

Expanded Special Edition

Our biggest issue yet! 20 years in 20 pages—celebrating IISD's 20th anniversary. For a pdf version, visit www.IISDisBridgingTheGap.org

In this edition

IISD turns 20

p1/3

Presidential Farewell

p4

Sustainability Q+A

p5/7

Tribute to David Runnalls

p8/9

Sustainability Pluses & Minuses

p10/11

IISD in
Words and Pictures

p12/15

IISD Timeline

p16/17

Forecast for the Future

p18/19

IISD Turns 20!

Yesterday, Today
and Tomorrow

2010 marks a milestone in IISD history—the 20th anniversary of the Canadian-based, non-partisan policy research institute which global sustainability experts have cited as one of the most effective sustainable development research institutions in the world.

Continued on p2



In 1990, Manitoba Premier Gary Filmon and Canada's Environment Minister Lucien Bouchard signed the agreement that officially created IISD



during the Globe Conference in Vancouver, British Columbia. Major initial funding came from the Federal government (Canadian International Development Agency and Environment Canada) and the Province of Manitoba—a total of \$25 million Canadian dollars spread over five years. The Institute, itself, was created under *The Canada Corporations Act, Part II* as a non-profit corporation guided by an independent, international board of directors.



IISD's story began in 1988 when Prime Minister Brian Mulroney announced plans to establish an international institute devoted to advancing sustainable development at the United Nations. Rooted in recommendations

by a National Task Force on Environment and Economy; the Institute was developed as Canada's response to *Our Common Future*, a.k.a. the 1987 Brundtland Report written by Jim McNeill, who would soon play a major role in IISD history.

Today, IISD has a diverse, multi-talented team of 110 staff and associates in over 30 countries supported by over 70 international funders. Since it began, the Institute has partnered with over 200 organizations worldwide through its portfolio of programs and projects.

"Over two-thirds of the Institute's project funding commitments came from sources outside Canada in 2009," reports Ian Seymour, IISD Secretary-Treasurer and Chief Financial Officer. "Raising and spending in the order of a million and a quarter Canadian dollars a month, IISD is now among the larger research organizations of its kind in the world."

"The Institute has changed fundamentally over these 20 years," Ian continues. "From humble beginnings with a staff of five people in borrowed premises in the geographic centre of Canada, IISD has come of age. It has matured into an alert, nimble, entrepreneurial organization. It has become adept at identifying important gaps in knowledge and convening intellectual resources to implement innovative research programs and provide needed services. All of which has earned IISD respect and support in Canada and throughout the world."

• •
"From humble beginnings with a staff of five in borrowed premises in the geographic centre of Canada, IISD has come of age."

— Ian Seymour, IISD Secretary-Treasurer and Chief Financial Officer



Daniel Gagnier, IISD Board Chair, says there are three areas where IISD has made tremendous contributions

“One is sorting out the myth from the reality,” he says. “In the area of trade and the environment, IISD has looked without prejudice at the effects of subsidies in bio-fuels and studied whether or not they *actually* do what they’re *supposed* to do. It has also looked at those subsidies’ effectiveness, *not* just as an incentive for an industry sector trying to develop new fuel *but* also measuring the environmental consequences or impacts or benefits of those fuels.”

Over the course of its history, IISD has established its credibility in the earth sciences. “Again, it has done so *without* foregone conclusions, just trying to understand what is happening, what is causing it and then coming up with recommendations or pathways to be able to mitigate risk or damage and improve it,” says Gagnier.

Thirdly, IISD has been a pioneer in developing new methodologies and measurement criteria to help policy-

makers better understand the impacts of specific actions. “How do we know that an action has led to reduction of greenhouse gases or protection of a resource? Or that policies and legislation or incentives have achieved what they set out to do—if *we are not measuring?*” continues Gagnier. “IISD has been very involved in this and has been a ground-breaker.”

As IISD celebrates its 20th anniversary and President David Runnalls prepares to hand over the reins to successor Franz Tattenbach—IISD has a strong voice and a seat at the world table

“From 1991 to 1998, my job was to build the initial direction,” recalls Arthur Hanson, Runnalls’ predecessor, “as well as to procure a better base of funding and establish IISD as an entity in the world. It was the start-up phase.

“Since then, David has consolidated that effort and made it more effective and efficient,” Hanson continues. “He has dramatically raised the amount of money

flowing through the organization as he has maintained and enhanced its overall standing in the world.”

Gagnier agrees that “IISD has doubled and tripled (its work) in scope, depth and reach. As a result, IISD is now extremely well-respected and known in the international community.” Hanson adds that Runnalls’ maintenance of “a world-class board is essential for this kind of organization (and) in terms of the kinds of positions IISD has taken and the seriousness with which it projects the problems and potential solutions in the world.”



In addition to having served as IISD President and CEO from 1991 to 1998, Arthur Hanson is an Officer of the Order of Canada, a Distinguished Fellow with IISD, and a member of the China Council for International Cooperation on Environment and Development.

Farewell message from IISD President and CEO



I would like to take this opportunity to thank you, my esteemed and gifted colleagues in Geneva, New York, Ottawa and Winnipeg, and to express how very much I have enjoyed working with all of you.

As I you can understand, it is with mixed emotions that I officially say 'good-bye' to the Institute. I think that this is a bad decision for me and a good one for the Institute. I have been here a long time and it is time for the Institute to have new leadership with a fresh view of the world. I began my life with IISD as the Director of the Trade and Investment program almost 20 years ago. Since that time, I have travelled a great many miles; consulted with experts, governments and NGOs; conceived, contributed and given voice to a plethora of speeches, seminars and lectures as well as participated in more conferences, conventions and meetings than I care to remember. What I will remember and with genuine affection however, is the world-class level of expertise and experience, depth of patience and perseverance and wealth of good humour of the people with whom I shared this journey. I have learned a great deal from all of you, which is why I will miss your individual and collective wit and wisdom as much as your company.

In a way it is hard to believe that 2010 marks the 20th anniversary of the Institute, and that people the world over have finally begun to understand what *sustainable development means*—as a concept, as a way of life and as a future for us all. Since IISD opened its doors, we have achieved a great deal—our growth as an organization: from five people in Winnipeg to over 100 staff and associates in more than 30 countries; creation and solidification of the *Earth Negotiations Bulletin* and Reporting Services team; establishment of our Geneva office; development of our many websites; publication of our vast library of policy research books, papers and commentaries; expansion of our donor base so that more than 70 per cent of our project money comes from sources outside Canada; sending over 350 young interns to work on sustainability projects in North America, Europe, Africa, Asia and beyond; our global consulting work with governments, corporations and NGOs, and our partnerships with over 200 organizations worldwide.

In view of how little was accomplished at the United Nations Climate Change Conference in Copenhagen, it is painfully clear that IISD has plenty of hard work ahead of it—particularly in the crucial areas of reduction of greenhouse gas

emissions; the transition to a low carbon economy;; effective and accurate measurement and assessment strategies; continued advances in our environment and security efforts, improvement of economic and environmental practices for international trade and investment as well as the thoughtful preservation, protection and sustainable use of natural resources—to name but a few. But that is for tomorrow.

Today on behalf of my wife Esther and myself, to everyone at IISD—our Board of Directors, our committed and multi-talented management team and hard-working, dedicated staff and associates—you have our heartfelt thanks and very best wishes.

It has been an honour and a privilege to be part of this vital, innovative and forward-thinking organization. I wish everyone at IISD success and sustainability in the years to come.

Be well, do good work, and keep in touch.

DAVID RUNNALLS

Sustainability Q+A with David Runnalls

After serving as IISD President and Chief Executive Officer since 2000, David Runnalls will officially retire on June 30, 2010. During the past decade, he has ably represented the Institute in Canada and abroad, authored papers and commentaries on climate change, trade and the environment and have met with major decision-makers both domestic and international. All the while, he has championed the values and virtues of sustainable development at a pace that has attracted applause and admiration from governments, NGOs, experts, peers, colleagues, friends and family. When *The Innovator* caught up with him, Runnalls, he was *anything but* retiring.

Innovator: How did you get started in the sustainability movement?

David Runnalls: I actually have no qualifications to do this job at all, or almost none, if you consider now that there are schools of environment and sustainability. When I started there was nothing. I was a graduate student in New York working for Barbara Ward*, one of the first people to write about developing countries and the need for development assistance. When the first World Conference on the Environment took place Stockholm in 1972, the Secretary-General was a Canadian, Maurice Strong. He realized they weren't going to get anywhere with developing countries because they viewed pollution as a rich man's problem. So he approached Barbara Ward to write a book that developing countries would read. I was sitting in my office when Barbara came in one day and said, "Do you know anything about the environment?" I said, "No." And she said, "Well, you better find out because I have just arranged to write this book." She sat down and wrote *Only One Earth*, which was a bestseller and a Book-of-the-Month Club choice. It set the tone and stated that the environment wasn't just a problem for the rich, and the environment problems of the poor weren't limited to water and air pollution—they were unsafe drinking water, soil erosion, lack of forest cover and the lot. That's how we got started.

"I am very depressed at the moment about the state of the world and particularly our inability and unwillingness to do anything serious about climate change."



Innovator: *How have you changed since you took the helm of IISD in 2000?*

DR: I was more optimistic than I am now. I am very depressed at the moment about the state of the world and particularly our inability and unwillingness to do anything serious about climate change. If I think back to 1998-1999 and the kind of problems we dealt with on a day-to-day basis then, IISD was much, much smaller. We have almost tripled in size. What we have been able to do—and what I am actually very pleased with—is greatly expand not just the amount of support but our base of support. We are now raising anywhere from 75 to 80 per cent of our money outside of Canada, which is very unusual for a Canadian institution.

Innovator: *Is there a particular aspect of sustainable development that you feel should be addressed sooner rather than later?*

DR: Climate Change and its beautiful sister, Energy Policy. Climate change is not a problem, it's a symptom of crappy energy policies and lousy energy pricing so that we use too much of it and we use it in the wrong way. I also think it's the single, biggest economic problem we will face in the next 20 years because it is at the centre of society. You cannot mess around with the energy system without it affecting the rest of the economy. This isn't a pretty little 'birds and bees' problem. It's a mainline economic survival problem. I think we can deal with this and I don't think it's as complicated as people think, but we cannot deal with it unless we get started.

Innovator: *How has IISD evolved and what, if anything, would you have done differently?*

DR: We've moved from the stage where we had two big programs to a place of more balance. Our biggest program is our Trade and Sustainable Development program. The second is Reporting Services. We are the unofficial recorders of all these environment conferences. In the last few years, our Climate Change programs have gotten quite big and influential. And our Water and Ecosystems Services program in Winnipeg has grown substantially. We are not just a one or two-trick pony anymore. Still, there are things I would have done differently. Everyone calls us 'Canada's Best Kept Secret' and that is our fault. We don't get out on the street enough and broadcast what we do. Our brand is stronger outside of Canada. I am sure the Secretary-General of the UN and virtually everyone's environment minister knows who we are. I am not sure Prime Minister Harper does.

Innovator: *What will the world look like 20 years from now in terms of sustainability?*

DR: In 20 years, we had better be at least 50 per cent if not more, more efficient in our use of energy. We had better be at a stage where renewable energy makes up 25 to 35 per cent, maybe even a higher percentage of electricity. We had better be at the stage where our use of resources is at least 75 per cent more efficient than it is now. We had better be at the stage where the big developing countries like India and China have stabilized their emissions of CO₂. That means we really have 10 years to begin to take this problem and get out there and do this stuff. It's not too late, but it's pretty close to being too late.

Innovator: *What advice would you give Franz Tattenbach as he prepares to lead IISD?*

DR: I think Franz is a great choice. He has been involved in most of these issues most of his life. And he comes from a developing country, which means he has a different view of the world. *That's exactly what IISD needs.* I am stepping down because I have done this for 12 years. I don't think you should do this kind of job for longer than that. We have won a bunch of small battles, and we do really good work. But we are now at a stage where we need to concentrate on transformative change. If we can get people to understand the degree to which they are subsidizing the fossil fuel industry, for example, and get that money diverted to education, health and infrastructure—that would make a huge difference.

Innovator: *Where do you go from here?*

DR: Every once in a while, my wife looks at me and says, *"When you retire, you're not going to be at home all the time, are you?"* I'm going to be a global fellow and teach at the University of Ottawa. I hope that I will continue to be involved with IISD's activities in China. I'll do some consulting and writing. I will spend a little time at the Royal Institute of International Affairs and maybe a bit more time at my old alma mater the International Institute for Environment and Development in London. I am a crappy golfer, I don't have very interesting hobbies and I don't approve of conventional retirement.

Innovator: *What advice do you have for the next generation of sustainable development leaders?*

DR: Get into it. People will wake up to the fact that this is the future. There will be a large job market out there for people who genuinely understand how to operationalize sustainable development. It will be the best career you have ever seen.



For more about David Runnalls, visit
<http://www.iisd.org/about/staffbio.aspx?id=235>

- Member of the Board of the Institute of Advanced Studies of the UN University
- Member of the Advisory Council for Export Development Canada
- Member of the Council for Sustainable Development Technology Canada
- Serves on the Inquiry Team for Tomorrow's Global Company, International Sustainability Innovation Council of Switzerland, and the Shell Report External Review Committee
- Co-Chair, China Council Task Force on the World Trade Organization and Environment
- Worked with Barbara Ward to found the International Institute for Environment and Development and directed its offices in London and Washington, D.C.
- Canadian Board member of the World Conservation Union (IUCN)
- Environment columnist for CBC-Radio's *As it Happens* and CTV's *Canada AM*
- Member of The Discovery Channel's environment panel





Tributes to David Runnalls



"David is a true leader. He has put the Canadian domestic scene into the wider international scene. This is true on trade issues, climate change issues, business relations, intergovernmental relations, I can go down a whole list. I admire the man, what he does, his perspective on the world and the quiet way he persuades people with hard information, good arguments and a kind of vision of the world that really excites. He is able to see beyond the horizon at what the issues are and those that are emerging. Here's a man all Canadians should be proud of as an international hero."

Dr. Robert Page, TransAlta Professor of Environmental Management & Sustainability at the Institute for Sustainable Energy, Environment & Economy, University of Calgary



"David is talented yet humble, interested in learning and making a difference in the world."

Tensie Whelan, IISD Board member and Executive Director of the Rainforest Alliance



"David is a strong leader, a servant of the purpose. He has a great depth to his character, a deceptively good listener and always respectful."

Charles Loewen, Vice-Chair of IISD's Board of Directors and Capital Campaign Chair



"David is a practical idealist. He sees that business is an essential part of society and is happy to work with businesses as long as they approach things in an open-minded and constructive way."

Sir Mark Moody-Stuart, IISD Board member and former Chair, Royal Dutch Shell Group (1998-2001) and Anglo American plc (2002-2009)



"David is passionate about his commitment to sustainable development and is considered by many to be an éminence grise."

Vicky Sharpe, IISD Board member, President & CEO, Sustainable Development Technology Canada



“David is a person whose advice you can trust and who can open doors and ideas that you never thought of.”

David Strangway, President & CEO, Canada Foundation for Innovation



“There are many qualities that have made David a remarkable leader. He is extremely well informed, determined, forceful and self-assured.”

Jacques Gérin, Past IISD Board Chair, IISD Distinguished Fellow, Executive Secretary of an Independent Project Panel established by The World Bank in Chad and Cameroon



“David’s beliefs in sustainable development are grounded in a depth of knowledge and analysis as well as a profound drive to understand and learn. That loyalty to the cause is so much of what he’s about. He also has incredible patience—which explains why he’s in the field he’s in.”

Esther Runnalls, David’s wife of 34 years



“Down-to-earth and straightforward, David can handle presidents and kings. He can also handle filleting a fish. I really appreciate that.”

John Forgách, IISD Board member, banker, entrepreneur and environmentalist



“When you talk about things like climate change . . . David understands the big picture. Skilled at recognizing talented people in the field and superb at attracting, motivating and mentoring people, he is great at giving them scope so they can be effective without being over-managed. This is why IISD has been successful in so many different fields.”

Charles Hantho, past IISD Board member, Board Chair of Hamilton Utilities Corporation and Mabe Canada



The PLUS Column

1962 | *Silent Spring* by Rachel Carson, brings together research on toxicology, ecology and epidemiology to suggest that agricultural pesticides are building to catastrophic levels, linked to damage to animal species and human health.

1967 | Environmental Defense Fund is formed to pursue legal solutions to environmental damage. The EDF goes to court to stop the Suffolk County Mosquito Control Commission from spraying DDT on Long Island's marshes.

1970 | Earth Day first held as a national teach-in on the environment. 20 million people participate in peaceful demonstrations across the USA.

1973 | United States Enacts the Endangered Species Act, becoming one of the first countries to implement legal protections for its heritage in fish, wildlife and plants.

1987 | *Our Common Future (Brundtland) Report of the World Commission on Environment and Development* weaves together social, economic, cultural and environmental issues and global solutions and popularizes the term "sustainable development." Principal writer: Jim MacNeill, later IISD Board Chair.

1990 | International Institute for Sustainable Development (IISD) is established in Winnipeg, Canada. | **UN Summit for Children** is held, an important recognition of the impact of the environment on future generations.

1995 | World Trade Organization (WTO) is established, with formal recognition of trade, environment and development linkages.

1999 | Launch of the Dow Jones Sustainability Indexes. The first of its kind, the tool provides guidance to investors looking for profitable companies that follow sustainable development principles.

2005 | Kyoto Protocol enters into force, legally binding developed country parties to goals for greenhouse gas emission reductions, and establishing the Clean Development Mechanism for developing countries.

2007 | Public attention to climate change increases. Former US Vice President Al Gore's documentary film, *An Inconvenient Truth*, wins an Academy Award, and the IPCC's alarming forecasts about the planet's health make headlines. The IPCC and Gore share the Nobel Peace Prize. **Earth Hour starts in Sydney, Australia.** 2.2 million homes and businesses turn off their lights for one hour to make their stand against climate change. Earth Hour 2010 was the biggest to date—with over one billion participants from 126 countries reported.

The MINUS Column

1979 | Three Mile Island nuclear accident occurs in Pennsylvania, United States.

1984 | Toxic chemical leak leaves 10,000 dead and 300,000 injured in Bhopal, India.

Drought in Ethiopia. Between 250,000 and 1 million people die from starvation.

1985 | Antarctic ozone hole discovered by British and American scientists.

1986 | Chernobyl nuclear station accident generates a massive toxic radioactive explosion.

1989 | Exxon Valdez tanker runs aground, dumping 11 million gallons of oil into Alaska's Prince William Sound.

1991 | Canadian east coast cod fishery collapses when only 2,700 tonnes of spawning biomass are left after a harvest of 190,000 tonnes. **Hundreds of oil fires burn in Kuwait** for months following the Persian Gulf War.

1997 | Asian ecological and financial chaos. Land clearing fires intensified by El Niño-induced drought result in haze blanketing the region and cause US\$3 billion in health costs and fire-related damage. Concurrently, the market crashes, raising questions about currency speculation and the need for government economic reforms.

1998 | Unusually severe weather. China experiences the worst floods in decades, two-thirds of Bangladesh is underwater for several months from monsoons, *Hurricane Mitch* destroys parts of Central America, 54 countries are hit by floods and 45 by drought while the global temperature reaches the highest ever recorded.

2004 | HIV/AIDS Pandemic in sub-Saharan Africa. 2.5 million in the region die of AIDS, and over three million become newly infected. With only 10 per cent of the globe's population, the region is home to more than 60 per cent of all people living with HIV.

2009 | Multi-year sea ice all but disappears from the Arctic Ocean. | The Australian drought that commenced in 2003 leads to the worst wildfires in history

2010 | In April, an explosion and fire on an oil rig in the Gulf of Mexico kills 11 workers and triggers a massive spill. As 210,000 gallons per day pour into the Gulf, experts predict the crude could get caught in a current that could carry it beyond the Florida Keys, damaging coral reefs and killing marine life and wildlife in its wake.

From 1997 to the present, the Sustainable Development Timeline has been prepared by Heather Creech, IISD Director of Global Connectivity, with staff and associates. This edition commemorates IISD's 20th anniversary and a future full of sustainable possibilities. For the complete Timeline, visit <http://www.iisd.org/briefcase/timeline2002.asp>





“Large-scale social and ecological transformation requires vision, wisdom, ingenuity, energy and commitment. Over the years, a large measure of IISD’s success can be credited to our highly-motivated, knowledgeable staff and associates—all of whom continue to demonstrate the capacity and the will to affect true sustainable change.”

—Janice Gair, Director, IISD Human Resources and Administration

“The reason I was attracted to the Institute in the first place is still very much in evidence, today—which is its effectiveness as an agent of positive change—locally, regionally and globally.”

—Christa Rust, Project Manager, IISD Measurement & Assessment program



IISD in Words

“What we have at the IISD is a highly capable staff that has the expertise and has the confidence of others to be consulted. Because of the expertise and the fact IISD was putting forward constructive suggestions for the debate on sustainable development broadly, but on climate change specifically—it plays a much bigger role than one would expect.”

—Huguette Labelle, Chair, Transparency International, past President, Canadian International Development Agency



“IISD has been an important addition to the community of sustainable development research institutes. As a result of our broad reach, focus on innovation, flexible structure, and get-it-done attitude; the Institute has become a highly effective node in the global network of organizations providing useful, objective research on policy change to achieve sustainable development.”

—Bill Glanville, Vice President & Chief Operating Officer





"Whenever I think of sustainable development, IISD, what it has achieved and where it is going—I am reminded of the fact that in the Chinese language, the symbol for CRISIS happens to be the same as the symbol for OPPORTUNITY."

—Dr. Henry (Hank) David Venema, Director of IISD's Sustainable Natural Resources Management program and Water Innovation Centre

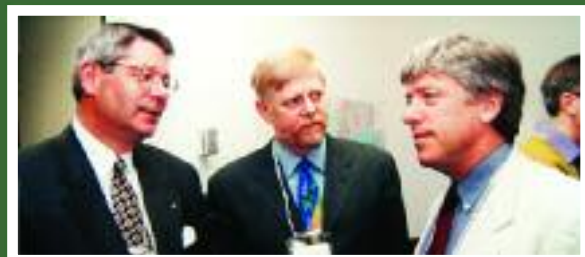


"When I first encountered the Institute, it was producing outstanding policy thinking while remaining far from the international fray. IISD was publishing work that tended to be a tad academic. Its image was distinctly Canadian—that of a Canadian institute concerned with international issues rather than an international institute based in Canada. Since then, there have been major shifts. We now put more emphasis on the change we would like to affect, policies we would like to influence, and more thought into how, exactly, we will wield that influence."

—Mark Halle, Director of IISD's Trade and Investment program

"Originally, I was drawn to IISD through my background in environmental education. In 1999, what I knew about sustainable development was, in fact, just scratching the surface. Since then, I have been especially grateful for the way in which, both the people and the organization itself, nurtured my passion for sustainability. Not only did I learn much, IISD's ethos and environment ultimately gave me a grounded perspective on the need and importance for sustainability in all its aspects."

—Dennis Cunningham, Project Manager, IISD Climate Change and Energy program



IISD in *World & Policy*

"IISD has far too many achievements to list... The Earth Negotiations Bulletin, natural resource management on the Prairies, trade and investment initiatives."

—James Carr, past IISD Board member and founding President & CEO of the Business Council of Manitoba

"I hope that people around the world will begin to practice in a greater way a respect for nature as well as a respect for each other. I hope that consumers will provide direction in terms of what they decide to buy or not buy by basing that decision on whether it was developed in a sustainable way. And I hope that IISD continues to get the word out before the toxic cloud we have over our heads becomes a greater disaster than it is now."

—Huguette Labelle, Chair, Transparency International, past President, Canadian International Development Agency



"The people at IISD count for a lot. Our shared vision really is shared by all. I think the Institute does attract dedicated, like-minded people from all disciplines. People like this make the difference. They are where the hope is—which I find motivating in itself."

—Darren Swanson, Project Manager, IISD Measurement & Assessment



The first

1990-91

- The International Institute for Sustainable Development is created.
- IISD's first President and CEO, Peter Kilburn, recruits the first staff.
- Three program themes are identified: Public Policy Reform; Integration of Environment and Economic Considerations in Public and Private Sector Decision-Making and Reporting; and Institutional Change in favour of Sustainable Development.
- Arthur Hanson succeeds Peter Kilburn as President and CEO.

1992-93

- IISD participates in the historic Earth Summit in Rio de Janeiro, Brazil.
- IISD becomes owner of the *Earth Negotiations Bulletin* reporting service, founded by Pamela Chasek, Johannah Bernstein and Langston James "Kimo" Goree VI, Director of IISD Reporting Services—with its office located in New York.
- Work with China begins through Arthur Hanson's membership in the China Council for International Cooperation on Environment and Development.

1994-95

- IISD launches its research and communications presence on the internet.
- IISD releases *The Winnipeg Principles*—a set of internationally-recognized guidelines to promote trade policies and practices that serve sustainable development needs.
- Jim MacNeill succeeds Lloyd McGinnis as Chair of IISD's Board of Directors.
- IISD plays an active role in the World Summit for Social Development by articulating a vision and strategy for achieving sustainable livelihoods.

1996-97

- IISD's Measurement and Indicators Program gains worldwide recognition by publishing *The Bellagio Principles* and forming the Consultative Group on sustainability indicators.
- IISD launches its Young Canadian Leaders for a Sustainable Future internship program. By 2010, over 350 participants will share their skills with host organizations worldwide.

1998-99

- IISD publishes *A Guide to Kyoto: Climate Change and What it Means to Canadians* and 3,500 copies are sent to Canadian decision-makers seeking to better understand The Kyoto Protocol signed in 1997.
- Jim MacNeill is succeeded by Jacques Gérin as IISD Board Chair.
- Over 3 million downloads are reported from IISD's websites.

20 years

2000-01

- David Runnalls succeeds Arthur Hanson as President and CEO.
- The Institute opens its office in Geneva, Switzerland.
- Canada and the US support IISD's right to intervene in a major trade law case under NAFTA—the first time support has been granted to an environmental NGO.
- IISD co-convenes a successful, high-level workshop on Trade and Sustainability in the Americas in Quebec City on the heels of the Summit of the Americas.

2002-03

- At the World Summit on Sustainable Development, IISD releases *Conserving the Peace: Resources, Livelihoods and Security* which examines natural resource management and environmental protection links to social tension, conflict, and security.
- IISD co-publishes *There is a Better Way* based on the work of Nobel Prize-winning economist Amartya Sen.

2004-05

- IISD is accepted by a NAFTA Tribunal as an amicus, in *Methanex v. the US*—making the Institute and a US NGO the first civil society groups to be recognized in this way.
- IISD launches The Innovation Fund to encourage projects outside traditional research.
- GlobeScan releases a survey that ranks IISD as “the most effective sustainable development research institution in the world”.

2006-07

- IISD examines how policy instruments can help reduce the load nutrients flowing into Lake Winnipeg and explores how ecosystems can be harnessed to reduce pollution in the Lake Winnipeg Basin.
- IISD hosts the first Investment Negotiators Forum in Singapore.

2008-09

- IISD and The Earth Institute present *The Kyoto Mechanisms: Key to Combating Climate Change*—a live webcast from Columbia University in New York—featuring economist Dr. Jeffrey Sachs and Yvo de Boer, Executive Secretary of the UNFCCC.
- IISD establishes the Water Innovation Centre to protect, preserve and sustainably develop water worldwide. Its inaugural project: the Lake Winnipeg Basin.
- IISD is a major presence at the United Nations Climate Change Conference in Copenhagen, Denmark.

2010

- As its membership surpasses 1,200, the Canadian Sustainability Indicators Network (housed at IISD) holds its 2nd National Conference in Toronto, Canada.
- Franz Tattenbach succeeds David Runnalls as IISD's new President and CEO.

To access the IISD Timeline in its entirety, visit <http://www.iisd.org/about/timeline.asp>

Forecast for the future

Since the Institute started life two decades ago, the world has changed. A power shift has taken place and continues to this day.

“It is no longer a cozy little club where Europeans, Japanese and North Americans could sit down and do deals,” says IISD President and CEO David Runnalls. “We saw that in Copenhagen last December when Barack Obama, China, India and Brazil sat in a closed room hammering out a final deal because climate change is now a Big Ticket item. It is really China, India, Brazil, and South Africa where the power is going. If institutions like ours are going to survive and prosper, we have to make sure that similar institutions promoting openness and transparency are created in these countries.”

In this new landscape, there is an even greater need for strategic alliances among organizations like IISD in order to have a stronger voice in and greater influence over the negotiation process.

According to Runnalls, “That is going to require a whole range of imaginative institutional arrangements we haven’t thought of yet. In the last 12 years, if it had been the business community facing these issues, it would have merged, formed strategic alliances, done 52 different things. In the NGO world, it is essentially the same group that was there in 1998. We have not done well in the area of institutional innovation. But we will have to do so in the future.”

Experts agree that no one nation or organization has the capacity or solution to solve the world’s sustainable development issues. The challenges are too many, interconnected and worldwide.

“As we move ahead in sustainable development, the Institute is in a position to work with and build connections between countries, sectors and organizations,” says Arthur Hanson, past President and CEO of the Institute.

The reality is that much of the substantial progress in the area of sustainable development has occurred in the nongovernmental community, civil society and in some leading corporations. Governments, unfortunately, are moving slowly in terms of any real change.

“I think when it comes to government action, it is going to depend on two things,” says Jim MacNeill, IISD chair emeritus, “Mother Nature and public opinion. It is important that organizations be ready with their policy recommendations so that when governments are ready to move and public opinion is driving them hard enough to move, governments will have groups like IISD to turn to, for good advice on what to do.”



“It is really China, India, Brazil, and South Africa where the power is going. If institutions like ours are going to survive and prosper, we have to make sure that similar institutions promoting openness and transparency are created in these countries.”

—David Runnalls, IISD President and CEO



“As we move ahead in sustainable development, the Institute is in a position to work with and build connections between countries, sectors and organizations.”

—Arthur Hanson, Past IISD President and CEO

The IISD Innovator is published quarterly by the Fund Development and Community Relations Department at the International Institute for Sustainable Development

RICK GROOM
Editor
rgroom@iisd.ca

SUE BARKMAN
Director of Development and
Community Relations
sbarkman@iisd.ca

ALEXANDRA LOPEZ- PACHECO
Special Correspondent
alpacheco@cogeco.ca

MARY BITTI
Special Correspondent
mbitti@cogeco.ca

Board of Directors

Daniel Gagnier, Chair
John Forgách
Dr. Roger Gibbins
Isabelle Hudon
Charles N. Loewen
Måns Lönnroth
Claude Martin
Gordon McBean
Sir Mark Moody-Stuart
Dr. P.K. (Kwesi) Nduom
Maureen O'Neil
Patricia Moles-Rivero
Bruce Sampson
Bruce Schlein
Dr. Vicky Sharpe
Dr. Emöke Szathmáry
Tensie Whelan
Erna Witteelar
Milton Wong

IISD's vision is better living for all—sustainably; its mission is to champion innovation, enabling societies to live sustainably. IISD is registered as a charitable organization in Canada and has 501 (c) (3) status in the United States. IISD receives core operating support from the Government of Canada, provided through the Canadian International Development Agency (CIDA), the International Development Research Centre (IDRC) and Environment Canada, and from the Province of Manitoba. The institute receives project funding from numerous governments inside and outside Canada, United Nations agencies, foundations and the private sector.



Celebrate 20 Years of IISD Today

Support Phase II of our Capital Campaign NOW



Energized by the generosity of corporate and individual donors since our Bridging the Gap between Knowing and Doing Capital Campaign began in December 2007, our private sector goal for Phase II is now CDN \$5 million. Over the next few years, Phase II is seeking support for IISD's centres of excellence, including:

- The Water Innovation Centre (WIC)
- The Sustainability Leadership Innovation Centre (SLIC)
- The Climate Change and Energy Program
- The Innovation Fund, and
- The Community Initiatives Fund

The Institute appreciates and applauds every donation we receive. With you on our team, our sustainable development efforts will continue to have global impact for another 20 years.

Together, we can make a world of difference.

For more information and to contribute online, please visit www.IISDisBridgingTheGap.org

Click on [Donate Now/CanadaHelps.org](http://DonateNow/CanadaHelps.org)
OR [Donate Now/The Winnipeg Foundation](http://DonateNow/TheWinnipegFoundation)

E-mail: info@iisd.ca | Website: <http://www.IISDisBridgingTheGap.org> | IISD Linkages: <http://www.iisd.org> and <http://www.iisd.ca>



161 Portage Ave East
6th Floor
Winnipeg, Manitoba
Canada R3B 0Y4
Tel: +1 (204) 958-7700
Fax: +1 (204) 958-7710

MIE 2
9, chemin de Balexert
1219 Châtelaine
Genève, Suisse
Tel: + (41-22) 917-8683
Fax: + (41-22) 917-8054

300 East 56th Street
#11A
New York, New York
10022 USA
Tel: +1 (646) 536-7556
Fax: +1 (646) 219-0955

75 Albert Street, Suite 903
Ottawa, Ontario Canada
K1P 5E7
Tel: +1 (613) 238-2296
Fax: +1 (613) 238-8515