

rural areas. This involves arriving at a clear sense of priorities when engaged in the planning/policy process.

This is also true when deciding a role for the private sector. Presently, the private sector seems to be taking on an increasingly prominent role in our daily lives. For example, the increasing role of private funding in public universities is indicative of the enhanced role of the private sector in providing public services, such as urban infrastructure. We must decide if we are comfortable with this new role and where the boundaries are. Given what seems to be the inevitable role of the private sector in economic development, corporations must be legislated to take more responsibility for their actions. Some people in the group raised the possibility of creating corporate codes of conduct. While this idea met with some support, others remained sceptical as such codes are impossible to enforce.

### **MESSAGES**

It was generally agreed that there are two targets for our message. The first is APEC's leadership. Again, there was considerable disagreement here as some felt that APEC's leadership is not interested in considering possible alternatives. However, those in the group who had some experience participating in the APEC process, and/or the public consultation process on the development of Canadian foreign policy (i.e., the National Forum on Canada's International Relations), felt strongly that there was a real opportunity to be heard.

As a result of this disagreement, a second target for our message(s) was identified: the general public, especially those who are less attentive to these issues but who will also be affected by unsustainable development.

In terms of what the 'message' would be, the following was suggested. Again, there was not complete agreement on all parts of this statement, but it was generally agreed that it effectively encapsulated the overall thrust of our discussions:

Contrary to the economic goals of APEC, sustainable cities are those where quality of life is defined in relation to the sustainable use of resources. Within the next 20 years, the vast majority of the people of the Pacific Rim will live in cities. The economies of these urban centres must serve the needs of the people - not the other way around. This reality dictates two things: first, that regional governments and municipal governments require the resources, revenues and materials to meet the basic needs of their populations (i.e., clean water, breathable air, food, shelter, health care, education and income); second, these governments need the regulatory and legislative powers essential to ensure the emergence and growth of alternatives essential to sustainability and ensure the survival of future generations on the planet.

### **STRATEGIES**

In order to, first, communicate the above message(s), and slow those phenomena that lead to unsustainable cities, it is necessary for concerned citizens to organize themselves into effective lobbying/policy action groups. Just as there are institutional frameworks for globalization, we must begin to create our own mechanisms to counter those forces and take local responsibility for our communities.