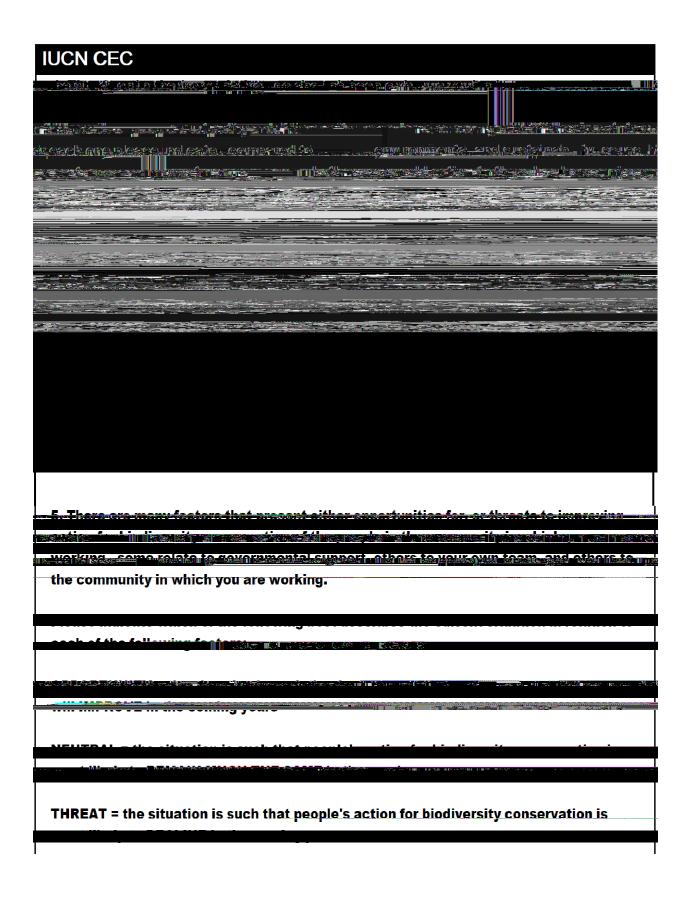
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Be specific to regions.

Although philosophically anathema, the tactics of communication needs to shift toward a greater emphasis on valuation and commoditisation of services to make the fundamental changes that we would wish to bring about in economics and society.

The world's economy is still not in good shape. Most governments will think of economic developments instead of protecting our planet. So, if we can influence relevant policy & enable transformation in this area, should be very helpful in protecting our environment.

Theme D is important but shouldn't be one of CEC responsibilities.

All critical global issues. Further, the "communication" perspective on each is often hugely neglected.

NOTE: Themes are in the process of consultation....if really does not reassure people that they are being consulted when every communication indicates the themes are already being planned for, when the results of RCFs are not in yet. I know two RCFs where Theme D was seen as too narrow and open to manipulation.

Theme B - subject to interpretation...this is very important. Could be the basis for addressing bad governance and corruption which fuels inequity.

Theme E - again ... could be very effective if not too narrow and not just Greening of BAU.

Bio Diversity should be always given an importance in thrust area because of the living condition of many species including human beings.

Nature based solution is another inspiring one that should be disseminated between the stakeholders. The World really should work for the green economy in the next five years.

The whole concept of the economy based on the level of consumption, GDP, capital formation etc should be balanced with HDI, resources conservation, biodiversity conservation etc.

Both core areas and themes are interrelated. Therefore of equal importance to me and my work.

My rating of importance is based on my belief that effort should be placed where there can be maximal effect, where we can have the most influence. For example, placing effort in trying to green the economy is important but I believe that instigating change in the industry is difficult due to the controlling companies' personal interests. I feel that 'greening the economy' is political spin and the

Drawing on the expertise in question 1, CEC should be working across all these areas in collaboration with other Commissions (for example in Core Area A: WCPA, SSC, and CEM; Core Area B: CEESP

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