

As noted at the outset of this report, there was no consensus on any of the above points. However, one point that did receive a considerable amount of support was the notion that , in order to properly communicate our agenda(s), we cannot rely on the mainstream media. Instead, we must find alternative mediums of communication, such as public lectures, workshops and/or we must begin to control forms of print and electronic media.

FURTHER THOUGHTS

Despite our very interesting discussion, the group also took the time to recognize its own shortcomings. First, there were a series of important issues that did not receive the attention they deserve. In particular, issues such as gender, class and poverty alleviation were not addressed properly. While some of these concerns were addressed indirectly in our discussions, we were not able to undertake as thorough a discussion as we would have liked. Second, the composition of the group was not balanced. There was a dearth of representation from the developing world. Larger representation from the South would have brought other unique perspectives to our discussions. As well, our discussions would have also benefited from hearing views from business and government policy makers.

- **Justice** — Encompassing the values outlined above is the notion of justice. While there was some disagreement as to what is justice, in the terms of what the message would be the following was suggested. A main theme was not complete agreement on all parts of this statement, but it was generally agreed that it captures the essence of the overall thrust of our discussions.

KEY ISSUES

Having identified the key issues, the group also identified the key messages that we should be communicating to the public. The key messages are:

1. The Pacific Rim will have a major impact on the world economy in the next 20 years.
2. The Pacific Rim is a region of great potential, but it is also a region of great need.
3. The Pacific Rim is a region of great diversity, and it is important to respect and celebrate that diversity.
4. The Pacific Rim is a region of great opportunity, and it is important to seize that opportunity.
5. The Pacific Rim is a region of great challenge, and it is important to meet that challenge.

In addition, the group also identified the key issues that we should be addressing in our communications. These issues are:

1. The need for a common vision and strategy for the Pacific Rim.
2. The need for a common set of values and principles that guide our actions.
3. The need for a common set of goals and objectives that we can all work towards.
4. The need for a common set of mechanisms and processes that we can all use to achieve our goals.
5. The need for a common set of roles and responsibilities that we can all take on to make a difference.

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