

We in Canada are dealing with this problem. Pollution has already hit its peak. With the installation of efficient treatment facilities and the screening of new industrial products, we will see a levelling off of pollution in the 1970s and a decline in the 1980s. The cost of this massive programme is large in dollar terms. But in new mills and factories it rarely represents more than two per cent of the overall selling price of the product.

This is not to say that pollution control does not present its difficulties at home. Some of these difficulties are technological.

We have not, for example, developed a practicable pollution free car to date.

Other difficulties involve political decisions. Everyone agrees that pollution control is a "good thing". But what priority should it be given in relation to other government services such as education and health care?

Many say the polluter must pay. But who is the polluter - the manufacturer or the consumer?

But today I will deal more specifically with difficulties which are international.

The atmosphere is an international resource beyond the control of national legislation. How is it to be protected?

Who will bring sovereign states to task?

Pollution controls have an important effect on international trade. And countries today are afraid. They are afraid that others will allow pollution havens in order to gain a price advantage in world markets.

How can any nation afford to clean industries unless its economic rivals establish similar controls?

Developing countries have their particular fears. On the one hand, they suspect that developed countries will use their position as development assistance donors to force them to adapt stricter environmental standards than their local priorities or their local environments would otherwise require. Such a policy would divert money from development and increase the price of their products on the international market. Developing countries also fear that pollution control measures such as the banning of products sprayed with DDT will bar their products from developed markets.

You will appreciate that there are no easy answers to these problems. The United Nations Conference Secretariat is,