

broke before it breaks and the damage is done and the recriminations start, use your genius and know-how in advance of trouble. Multinational corporations, in particular, have it within their power to have an enormously positive impact on the environment around the world.

The world has lost a lot of precious time in the past decade on outmoded ideas about environmental protection. And, sometimes, when some associated with environmental questions insisted on all-or-nothing solutions to problems, the environment had to be satisfied with nothing.

Let us agree that we need economic growth to meet the aspirations of the human family, and that growth must be environmentally sustainable; it is, in fact, part of the solution. Let us also agree that technology is not, itself, usually the issue either. When it is used wisely, we all benefit. Of course, it is when it is used insensitively that the effects can be catastrophic.

The problem is not so much technology as it is short-sightedness. Our nemesis is mankind, itself. The essence of the new environmental ethic does not lie in condemning development and technology. It lies in recognizing the need to balance genius with wisdom, in allowing for sensitivity as well as profitability. Growth is good, if it is harmonious with nature's laws.

Let us join together, private and public sector, rich country and poor, in creating an environmental ethic we all can live with, and which will contribute to a more peaceful and prosperous world.