a binding regime up until 2020, to provide certainty to invest in low carbon technology.'*

The second recommendation addressed *security of supply*. One contingent called for governments to secure long-term contracts with producing nations, but this proposal was shouted down as anti-competitive and unnecessarily expensive. The majority felt that open and competitive markets ultimately offered the best security of supply, but that governments had a role in promoting those: *'The EU should co-operate better on external relations with producing, transit and consuming countries in order to*

secure long term energy supply and actively promoting a free and transparent energy market.'

The third recommendation focused on *energy efficiency*. A steady ratcheting up of standards has achieved great strides in efficiency in Japan, and could do the same in Europe: *'The EU should establish mandatory efficiency standards for vehicles and appliances. The most efficient appliance or vehicle should become the minimum acceptable standard every five years.'*

The fourth recommendation was modelled on German policies designed to help *bring new technologies to the market*. The logic behind this recommendation was to ensure multiple methods for reducing greenhouse-gas emissions, and to prevent a single technology from cornering the market: *'We need technology-specific price-support mechanisms for new pre-commercial renewable energy technologies.'*

The fifth recommendation was intended to provide a market mechanism to *spur reductions in demand*. Such reductions are just as environmentally beneficial, as, say, cleaner energy generation, but do not currently enjoy any regulatory incentives. *'The EU should implement a so-called white energy certificate-trading scheme which enables energy service companies to secure a return on investment for reducing energy demand.'*

Finally, the sixth recommendation looked *beyond the EU's borders*: *'The EU should use all tools available in order to improve investment-incentives for clean energy technologies in rapidly industrializing countries.'*

Topic 2: The global environmental situation

Chair: Detlef van Vuuren

Rapporteur: Alok Jha

Group two was an equally diverse collection of academics, journalists, engineers, civil servants and politicians. But they, like Group One, agreed that climate change was real and man-made. Although there was room for (and a need for) debate about the precise degree, pace and origins of global warming, that should not be used an excuse to postpone remedial action. Most of the group believed that current efforts to address climate change and other environmental problems lacked all sense of urgency. This might be partly a matter of age: the current generation of policy-makers tend to discount environmental problems, perhaps because they do not think they will suffer the consequences. But younger people realise that such problems will have a big impact on their lives, and so have more incentive to tackle them.

The group began by discussing the scale of environmental challenges, particularly in the developing world. China and India will be building countless power stations to bring their economies and standards of living up to the levels enjoyed in the West. In the process, their emissions of greenhouse gases will increase exponentially, greatly accelerating global warming. But it is clearly impossible, and morally indefensible, to deny poor countries the same level of development as rich ones. Moreover, China, in particular, is already beginning to address environmental issues. The West has a moral obligation to help it, the group concluded, perhaps by funding leap-frog technologies.

Attention then turned to Britain and The Netherlands. Some of the British members of the group thought that the Dutch were very much more aware of resource use and environmental care than the British. But the Dutch argued that this perception was too rosy: initiatives to get people to take responsibility for the environment dried up after measures to recycle batteries and plastic bags more than a decade ago. There has been little effort, for example, to educate people on efficient energy usage. Also, the Netherlands is nowhere near countries like Sweden (who re-use up to 60% of their waste) in its rates of recycling. The Dutch believed the British government to be taking the lead in climate change policy in Europe. Many of the global environmental conferences are sponsored by the UK government. But the group's Britons doubted whether the government had managed to bring the public along with it in its bid for environmental leadership.

This issue, of promoting individual action to help the environment, was one of the group's chief concerns. Some participants suggested that people, and the governments they elected, would not take tough measures to



Alok Jha and Detlef van Vuuren

safeguard the environment until some terrible tragedy forced their hands. But others felt that there was a great deal of public concern and enthusiasm waiting to be tapped. When businesses, NGOs and governments make greenery as simple as ticking boxes on forms, or separating recyclables from other rubbish, many are happy to join in. Such measures have the added benefit of countering all the doom and gloom about the environment, by giving people a sense that they can contribute, and that their actions will make a difference.

The most effective steer for consumers, the group agreed, was prices. The environmental cost of air travel, most of the group accepted, should be reflected in the price. Some political parties are moving in this direction: Britain's Liberal Democrats, one participant noted, proposed a tax on carbon dioxide emissions in their last manifesto, while the Tories had undergone a sudden conversion to taxes to promote fuel efficiency. These shifts prove that green policies need not mean political suicide or fiscal folly. Indeed, the group spent

some time identifying existing funding that could easily be diverted to environmental causes, and policies that could be instituted without undue political pain. The money devoted to the EU's Common Agricultural Policy, for example, could be used to promote crops for biofuels.

The final broad theme was the need for clarity and focus. To that end, the group decided to use its first recommendation to *define environmental priorities*. The members wanted to strike a balance between protection and exploitation of the environment, to make clear that environmental conservation was not just a good in its own right, but also a means to preserve and improve human livelihoods. Hence the final list: *'climate change, habitat destruction, access to clean water, preservation of fish stocks, and overpopulation.'*

With its second recommendation – *'Make environmental goods tradable commodities'* – the group intended to harness prices to help people make rational decisions about their environmental priorities. Safeguarding

Philip de Heer, Diederik Samsom, Hannie Pollmann-Zaal, Jenny Willott



biodiversity, for example, might be incompatible with increasing the cultivation of crops for biodiesel. So individuals and governments need to decide just how much they value the two competing goals. The only way to do that is by market means, even if it means putting a price on the head of a panda, in one advocate's grim phrase.

The third recommendation was designed to illustrate how environmental policies did not necessarily require new funding, and so heavier taxes, but rather could be 'fiscally neutral'. Governments could kill two birds with one stone, by increasing the costs of pollution by taxing it, while reducing taxes on economic goods: *'Shift the emphasis of the tax system from savings and labour to carbon consumption.'*

The fourth recommendation sought to emphasize the role private citizens should play in environmental matters. Both to cut costs, and to help convey the gravity of the situation, ordinary people should do their bit. But that will only happen if governments and companies *'make it easy for people to take individual responsibility'*.

The final recommendation attempted to convey a greater sense of urgency. Several members of the group expressed dismay that differences over climate change had not caused more diplomatic friction between America and the EU. Governments can and do redefine their priorities and rapidly institute new policies when it suits them, as America did after 9/11 with its 'war on terror'. The EU should tackle global warming in a similar manner: *'Responding to climate change, which includes sharing knowledge with the developing nations, must, for the EU, be a higher priority than fighting global terrorism.'*

EDWARD MCBRIDE

Topic 3: Social and Demographic Challenges

Chair: Rupert Harrison

Rapporteur: Tino Wallaart

After a well-informed and occasionally energetic debate around reforming social welfare and the healthcare system, the 'pensions time bomb' and managing migration, the group's discussions were distilled down to five recommendations.

1 Communicate real choices

Globalisation is a bewildering multi-faceted phenomenon and, for many in The Netherlands and the UK, it is chiefly understood as a threat to their way of life. However it is not a monolithic force: there is room for many real choices to be made by governments and consumers about the course of globalisation, for example in the fields of pensions, immigration and integration. But the arrival of a globalised world is irreversible in many respects and the group felt that governments, media organisations and businesses who dangle unrealistic prospects of a return to 'the way things were' are acting irresponsibly and poisoning dialogue.

The conference took place against the backdrop of students rioting in Paris in protest at proposed new Labour laws. Whatever the merits of these reforms there was general agreement that the French government had provided a supreme example of how not to sell policy to the people who will be affected by it. The French and Dutch 'No' votes to the European constitution cannot be attributed to any single fundamental cause but also serve to illustrate the failure of political elites to drive through major reforms without the necessary

support of the voters. For this reason the group agreed that *better communication of the real choices available to nations and individuals is the essential starting point for meeting our world's social and demographic challenges.*

2 Manage migration

Immigration is a fact. We cannot ignore it by adopting a pure laissez fair attitude but nor can we turn back the tide. Instead we need to explore and communicate the choices that society faces in between those extremes. Support for a UK-style points system which prioritises migrants with valuable skills was offset by concerns about brain drain from the developing world, with the current shortage of nurses in South Africa a prominent example. One interesting idea for addressing this was to *link immigration to development aid, with countries who provided a larger number of skilled migrants receiving investment in their education systems in return.*

When discussion turned towards illegal migrants there was no support for a complete amnesty as has been proposed in some quarters but there was a recognition that they need some sort of safety net. The group supported the concept of *limited rights under a green card type system for temporary migrants.*

3 Integrate not isolate

Integration is not simply the responsibility of the immigrant. Native populations must also accept and fulfil their responsibilities to the newcomers. Recognising that both groups have rights, responsibilities and choices to make was seen as pivotal to the long-term prospects of building successful, harmonious communities in the UK and

the Netherlands. Westerners often expect immigrants to learn about their new country's culture, master the language and contribute to the economy. But native populations are not doing enough to make that process easier. The group highlighted the frequent, casual use of unhelpful language in this field ('Islamic fundamentalism' in the UK, 'Allochtoon' in the Netherlands.) The group agreed that *there should be more public space set aside for interaction between communities. Local initiatives work best to integrate minorities.* Eye catching examples included the 'Rent a Muslim' programme set up by a Dutch conceptual artist to raise awareness of the two community's need to spend time together and understand each other better. However there were mixed feelings about religious schools. Some delegates regarded them as stable, safe surroundings for foreign children to learn and move up in society, others dismissed them as obstacles to effective integration and argued for their abolition.

There was however *widespread support for a compulsory youth volunteering scheme on*



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a national service model, possibly on leaving school, which had as its specific aim exposing young people to communities and individuals they would not otherwise meet. One obvious recommendation for broadening this discussion was for future Apeldoorn Conferences to include a higher proportion of recent immigrants.

4 Enable real choices for old age &

5 Promote flexibility in working lives

These last two recommendations were closely linked. It is now clear that governments are not going to be able to support most of today's workers in their old age but they can restructure working practices to enable individuals to take more responsibility for themselves. Communication is once again vital to educate individuals, particularly young people about the real and necessary choices that they must start making to prepare for later life. Business has an obvious role to play in developing those choices and devising incentives for saving. But the most powerful shock to the current system in both countries could come from *a reorganisation of working practices to provide more options in later life.*

This does not mean simply raising the official retirement age, the focus of current efforts in the UK.

Instead the priority should be to provide more flexible solutions for working in later life so that most individuals are no longer facing a stark choice between work and retirement. For this to happen *government must provide incentives to employers to hire older workers, facilitate later life retraining and regulate in favour of flexible solutions.*

Topic 4: Sustainable Economic Growth

Chair: Agnes Kallenberg

Rapporteur: Karen Kiernan

What is 'sustainable economic growth' and how broad can a useful discussion of it be? Are African farmers, for example, a threat to the EU's agricultural industries? How far can the West dictate to China and India what their employment and environmental regulations should be as their economies grow? The group agreed to define sustainable economic growth as an opportunity for developed economies to expand responsibly but not as a euphemism for raising living standards in the developing world at the expense of wealth and jobs in the developed world. The question underpinning the group's recommendations then became: *'How can Western nations change the perceptions of their voters and consumers, who in turn will drive the politicians to do the right thing?'*

1 Foster entrepreneurship

Just as at the first Young Apeldoorn Conference in 2004, an entrepreneurial culture and the shift towards the knowledge-based economy envisaged in the Lisbon Process were seen as vital to continually renewing the health of both economies. A large proportion of manufacturing revenues and increasing proportions of the service economy have now migrated to Asia and other parts of the developing world. Europe may never again be able to compete on level terms with these low-cost, high technology economies. Instead it must innovate to find new sources of sustainable wealth and employment. *One suggestion was to introduce all 18 - 25 year olds to a dedicated advisor who can help them set up their own business.*

2 Make sustainability a pillar of trade talks

Without economic or political incentives it is difficult to imagine parts of the developing world choosing to prioritise sustainability over short-term progress. But the developed world can encourage the process by making sustainability an influential criteria of trade term negotiations and rewarding companies that can prove their products or services are sustainable with preferential import licenses.

3 Force governments and consumers to spend their money on sustainable products and services

Changing entrenched and short-termist patterns of behaviour is the crux of this problem. Consumers and governments are naturally inclined to focus on cost or quality rather than sustainability when making their purchasing decisions. But the group agreed that increased transparency and some targeted adjustments to regulation could make a powerful difference.

The single most effective tactic will be to find ways of increasing the price differential between sustainable and unsustainable products e.g. petrol cars and airlines (same across Europe).

Other potentially rewarding schemes that the group considered included a 'weight watchers' model for allocating citizens a personal carbon allowance to direct their spending. Like the famous weight loss programme this would offer the consumer the flexibility of an occasional indulgence provided that it was followed by a period of moderate consumption. Communication is once again the vital ingredient. The 'carbon watchers' scheme would work most effectively if products and services were forced to declare their 'carbon points' on their packaging or publicity material. In a similar vein, petrol consumers might start to actively choose more sustainable suppliers if all petrol pumps were compulsorily labelled with the percentage of the oil company's revenue that is spent on renewable energy research and development. Finally the group agreed that a *European*

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wide advertising campaign is needed to educate consumers about the unsustainable properties of various products and services and spark a sense of urgency. Powerful advertising campaigns have changed ingrained behaviour patterns with both AIDS and drink-driving and could do so again.

4 Increase labour participation rates to sustain economic growth

Again the concerns raised by an aging population were found to be inextricably linked to the problems of forging sustainable economic growth. A new model of working is required that offers flexible working options throughout our lifetimes. The Dutch members of the group proposed importing the UK working tax credits model to make work more financially worthwhile compared to unemployment. There was also general agreement that *Governments and employers need to share the risk of hiring the long term unemployed* by, for example reducing their child care costs or offering to pay them the minimum wage.

BEN HOYLE

Conclusion

The conference concluded with a debate, which gave the members of the different groups the opportunity to challenge one another's ideas. But the discussion was striking for its unanimity. There was no shouting down of any recommendations, and little criticism of the principles they reflected. The participants, Dutch and British, male and female, of all backgrounds and political inclinations, seemed to agree on several important points.

First and foremost, the problems discussed, all concurred, were real and pressing. The political response to them to date, on both sides of the North Sea, was inadequate. Politicians were not presenting their citizens with genuine, practical options in the face of rising energy costs, climate change, aging populations and increasing immigration.

Detlef van Vuuren, Kate Hampton, Michiel van Hulst, Rupert Harrison, Agnes Kallenberg



There was little fear of either market forces or government regulation among the participants. Both would have to play an important part in tackling such huge and complex issues. There were also no sacred cows: the notions that retirement ages might have to be raised, state pensions reduced, public healthcare curtailed and immigration increased were greeted more with resignation than indignation.

Hearteningly, there was also no despair. With a little political and popular will, the issues raised could all be resolved. The detailed recommendations of some of the four groups proved that there were plenty of sensible options.

The facilitator, Michiel van Hulst, Chair of the PvdA, the Dutch Labour Party, accused the group of being both overly reliant on politicians to solve their problems, and unrealistic about what measures the public at large would accept. But various participants retorted that they were not asking governments to meddle more, but rather to ensure that their current

meddling did not distort people's incentives, and promote unsustainable ends or unrealistic ideas.

Another observer suggested that the delegates were being too timid, especially when compared to the radical youth of past generations. Some responded that they were simply trying to be practical, rather than visionary. Others argued that they had deliberately tailored their recommendations to their ultimate audience, the delegates of Apeldoorn 2007. It would soon be their turn, in the words of the conference theme, to face up to reality, and make choices for a sustainable world.

EDWARD MCBRIDE



Edward McBride and Ben Hoyle



First row: Chris Sims, Ben Hoyle, Philip de Heer, Jane Darby

Second row: Ewoud Poerink, Tino Wallaart, Joeri van den Steenhoven, Marie-Anne Davies, Kate Hampton, Katie Elliott

Third row: Jenny Willott, Marleen Jannink, Judith Ploegman, Ms Cornelissen



First row: Caroline Plumb, Ben Brinded, Karen Kiernan, Sigrid Verweij, Rupert Harrison
Second row: Jane Parker, Ron Strikker, Aukje Olthuis, Detlef van Vuuren, Roy op het Veld, Rein Willems
Third row: Agnes Kallenberg, Alok Jha, Marie-Anne Davies, Erich Scherer, Anthony Vigor

Participant biographies

Timothy Boon von Ochssée

PhD candidate, University of Groningen
Timothy graduated with a MSc in economics from Tilburg University. He was a research assistant at the Institute for Globalization and Sustainable Development (Tilburg University 2002) and in 2004 did an internship at the Clingendael International Energy Programme. In 2004 he became the founding partner of VMVO GmbH, a Senior Expertise Consultancy firm, situated in Stein am Rhein. Since 2005 Timothy is a PhD candidate at Groningen University and market researcher at Gasunie.

Ben Brinded

Business Development Manager, Lloyds TSB Group plc
Ben works at Lloyds TSB in Corporate Personal Banking. Ben's work experiences during his 18 months at Lloyds TSB include: project management, strategic planning and business development. Prior to this, Ben was President of Cambridge University

Students' Union where he was responsible for student representation, major campaigns and trustee stewardship. In addition, Ben has been Chief of Staff at the London International Youth Science Forum, which every year brings together some 250 students from 60 countries to exchange their ideas and experiences of the world and of science.

Marie-Anne Davies

EU-Coordination and Strategy Team Policy Analyst, HM Treasury

After finishing a degree in philosophy, politics and economics Marie-Anne joined HM Treasury in London where she has worked for almost 3 years. Prior to her current job, working mainly on EU economic cooperation with the US and also with Asia, she has worked in the Treasury press office, covering domestic public spending and European policy. Previously she worked on a review of child poverty, looking at the implications of public services on child poverty and life outcomes.

Johan de Koning

Economic Adviser Unilever N.V. and Leader External Relations Unilever The Netherlands.

Until 2002 Johan worked as Policy Adviser Economic Affairs and European Affairs for CDA (Christian Democrats) in Dutch Parliament (Lower House). Studied International Relations at University of Cambridge, UK (1989-1990) and International Law at University of Leiden Johan also completed various courses including: University of California at



Tim Boon von Ochssée, Wilbur Perlot

Berkeley and Université de la Sorbonne, France. He was recipient of the Shell Study Award and a Foreign and Commonwealth Office scholarship.

Katie Elliott

Climate Campaigner, Friends of the Earth

After finishing a politics degree at Glasgow University, Katie joined the climate team at Friends of the Earth. She now works in the parliamentary team, primarily working on the Big Ask campaign, which is calling on the UK government to set legally binding annual reductions in carbon dioxide emissions. Alongside this, she often supports the international climate campaign and recently returned from the UN negotiations in Montréal. Through both of these roles she regularly represents Friends of the Earth in the print and broadcast media.

Kate Hampton

Manager, Climate Change Capital

Within CCC, a specialist merchant bank, Kate is responsible for relations with the policy community. She rejoined the company in January 2006 from a year's secondment as a Senior Policy Adviser to Defra for the UK's G8 and EU Presidencies, where she worked on the future of international climate change policy. Before joining CCC, Kate was Head of the Climate Change Campaign for Friends of the Earth International and Convenor of the Green Globe Network. She was a Research Associate at the Institute for Policy Studies in Washington DC and an EU policy consultant for Environmental Resources Management. She is also a Sherpa to the Commission's High Level Group on Competitiveness, Energy and Environment.

Rupert Harrison

Senior Research Economist, Institute for Fiscal Studies

Rupert is a Senior Research Economist at the Institute for Fiscal Studies, an independent think tank based in London. His research interests include the economic impact of labour and product market regulations, government policy towards innovation, and the role of information technology in economic growth. He is also studying for a PhD in economics at University College London and is a Research Fellow at London Business School.

Ben Hoyle

Reporter, The Times

Ben is a home news reporter on the Times, following stints as a gossip columnist and on the paper's Foreign Desk. Before moving into journalism he worked as a management consultant and helped set up and run a web design agency.



Debate

André Hugo

*Energy & Utilities Technologist,
Shell Netherlands Refinery*

André is a process technologist at the Shell refinery in Rotterdam. He joined Shell a year ago and supports the optimal operation of the refinery's energy and utilities systems. Before joining Shell, he completed a PhD at Imperial College London in environmentally conscious process systems engineering. Specific research interests during his PhD included hydrogen supply chains for the transportation fuels sector.

Alice Hume

*Senior Policy Adviser on Environmental
Regulation, CBI*

At CBI, Alice concentrates particularly on air and water quality, industrial pollution, REACH and environmental liability. Prior to joining the CBI Alice was UK WEEE Manager for Hewlett-Packard. Alice has an Engineering Doctorate (EngD) in Environmental Technology, a European Masters in Environmental Management and a BSc in Geology. She has studied in Greece, Italy and The Netherlands.



Marleen Jannink

*Packaging and Packaging Waste Policy,
Department of Trade and Industry*

Marleen works for the Department of Trade and Industry in the area of sustainable development, as the policy lead on packaging and packaging waste policy. Previously, she worked on a variety of issues such as SME policy, the functioning of fair markets, and employment law. She recently worked on a project to explore how the UK government can help industry to adopt more sustainable business practices.

Lennart Janssens

*Policy Adviser,
Ministry of Social Affairs and Employment*

Lennart is a policy adviser at the Ministry of Social Affairs focussing on welfare state reform. He started working for the Ministry in September 2005. Before this he spent five years as a researcher at an economics consultancy in Amsterdam.

Alok Jha

Science correspondent, The Guardian

Alok began working as a reporter on the science policy magazine Research Fortnight in London in 2000. He joined the Guardian in 2003 as part of the launch team for the new science supplement Life. He writes news, features and comments on science for all sections of the paper and website Guardian Unlimited.

Agnes Kallenberg

*Process Technologist Ethylene Oxide and
Derivatives, Shell Nederland Chemie BV*

Agnes joined Shell in March 2005, as process technologist of the ethylene oxide and -derivatives plant in Moerdijk. Prior to this, she studied Chemical Technology at

Introductions

University of Twente in the Netherlands, where she graduated with honours in November 2004. During her studies she did an international internship with Akzo Nobel Catalysts -currently Albemarle- in Houston (Tx) and did her graduation project with DSM Anti-Infectives in Delft.

Karen Kiernan

Senior Broadcast Business & Economics Journalist, BBC

Karen graduated in chemistry from Oxford in 1999 and worked for strategy consultants Bain & Co for just over 2 years. She joined the BBC Economics & Business News in 2003 and is currently a radio producer.

Ron Korver

Parliamentary correspondent, De Telegraaf

Ron's first job was with the Ministry for Economic Affairs, where he worked as a project officer in foreign economic relations with Russia and Central Europe. From 1998, he worked for almost five years as a programme officer for the European Commission. At the EU-delegation in Hungary he managed a great part of the pre-accession funds. In 2003, after the negotiations on Hungary's accession were successfully completed, Ron switched to journalism. For 'De Telegraaf' he now covers Defense and Foreign Affairs, including the peace keeping missions.

Tom Kuperus

Political Adviser to Junior-Minister of Transport, VVD

Tom is Political Adviser to the Junior-Minister of Transport. He was formerly a member of the National Executive Board of the VVD. He is Board member of the Netherlands Institute for Multiparty

Democracy and will be candidate for Parliament in 2007 for VVD.

San Lie

Head Investment Strategy, ABN AMRO Bank

San is responsible for ABN AMRO's investment advice for its Dutch private investors. After receiving a Masters in Economics from Erasmus University Rotterdam in 1997, San started working at the Economics Department of the ABN AMRO Bank. In 2000, he became Deputy Head of the Investment Advisory Department. Early 2002 he was appointed Head of this department. He shares his views at client presentations and through media (radio, television). He is also a columnist for various investor's magazines and popular websites.

Edward McBride

Energy and Environment Correspondent, The Economist

Edward wrote for a variety of newspapers, including The Times of India and Helsingin Sanomat, before joining The Economist, where his most recent positions have been South-East Asia correspondent and Middle



Agnes Kallenberg, Karen Kiernan

East correspondent. Currently, he reports on energy and the environment from London.

Tim Morris

Manager, Corporate Strategy, Corus plc

Tim joined Corus in February 2005. He is responsible for evaluating large strategic options, coordinating business unit strategies and long term planning. Previously, he spent 5 years with McKinsey in their Corporate Finance group. Prior to McKinsey he spent some time in investment banking.

Aukje Olthuis

Policy Adviser, The Netherlands Ministry of the Environment (VROM)

Aukje studied biology at the University of Nijmegen, graduating with a MSc in 2003. Her main subjects and research projects were ecology and sustainable development. In September 2003 she started a traineeship with the Dutch government focusing on sustainability projects. Since April 2005 she is a policy adviser in the Strategy Unit of the Dutch Ministry of the Environment. She is involved in the EU Sustainable Development Strategy dossier as well as national sustainability projects.

Roy op het Veld

Reporter. Het Financieele Dagblad

After finishing the study 'Technology and Policy' at the Eindhoven University of Technology in 1996, Roy started working for the IT-newsweekly *Computable* in 1997. He reported on developments in the internet- and software industry. In 2000 he moved to the financial daily 'Het Financieele Dagblad'. He reported on IT, internet, technology and telecom. The last two years he has been covering the energy

sector, from oil- and gas companies like Shell, to utilities like Eon and Nuon.

Wilbur Perlot

Researcher, Clingendael International Energy Programme

Clingendael Energy Programme is part of the Netherlands Institute for International Relations Clingendael. Wilbur's research focuses on the effects of geopolitical changes on energy patterns and on the formation of an effective global regime to battle global warming. Wilbur has extensive experience in training and teaching on energy related topics. He studied rural development sociology in Wageningen and worked for the Law and Governance Group of Wageningen University before joining CIEP.

Judith Ploegman

Chair FNV Jong (FNV Youth)

Judith was elected Chair of FNV Youth in December 2005. She was President of SRVU, the Student Union of the Vrije Universiteit Amsterdam in 2003-2004. She has also worked for the National Student Union for a year and a half. She has been studying philosophy since 2000 and expects to graduate in 2006.

Caroline Plumb

Managing Director, FreshMinds Limited

Caroline started FreshMinds with Charlie Osmond in 2000. Since then, Caroline has spoken alongside Bill Gates and Sir Terry Leahy at Gordon Brown's Enterprise Conference, and in 2005 made it onto *Management Today's* prestigious list of top female achievers, the UK's '35 women under 35'. She was nominated by a panel of experts including head hunters, bankers and academics. This was her third time on the list and she was the youngest yet again.

Ewoud Poerink

Project Co-ordinator,

Dutch Centre for Political Participation

In 1999 Ewoud founded happyChaos, a foundation aimed at stimulating a young and urban public debate. After this he completed internships in the Palestinian Territories and the Dutch Ministry of Foreign Affairs, Middle East desk. Ewoud was board member of Forum2020 in 2005, a foundation providing a national platform on Europe for representatives of profit, non-profit and governmental organisations. He was also co-founder of AVV (Alternative for Labour union), alternative union for freelancers and young workers.

George Roberts

Production Planner, BP

George has worked for BP since 2004 as a business & performance analyst and later in production planning. He was also Diesel Program buyer at Ford Motor Company and holds a degree in Logistics & Supply

Chain Management from Cranfield University.

Diederik Samsom

Member of Parliament, Partij van de Arbeid

Before becoming an MP for the Partij van de Arbeid (PvdA, the Dutch Labour Party) Diederik was Director of the green energy company Echte Energie. He also worked for Greenpeace Nederland for six years, where he grew from project assistant to chair of the climate and energy team.

Erich Scherer

Senior Policy Adviser,

Department of Trade and Industry

Before becoming senior policy adviser with the Department of Trade and Industry (UK), Erich was M&A and finance lawyer with Dutch law firms De Brauw Blackstone Westbroek and Houthoff Buruma. He is currently also involved with Emerging Energy Technologies; Energy Review team.

Joeri van den Steenhoven, Mirjam Sterk, San Lie



Andy Shields

External Relations, Desk Officer, European Secretariat, Cabinet Office
Currently, Andy is External Relations Desk Officer, working for the Prime Minister's European adviser, covering a variety of issues including energy, trade and foreign policy (EU enlargement, Balkans, Russia). He has held various posts in the Department for Constitutional Affairs, including finance, Private Office and policy.

Chris Sims

Second Secretary, Economic and Social Affairs, British Embassy, The Hague
Chris joined the Foreign and Commonwealth Office on graduation from university in 1999. He served as Desk Officer for the Federal Republic of Yugoslavia before taking up his first overseas posting as Political Secretary in the British Embassy in Seoul, South Korea. Chris arrived in his current post in September 2004.



Mirjam Sterk

Member of Parliament, CDA
Mirjam entered the Dutch parliament in May 2002 where she covers the monarchy, development work and integration. She is a member of the UK/NL Parliamentary Contact Group. Prior to that she was personal assistant to Councillor Van der Tak, Rotterdam. Before entering politics she was a lecturer in religious studies and ethics and also worked as an editor for the broadcaster IKON.

Joeri van den Steenhoven

Chairman and Co-Founder KnowledgeLand Think-tank
KnowledgeLand Think-tank was founded in 1999 and aims to strengthen the Dutch knowledge economy. Joeri regularly writes, speaks and teaches on subjects related to knowledge, technology, innovation and society. He is also a member of the Board of Directors of the European think-tank Lisbon Council. Previously, he was Vice-President of the Dutch National Union of Students, an intern at the United Nations in New York and coordinator of Meeting More Minds, an inter-company innovation network. Joeri holds an MA in Political Science.

Yvonne van der Meer

Programme Manager, NWO-CW/ACTS
Yvonne obtained her Masters degree in Molecular Sciences at Wageningen Agricultural University. Subsequently she obtained her PhD in applied catalysis at Delft University of Technology. In 2001 she was appointed as Programme Manager at the Department of Chemical Sciences at the Netherlands Organisation for Scientific Research (NWO). In 2002, she also joined Advanced Chemical Technologies for

Anthony Vigor, Ewoud Poerink

Sustainability (ACTS). ACTS is the Dutch platform for public-private partnerships in chemistry, whose aim is to contribute to sustainable economic growth in the Netherlands.

Karen van Marrewijk

Campaign Coordinator Fair Procura

After finishing her study 'Communication' at the Ichthus Hogeschool in Rotterdam, Karen obtained in 2005 her MSc in Social Sciences at the Vrije University Amsterdam. Following this she became campaign coordinator for Fair Procura, which is a three-year EFTA project implemented by Fair Trade Original. The overall objective of the project is to increase the contribution to sustainable development, through sustainable public purchasing policies and practice by the European institutions, national, regional and local authorities.

Pim van Strien

*Policy Adviser Energy,
Ministry of Foreign Affairs*

Pim holds a degree in International Law and briefly worked for an international company before making the shift to the public domain where he stood at the cradle of the emerging Dutch 'energy diplomacy'. Since January 2004 he has helped shape the external and geopolitical dimension of Dutch energy (security) policies. This involves working with ministries, academia, the business community and numerous countries, notably the UK.

Detlef van Vuuren

*Researcher, Netherlands Environment
Assessment Agency*

In 1995 Detlef graduated with a MSc from Utrecht University (in both Environmental Sciences and Chemistry). He worked at Utrecht University, Department Science, Technology and Society until 1996, after which he joined the Netherlands' Environment Assessment Agency. Since

Workshop 1 in session



1999 he is part of an integrated assessment modeling on global environmental change. His personal focus is on long-term scenarios for global environmental change and energy use.

Sigrid Verweij

Adviser Environmental Affairs, VNO-NCW, Confederation of Netherlands Industry and Employers

Since 2004 Sigrid has been Adviser Environmental Affairs for the Confederation of Netherlands Industry and Employers VNO-NCW. VNO-NCW represents Dutch business over a wide range of interests in order to achieve a business-friendly climate. Prior to this, Sigrid worked for several years in the VNO-NCW Brussels office as Adviser European Affairs, dealing with European social and economic policies. Sigrid graduated in Public administration at the University of Leiden.

Anthony Vigor

Senior Research Fellow, Sustainability Team, ippr

Anthony joined ippr from the University of Manchester where he completed a PhD in Regional Geography. At ippr, Anthony has worked on housing, regional, regeneration, taxation and transport issues, all under the sustainable development umbrella. He is currently leading ippr's work on road user charging issues. He is also an Honorary Research Fellow at the University of Manchester.

Tino Wallaart

Political correspondent, NOS Radio

Tino studied biology at the University of Amsterdam and biotechnology at Delft Technical University. He has organised activities for Niet Nix, the PvdA (Labour) reform movement. Tino worked as a political correspondent for Vrij Nederland for over five years. He is currently employed as political correspondent for NOS - 'Met het oog op morgen', a daily show on Radio 1. He is a Robert Mauthner

Lunch at Shell



Prize winner, rewarded, previous to the 2001 general elections, with a three month fellowship at the Financial Times in London

Arnoud Walrecht

*Policy Adviser Sustainability,
Ministry of Economic Affairs*

Arnoud holds a degree in political science & economics. He was a trainee at a business consultancy firm on sustainability before joining the Dutch Ministry of Economic Affairs in 2001. He is Policy Adviser Sustainability and mainly works in the field of EU emissions trading and corporate social responsibility.

Jenny Willott MP

*Member of Parliament for Cardiff Central,
Liberal Democrats*

Jenny has worked in various charitable fields, including working for UNICEF UK and for a women's organisation in Northern India. Following her MSc in Development Studies at the London School of Economics, she became Head of Office for Welsh Liberal Democrat MP Lembit Öpik. She has also worked variously for a number of Welsh Liberal Democrat Assembly Members, the children's charity Barnardo's and OXFAM. Until elected to Parliament in May 2005, she was Head of Victim Support South Wales, based in Cardiff.

Conference reception at the British Ambassador's Residence



Recommendations

Topic 1: The global energy situation

1 Sustainability

The EU should introduce a target for greenhouse gas emissions reduction up until 2050, with a binding regime up until 2020, to provide certainty to invest in low carbon technology.

2 Security of supply

The EU should co-operate better on external relations with producing, transit and consuming countries in order to secure long term energy supply and actively promoting a free and transparent energy market.

3 Energy efficiency

The EU should establish mandatory efficiency standards for vehicles and appliances. The most efficient appliance or vehicle should become the minimum acceptable standard every five years.

4 Technology commercialisation

We need technology-specific price-support mechanisms for new pre-commercial renewable energy technologies.

5 Energy services

The EU should implement a so-called white energy certificate-trading scheme which enables energy service companies to secure a return on investment for reducing energy demand.

6 Energy in rapidly industrialising countries

The EU should use all tools available in order to improve investment-incentives for clean energy technologies in rapidly industrializing countries.

Topic 2: The global environmental situation

1 Define environmental priorities

The priorities are climate change, habitat destruction, access to clean water, preservation of fish stocks, and overpopulation.

2 Environmental goods

Make environmental goods tradeable commodities.

3 Tax system

Shift the emphasis of the tax system from savings and labour to carbon consumption.

4 Individual responsibility

Governments and companies should make it easy for people to take individual responsibility.

5 Climate change

Responding to climate change, which includes sharing knowledge with the developing nations, must, for the EU, be a higher priority than fighting global terrorism.

Topic 3: Social and Demographic Challenges

- 1 Communicate real choices**
Better communication of the real choices available to nations and individuals is the essential starting point for meeting our world's social and demographic challenges.
- 2 Manage migration**
Link immigration to development aid, with countries that provided a larger number of skilled migrants receiving investment in their education systems in return. Limited rights under a green card type system for temporary migrants.
- 3 Integrate not isolate**
There should be more public space set aside for interaction between communities. Local initiatives work best to integrate minorities.
- 4 Enable real choices for old age &**
- 5 Promote flexibility in working lives**
Reorganisation of working practices to provide more options in later life. Government must provide incentives to employers to hire older workers, facilitate later life retraining and regulate in favour of flexible solutions.

Topic 4: Sustainable Economic Growth

- 1 Foster entrepreneurship**
An entrepreneurial culture and the shift towards the knowledge-based economy envisaged in the Lisbon Process were seen as vital to continually renewing the health of both economies. One suggestion was to introduce all 18 - 25 year olds to a dedicated advisor who can help them set up their own business.
- 2 Make sustainability a pillar of trade talks**
By making sustainability an influential criteria of trade term negotiations and rewarding companies that can prove their products or services are sustainable with preferential import licenses.
- 3 Force governments and consumers to spend their money on sustainable products and services by increasing transparency and adjusting regulation**
The single most effective tactic will be to find ways of increasing the price differential between sustainable and unsustainable products e.g. petrol cars and airlines (same across Europe).
- 4 Increase labour participation rates to sustain economic growth**
Governments and employers need to share the risk of hiring the long term unemployed by, for example reducing their child care costs or offering to pay them the minimum wage.

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