

GLOBAL
2020
STAKEHOLDER
PANEL

Towards the
Future We Want
for Our Children

Report of the First
Survey of the
2020 Global
Stakeholder Panel

January 2003



THE ROCKEFELLER FOUNDATION

THE MILLS FAMILY FUND OF
THE VANGUARD FOUNDATION



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Towards the Future We Want for Our Children

Report of the First Survey of the
2020 Global Stakeholder Panel

January 2003

Research Conducted for the 2020 Fund by:
GlobeScan Research Team
EnviroNics International Ltd.
Toronto, Canada

BACKGROUND

The 2020 Fund at the King Baudouin Foundation United States (KBFUS) is a philanthropic platform committed to accelerating progress toward a sustainable world.

Funding for the 2020 Global Stakeholder Panel (GSP) initiative has been provided by the Mills Family Fund of the Vanguard Foundation, the King Baudouin Foundation, the CS Mott Foundation, the Rockefeller Foundation, Canada's International Development Research Centre (IDRC), and Dow Canada.

The GSP initiative operates under the guidance and oversight of a Project Advisory Group comprised of representatives of the funding organizations together with senior advisors from the following respected organizations:

Ashoka

CIVICUS

International Confederation of Free Trade Unions (ICFTU)

Institute for Agriculture and Trade Policy (IATP)

Interfaith Center on Corporate Responsibility (ICCR)

International Planned Parenthood Federation (IPPF)

The 2020 Fund is also grateful for the assistance of the following network organizations that, like the members of the Project Advisory Group, have encouraged their members to participate in the GSP survey:

21st Century Trust

Conference of NGOs at the UN (CONGO)

Consumer Unity & Trust Society (CUTS) India and Africa

Earth Action Network

Global Action Network

Global Leaders for Tomorrow – World Economic Forum

Human Rights Information Network (HURINet)

International Council for Local Environmental Initiatives (ICLEI)

International Union of Local Authorities (IULA)

Leadership for Environment and Development (LEAD)

Student Environmental Action Coalition (SEAC)

World Federation of United Nations Associations (WFUNA)

World Social Forum Organizing Committee

TABLE OF CONTENTS

Background	2
Executive Report	4
Interpretive Report	10
	10 Introduction
	13 Challenges and Priorities
	15 Sustainable Development
	16 Globalization
	19 Governance
	22 International Agendas
	24 Disenchantment with the Status Quo
	25 Capacity Building
Methodology	28
Questionnaire and Frequencies	32

EXECUTIVE REPORT

INTRODUCTION

During the months of August through October 2002, the first Global Stakeholder Panel (GSP) survey was conducted for the 2020 Fund by the GlobeScan research team at Environics International Ltd. (EIL). By the close of the survey, a total of 258 qualified respondents from 63 countries had responded to invitations that were sent out through a wide variety of stakeholders' networks and affiliated member organizations. While many responded on-line, mail and fax versions of the survey ensured the broadest possible participation.

For this initial "priority-setting" survey, EIL ensured strong representation of stakeholders from developing countries, where problems are most acute. Further GSP surveys will continue to develop priorities, and explore preferred directions and action steps within the priorities identified in this first survey. For these future surveys, greater participation by government, business, and non-governmental organization (NGO) stakeholders will be sought to ensure a broad-based dialogue to evolve an action plan with useful comparisons of views between these three major sectors of influence.

This report of first-wave findings is designed to encourage a great variety of global stakeholders to join in this transparent and iterative process designed to provide quantitative inputs to the global discourse on the subjects of globalization, global governance and capacity building.

To become involved, please visit:

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HIGHLIGHTS

- Three in four of the mainly NGO stakeholders surveyed agree that increasing globalization is inevitable. Over four in ten view the trade of goods and services between countries as making a positive contribution towards the world they want for the year 2020, while three in ten see international trade as negative.
- Fully nine in ten stakeholders surveyed agree that when it comes to globalization, there is too much focus on increasing trade and investment, and not enough on protecting things like human rights and the environment. Seven in ten disagree that developing countries benefit as much as rich countries from free trade.
- Three of every four stakeholders surveyed rate increasing the effectiveness and capacity of government institutions as a priority for action to achieve the world they want by 2020. Two in three stakeholders believe that, currently, national governments are becoming less and less relevant in the world.
- Almost six in ten of the mainly NGO stakeholders surveyed favour reform of existing multilateral agencies such as the World Bank, the International Monetary Fund (IMF) and the World Trade Organization (WTO), while one in three favours disbanding these agencies and replacing them with new structures. Only one in ten favours the disbanding of the United Nations and its specialized organizations like United Nations Environment Programme (UNEP), United Nations Development Programme (UNDP), and the International Labour Organization (ILO).
- Respondents name sustainable development (SD) and the new economic models needed to achieve it as the single greatest challenges for getting to the future they want by the year 2020, a significant result given the wide range of perspectives represented. They also identify the Rio Earth Summit's Agenda 21 as the global agenda for action most worthy of broad support.
- While stakeholders across different sectors hold similar opinions and have common concerns, they have yet to adopt a common "agenda for action" for getting to the future they want. While Agenda 21 is closest to a widely supported action framework (chosen by three in ten), as many stakeholders say "none" of the existing frameworks are worthy of broad support.
- When asked what would most build the capacity of their organizations, NGO stakeholders rated increased networking and help in building effective strategic alliances highest, ahead of greater financial support and fund-raising capacity.

GLOBALIZATION

Global stakeholders accept the inevitability of increasing economic globalization in the world, but they believe that this process brings with it some very negative consequences that must be addressed.

- Three in four stakeholders agree with the statement that increasing globalization is inevitable.
- Fully nine in ten stakeholders agree with the statement that when it comes to globalization, there is too much focus on increasing trade and investment, and not enough on protecting things like human rights and the environment.
- Three of every four stakeholders agree with the statement that the free enterprise system and the free market economy work best in society's interests when accompanied by strong government regulations.
- Almost six in ten stakeholders rate international capital markets and currency trading as a negative influence on the future they want by the year 2020.

GOVERNANCE

Stakeholders believe in the efficacy of regulations and a strong role for both national governments and international institutions, but they are critical of the role that national governments and multilateral agencies currently play in global affairs.

- Fully seven in ten stakeholders rate the European Union (EU) as a positive influence in the world, while two in three stakeholders rate the United Nations (UN) and its agencies as positive.
- Three of every four stakeholders rate increasing the effectiveness and capacity of government institutions as a priority for action to get to the world they want by 2020.
- At the same time, two in three stakeholders agree with the statement that national governments are becoming less and less relevant in the world.
- Almost six in ten stakeholders favour reforming the existing structure of multilateral agencies such as the World Bank, the International Monetary Fund (IMF) and the World Trade Organization (WTO), while just over three in ten favour disbanding this structure.

SUSTAINABLE DEVELOPMENT

There is a strong commitment among stakeholders from around the world—regardless of their organization, its focus, or location—to the establishment of sustainable development (SD) as a strategy for getting to the future they want by the year 2020.

- When stakeholders in this survey were asked to state in their own words the single greatest challenge for getting to the future they want by the year 2020, SD was named by the largest percentage (one in ten).
- The development of new economic models is the second most frequently mentioned challenge—something that stakeholders seem to think is needed to better underpin the establishment of SD.
- Asked to rate different global action agendas, the Rio Earth Summit's Agenda 21 was chosen most worthy of broad support.
- When asked to rate the importance of ten action areas for speeding progress toward SD globally, no less than three in four stakeholders rate every action area as important.

CAPACITY BUILDING

NGO stakeholders identify effective networking and alliance-building opportunities as having the most potential for building the capacity and efficacy of their organizations—ahead of more financial support and fundraising capacity.

- Three-quarters of the 150 NGO respondents in the survey rate opportunities for networking and building effective strategic alliances with other organizations as having significant potential for increasing the capacity of their organizations.
- Seven in ten NGO stakeholders rate both greater financial resources and an improvement in their organization's fundraising capacity through training as important capacity-builders.
- Leadership training and access to management expertise, mentors and tools are also rated highly by over six in ten NGO stakeholders for building the capacity of their organizations.

OTHER KEY FINDINGS

Although members of the global stakeholder community identify common priorities for action and share an interest in exploring fundamentally new paths forward, they have yet to adopt either a common framework of goals or an “agenda for action” for getting to the future they want by the year 2020.

- When asked which of six existing frameworks or international agendas are most worthy of broad support, as many stakeholders say “none of them” as choose the most supported one – Agenda 21 from the Rio Earth Summit.
- More than eight in ten stakeholders rate exploring new models of development as a priority.
- One in two of the mainly NGO stakeholders surveyed do not agree that the free enterprise system is the best on which to base the future.
- When asked to choose between having global institutions continue to be accountable to national governments or to have these institutions accountable directly to citizens, fully six in ten choose having these institutions report directly to citizens.
- Fully nine in ten stakeholders agree that a fundamentally better world—one that works for all life—is both possible and achievable.

THE GLOBAL STAKEHOLDER PANEL

Enlisting a large, well-distributed Global Stakeholder Panel is very much a work in progress, one that The 2020 Fund is working toward with a growing number of network organizations around the world. Readers are invited to help ensure that stakeholders in their sector and networks join in and help shape the evolving agenda.

Respondents to this first survey have the following characteristics:

- Nine in ten hold key leadership positions within their organizations or networks; the rest are influential individuals.
- Six in ten do the majority of their work in non-governmental organizations (NGOs); the rest are fairly evenly distributed across working in universities or other institutions, governments (at all levels), and companies (large and small).
- Less than half of respondents are living in countries with relatively high per capita incomes (i.e., more than \$18,000); one in three live in countries with low per capita incomes (i.e., below \$4,000).

For more details on either the methodology or respondents, please see the full Interpretive Report available at:

www.2020Fund.org

INTERPRETIVE REPORT

INTRODUCTION

The 2020 Global Stakeholder Panel (GSP) is an international research and communication initiative concerned with globalization, governance and capacity building. The GSP initiative aims to establish an inclusive, transparent dialogue process using a series of surveys, whereby a broad cross-section of stakeholders—a global panel—can co-evolve a compelling vision of the priorities for action towards a sustainable world, with the results broadly shared.

The research is being designed and conducted on a non-profit basis for the 2020 Fund by the GlobeScan research team at Environics International Ltd., a leading global issues research organization located in Toronto, Canada.

Environics International Ltd. (EIL) developed a three-dimensional sampling matrix to ensure that both the respondents to the GSP surveys and their responses are indicative of a broad range of global stakeholders: that is, leaders from a full range of organizations/networks from NGOs through governments and companies, operating at all levels from local to global, across all geographical regions.

While all non-state actors were invited to respond, effort was made for this first “priority-setting” survey to ensure good participation by stakeholders based in developing countries, where problems are most acute.

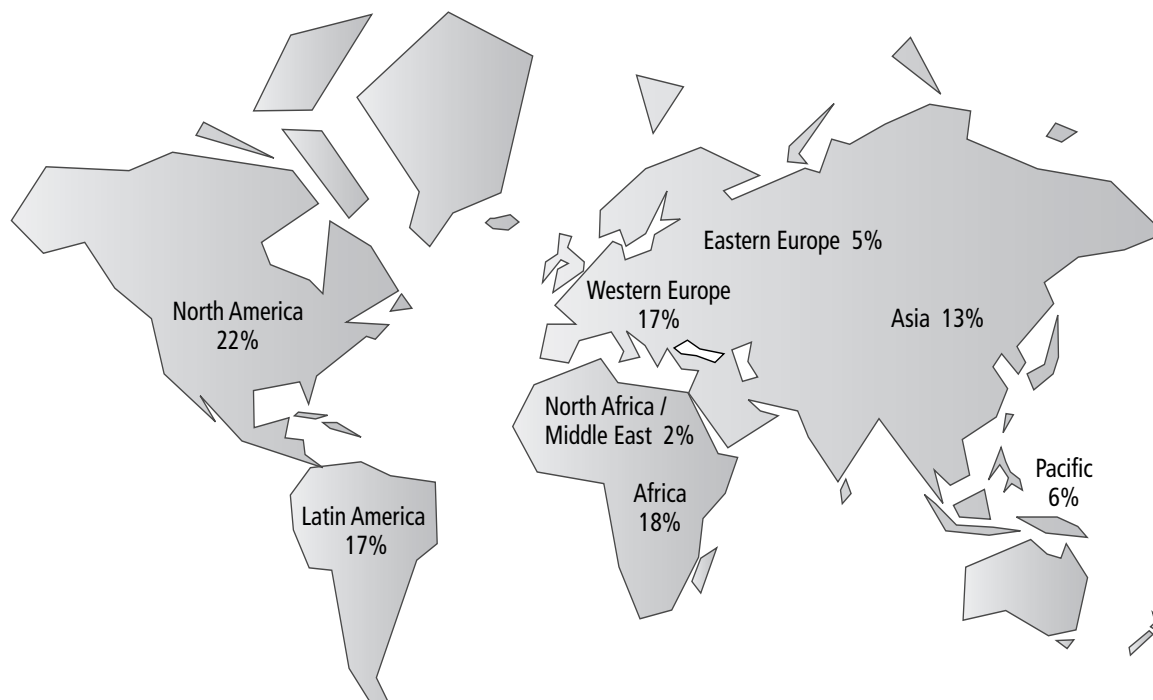
Future surveys that will focus more on exploring possible solutions and ways forward will enlist a greater number of government, business, and NGO stakeholders to ensure a broad-based dialogue to evolve an action plan, with useful comparisons between these influential perspectives. (More details can be found in the Methodology section of this report.)

The matrix was used as a template to enlist a wide range of network organizations (listed in the Background section of this report) who are encouraging their global networks to participate in the full series of surveys. A full range of participation options, from mail and fax versions of the questionnaire to online versions in five languages (Arabic, English, French, Portuguese, and Spanish), ensure the fullest possible participation.

This report presents the findings from the first GSP survey, fielded between August and October 2002. The report is designed to encourage a great variety of global stakeholders to join in this transparent and iterative process in order to provide quantitative inputs to the global discourse on the subjects of globalization, global governance and capacity building.

Geographical Distribution of Responding Stakeholders

By Percentage of Total Sample



SURVEY RESPONDENTS

A total of 258 qualified stakeholders from 63 countries responded to this first GSP survey. To be qualified, stakeholders had to either hold a key leadership position in their organization or be an influential individual (e.g., a network/community leader, politician, or journalist). The enlistment process was designed to ensure the participation of as many stakeholders working in the global South as possible. Based on respondents' self selection:

- Fully nine in ten qualified stakeholders hold key leadership positions within their organizations or networks.
- More than one in ten stakeholders are influential individuals (e.g., a network/community leader, politician, or journalist).

A wide range of countries is represented.

- One in three respondents live in countries with relatively low GDP/capita (less than \$4,000).
- One in five respondents live in countries in the mid-range of GDP/capita (\$4,000–18,000).
- Just under one in two respondents live in countries with relatively high GDP/capita (more than \$18,000).

INTERPRETIVE REPORT: INTRODUCTION

Responding stakeholders are most likely to work in non-governmental organizations (NGOs) but institutions, companies and governments are also represented.

- Just under six in ten responding stakeholders do the majority of their work within NGOs.
- One in ten responding stakeholders do the majority of their work within institutions (i.e., academic, multilateral, research institutes, think tanks).
- Less than one in ten stakeholders do the majority of their work for a government (local, state/province, national, or EU).
- One in thirty respondents do the majority of their work for an investor-owned, for-profit company (including industry associations).
- Another one in thirty respondents do the majority of their work for a small business/farm, non-profit company, cooperative, or an alternative enterprise.

Stakeholders who work within NGOs are most likely to be involved in community development or organizational capacity building.

- Four in ten of the responding stakeholders who work within NGOs are involved in community development / organizational capacity building.
- One in three respondents who work within NGOs is involved in the environment / nature / pollution / sustainable development (SD).
- One-quarter of stakeholders who work within NGOs are involved in education.

Participating stakeholders work at a wide range of levels from global to local.

- More than one-quarter of responding stakeholders works at the country level.
- Almost one in five stakeholders works at the global level.
- Over one in ten stakeholders works at the local level.
- One-fifth of stakeholders works at a combination of geographical levels.

Responding stakeholders are almost twice as likely to be male as female.

- Fully six in ten of responding stakeholders are male.

Stakeholders have invested in this process, and are willing to continue participating in the Global Stakeholder Panel survey.

- Fully nine in ten responding stakeholders say they are willing to participate in another survey expanding upon this one.

CHALLENGES AND PRIORITIES

TOP-OF-MIND CHALLENGES

Even though relatively few respondents define the focus of their activities as environment or sustainable-development (SD) oriented, many stakeholders believe that the greatest challenges for getting to the future they want by the year 2020 lie within SD and the new economic models required to achieve it.

- When asked to describe, in their own words, the single greatest challenge for getting to the future that they want by the year 2020, fully one in ten stakeholders identify the establishment of SD.
- Fully one in 14 of stakeholders identify the development of new economic models as the greatest challenge for getting to the future that they want by the year 2020.
- Another one in 15 stakeholders identify poverty as the greatest challenge.

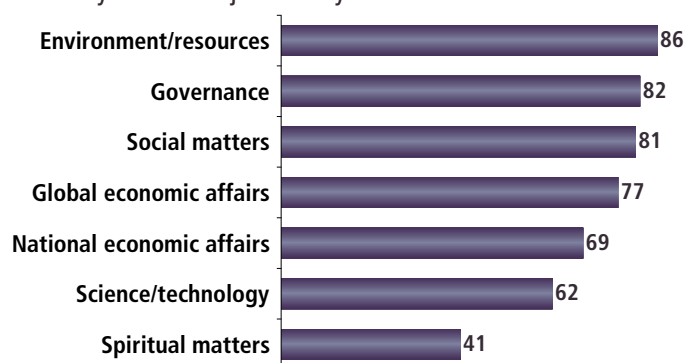
SETTING THE PRIORITIES

Stakeholders were asked to rate several broad issue areas in terms of how great a priority each area is. Environment/resources, governance, and social matters are judged as the top three priorities.

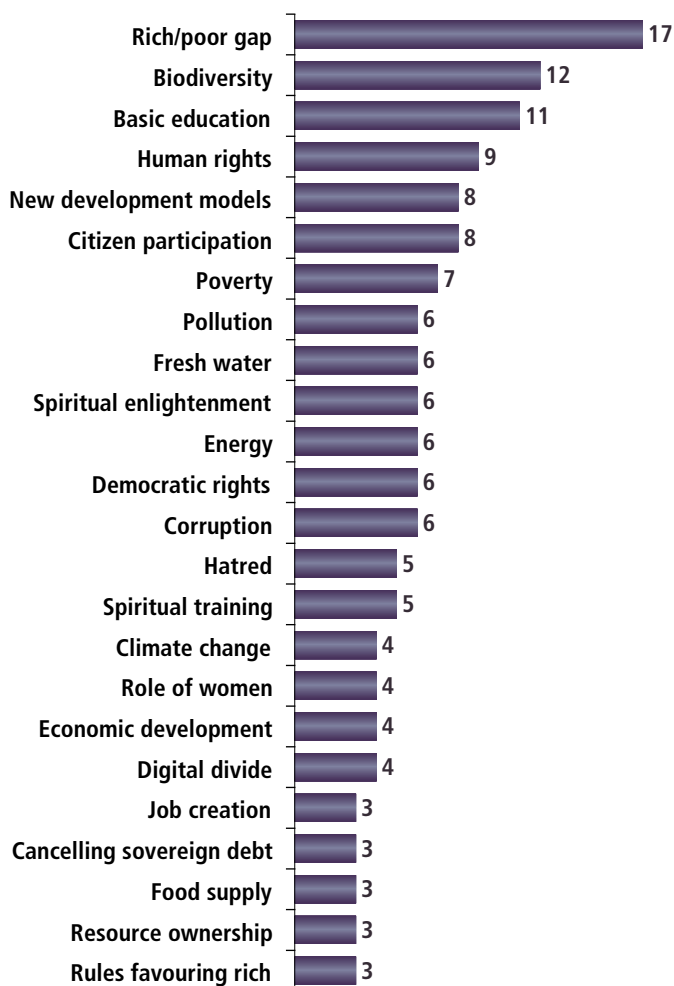
- More than eight in ten stakeholders rate the environment and resources as either a major priority (66%) or a priority (20%).
- Eight in ten stakeholders rate governance issues as either a major priority (53%) or a priority (29%).
- Eight in ten stakeholders also rate social matters as either a major priority (51%) or a priority (30%).
- More than three-quarters of stakeholders rate global economic affairs as either a major priority (48%) or a priority (29%).

Stakeholders' Broad Priorities

"Priority" and "Major Priority"



Stakeholders' Specific Priorities



Later in the survey, when asked to identify three specific topics that are the highest priority for attention in order to get to the future they want by the year 2020, stakeholders highlight the rich/poor gap, biological diversity and education.

- More than one in six stakeholders identify the gap between rich and developing countries as the specific topic of highest priority.
- One in eight stakeholders identify biological diversity as the specific topic of highest priority.
- Just over one in ten identify basic education as the specific topic of highest priority.
- The wide range of other priorities chosen is indicative of the wide array of focuses among global stakeholders.

SUSTAINABLE DEVELOPMENT

Although stakeholders believe that SD can be achieved, most are pessimistic about whether the transition toward sustainable development is happening rapidly enough.

- Asked whether SD progress will occur fast enough to avert major, irreversible damage to human, social and ecosystem health, a majority (52%) says no, including one in seven who say major irreversible damage has already occurred.
- Only one in four stakeholders believe that society is likely / very likely to make the transition to sustainable development fast enough to avert irreversible damage.

Stakeholders hold all aspects of SD to be important, but assign particular importance to fresh water, clean energy and poverty reduction.

- When asked to rate the importance of ten action areas for speeding global progress toward SD, no less than three in four stakeholders rate every SD action area as important / very important. Three action areas are each seen as “very important” by over seven in ten respondents.
- Fully eight in ten stakeholders rate ensuring the quality and supply of fresh water as an action area that is very important.
- Three in four stakeholders rate producing and using cleaner energy as an action area that is very important.
- Additionally, seven in ten stakeholders rate substantially addressing poverty as an action area that is very important.
- Three other action areas have more than six in ten stakeholders rating them as very important: producing enough quality food without damaging the environment, making globalization equitable and environmentally sustainable, and changing unsustainable patterns of consumption and production.

GLOBALIZATION

To put economic globalization in context, stakeholders were asked to prioritize a number of specific challenges within the broad area of global economic affairs.

- More than eight in ten stakeholders rate the gap between rich and developing countries as a priority / major priority.
- More than eight in ten stakeholders rate exploring new/different models of development as a priority / major priority.
- More than two in three stakeholders rate the cancelling of the national debt of the poorest countries as a priority / major priority.

Stakeholders accept the inevitability of increasing globalization in the world. But they believe there are some very negative consequences that must be addressed.

- Fully three in four stakeholders agree / strongly agree with the statement that increasing globalization is inevitable.
- Nine in ten stakeholders agree / strongly agree with the statement that when it comes to globalization, there is too much focus on increasing trade and investment, and not enough on protecting things like human rights and the environment.
- Three of every four stakeholders agree / strongly agree with the statement that the free enterprise system and the free market economy work best in society's interests when accompanied by strong government regulations.
- Seven in ten disagree / strongly disagree that developing countries benefit as much as rich countries from globalization.
- Fully two in three stakeholders agree / strongly agree with the statement that they support people who take part in peaceful demonstrations against globalization because they are supporting my interests.

Stakeholders' Views on Globalization



Two specific developments associated with economic globalization receive the most criticism from stakeholders: international capital flows / currency trading, and privatization.

- Almost six in ten stakeholders rate international capital markets and currency trading a negative / major negative influence on the future they want by the year 2020.
- Fully four of every ten stakeholders rate the privatization of state-owned enterprises and services a negative / major negative influence; twice that number rate privatization positively.

There appears to be a predominant view among stakeholders that new models of development, and even new institutions and channels, are needed to achieve the world they want by the year 2020.

- Almost half of all stakeholders rate government-to-government aid a negative / major negative factor for the future they want by the year 2020.
- While a plurality rate direct foreign investment by multinational companies as a positive influence on the future, fully one in three stakeholders rate this negatively.
- More than three of every four stakeholders rate development assistance delivered through international charities and NGOs a positive / major positive influence.
- Just over two in three stakeholders rate philanthropy by charitable foundations and individuals a positive / major positive influence, a relatively low rating.

PUTTING STAKEHOLDER VIEWS IN CONTEXT

Some of the questions in this GSP survey have also been asked recently by Environics International to representative national samples of 1,000 average citizens in each of the “Group of 20” countries. The following graph compares the views of GSP stakeholders with those of the general public.

The comparison suggests the opinion-leading role that stakeholders can have in the public discourse, and also suggest that stakeholders’ views have a popular constituency behind them in many countries.

A Comparison of Views on Globalization

Global Stakeholders vs Global Public Opinion



* Environics’ November 2001 “Global Issues Monitor” public opinion survey. Average across Group of 20 countries (n=18,000).

GOVERNANCE

Within the broad area of governance, stakeholders see the ability and will of citizens to participate in democratic processes as having the greatest importance.

- When asked to rate the importance of specific topics within the broad area of governance as to how important each is in order to get to the future they want by the year 2020, more than eight in ten stakeholders rate democratic rights a priority / major priority.
- More than eight in ten stakeholders also rate actual participation by affected citizens a priority / major priority.
- Eight of every ten stakeholders rate corruption a priority / major priority.
- Fully three of every four stakeholders rate new approaches to governance a priority / major priority.

Stakeholders see the existing multilateral agency structure as a negative influence on getting to the world they want by the year 2020.

- More than half of responding stakeholders rate the International Monetary Fund (IMF) a negative / major negative influence.
- More than half of responding stakeholders rate the World Trade Organization (WTO) a negative / major negative influence.

- Over four in ten stakeholders rate the World Bank a negative / major negative influence.
- When asked to choose between reforming existing multilateral agencies like the World Bank, IMF and WTO, or disbanding them and building new structures/mechanisms, fully one in three stakeholders favoured disbanding them and building new structures/mechanisms.

Stakeholders believe in a strong role for national governments but are critical of how nation states today weigh in to global affairs, especially major industrialized countries.

- Three in four responding stakeholders rate increasing the effectiveness and capacity of government institutions as a priority / major priority for action to get to the world they want.
- At the same time, two in three stakeholders agree / strongly agree with the statement that national governments are becoming less and less relevant in the world.
- Four in ten stakeholders today rate national governments in general a negative / major negative influence towards the world they want by the year 2020. One-fifth rate their own country's government negatively.

INTERPRETIVE REPORT: GOVERNANCE

- Fully eight of every ten stakeholders agree / strongly agree that major industrial countries tend to act to protect their interests in world affairs, thereby playing a major role in keeping developing countries poor.
- Six in ten stakeholders rate the government of the United States a negative / major negative influence towards the world they want by the year 2020.

Stakeholders' views on the effectiveness and future role of national governments are related both to their geographical region and their sector of employment.

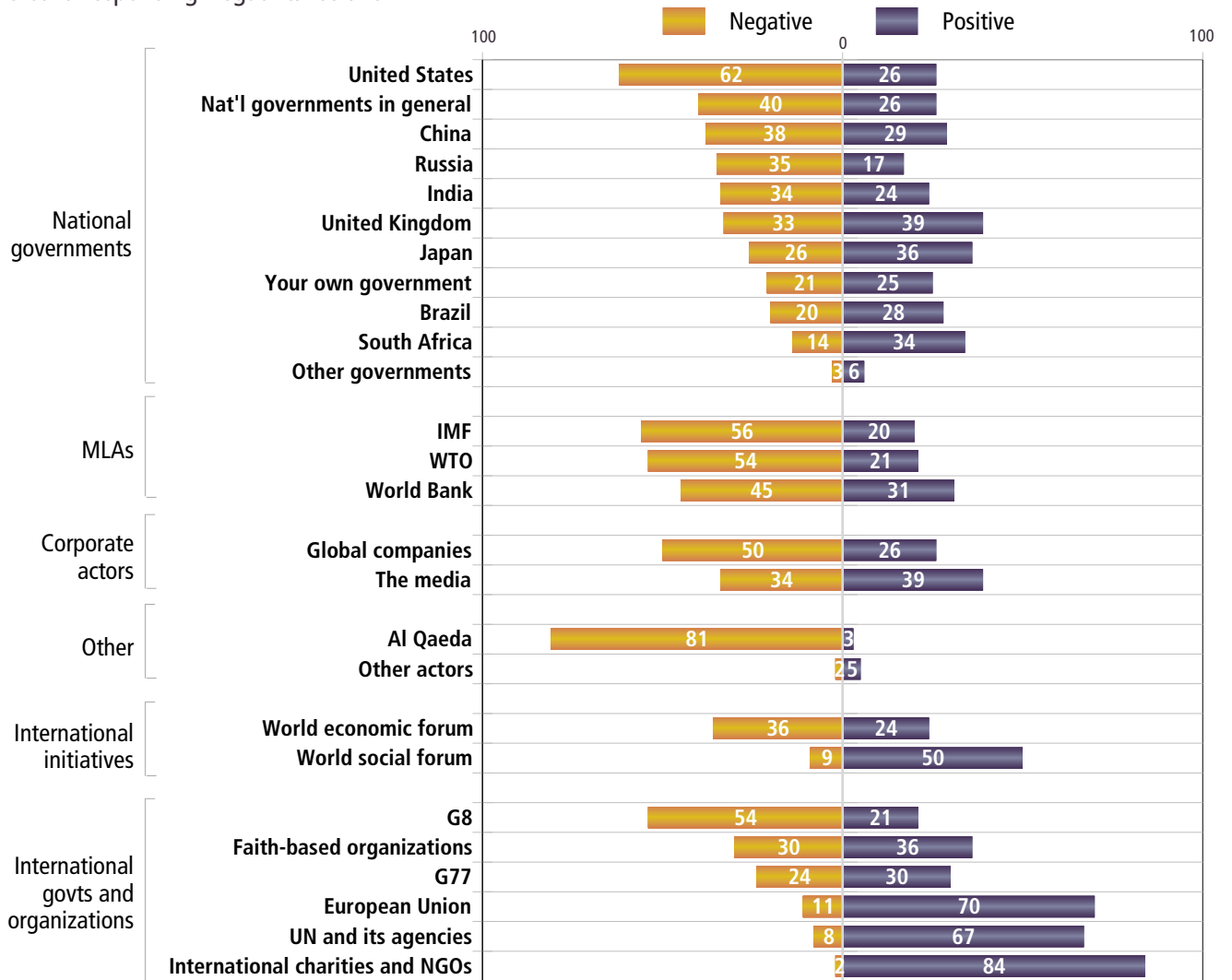
- More than eight in ten stakeholders from Africa, Latin America and Eastern Europe rate the effectiveness of governmental institutions a priority / major priority, while only six or seven in ten stakeholders from the other five regions do so.
- More than eight in ten stakeholders employed within NGOs and faith-based organizations (FBOs) rate the effectiveness of governmental institutions a priority / major priority, while two-thirds or less of those employed by corporate institutions, the media and multilateral agencies (MLAs) rate this issue as a priority/major priority.

Stakeholders rate NGOs, the European Union and the United Nations system quite positively, and want international governance to evolve in the direction of world government.

- When asked to rate each of a number of actors in terms of whether they are currently being a positive or negative influence towards the world stakeholders want by the year 2020, more than eight in ten stakeholders rate international charities and NGOs a positive / major positive influence.
- Fully seven in ten stakeholders rate the European Union (EU) as a positive / major positive influence, and two in three rate the United Nations (UN) and its agencies similarly.
- When asked to choose between having global institutions continue to be accountable to national governments or to have global institutions accountable directly to citizens, fully six in ten stakeholders choose having global institutions report directly to citizens.

Stakeholders' Views of Global Actors

Percent Responding Negative/Positive

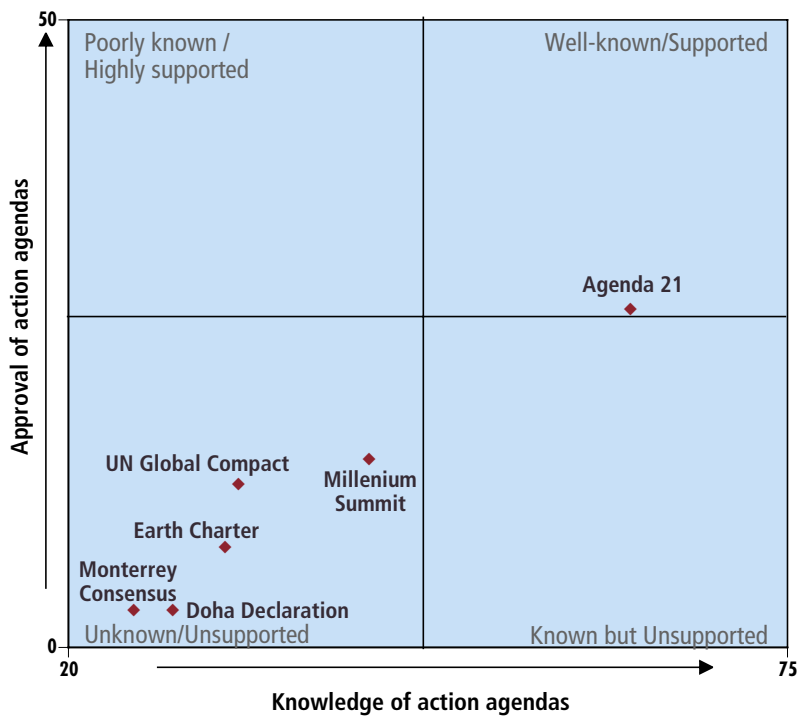


INTERNATIONAL AGENDAS

Although members of the global stakeholder community hold similar opinions and have common concerns, they have yet to adopt either a common framework of goals or an international “agenda for action” for getting to the future they want by the year 2020.

- A majority of stakeholders report having either knowledge or detailed knowledge of only one international agenda for action—Agenda 21 from the Rio Earth Summit.
- However, fewer than three in ten stakeholders identify any single action agenda as most worthy of broad support and action.
- A similar proportion of stakeholders respond by identifying none of the action agendas worthy of broad support and action.

Knowledge and Approval of International Agendas



INTERPRETIVE REPORT: INTERNATIONAL AGENDAS

Of the several existing initiatives to establish global goals or “agendas for action” on world challenges, only one is widely known by stakeholders—Agenda 21.

- Almost two in three stakeholders have knowledge / detailed knowledge of Agenda 21 from the Rio Earth Summit.
- Four in ten stakeholders have knowledge / detailed knowledge of the Millennium Development Goals from the UN's 2000 Millennium Summit.
- Less than half of stakeholders have knowledge / detailed knowledge of any other specific initiative.

Stakeholders' approval of any specific “agenda for action” appears related to their knowledge of it.

- When asked to identify the one action agenda that is most worthy of broad support and action, more than one-quarter of stakeholders identify Agenda 21 from the 1992 Rio Earth Summit.
- More than one in seven stakeholders identify the Millennium Development Goals from the UN's 2000 Millennium Summit as worth of broad support and action.
- More than one-quarter of stakeholders respond by identifying none of the action agendas as worthy of broad support and action.

DISENCHANTMENT WITH THE STATUS QUO

A major finding of this survey is stakeholders' desire to explore new and alternative paths to organizing and focusing the world.

- More than eight in ten of the mainly NGO stakeholders surveyed rate exploring new models of development as a priority.
- Six in ten of the stakeholders surveyed believe that international capital markets and currency speculation are negative influences impeding the achievement of the world they want.
- Four in ten rate the privatization of public services as negative; twice that number rate it positively.
- One in two of the mainly NGO stakeholders surveyed do not agree that the free enterprise system is the best on which to base the future. They strongly agree that the free enterprise system works best under strong governmental regulations.
- At the same time, two in three agree national governments are becoming less and less relevant in the world.
- Eight in ten agree major industrialized countries tend to act to protect their interests in world affairs, thereby playing a major role in keeping developing countries poor.
- When asked to choose between having global institutions continue to be accountable to national governments or to have these institutions accountable directly to citizens, fully six in ten choose having these institutions report directly to citizens.
- One in three stakeholders surveyed favour the outright scrapping of the Bretton Woods institutions established following the second world war (IMF, World Bank); however six in ten favour their reform (and hence could be productively engaged in an effort to do so).
- Fully nine in ten stakeholders agree that a fundamentally better world—one that works for all life—is both possible and achievable.

These provocative results will ensure future phases of the 2020 Global Stakeholder Panel initiative will be interesting indeed, as future surveys explore ways of addressing these topics productively, with fuller participation by government and business stakeholders.

CAPACITY BUILDING

Of greatest importance to NGO stakeholders with respect to building the capacity of their organizations is increased networking and alliances with other stakeholders.

- Almost eight in ten NGO stakeholders rate help in building effective strategic alliances with other organizations/networks as having potential / major potential for building the capacity of their organizations.
- Another seven in ten NGO leaders rate networking with new allies as having potential / major potential for building the capacity of their organizations.
- More than half of responding stakeholders rate building membership/recruitment as having potential / major potential for building the capacity of their organizations.

Increasing both the financial resources of their organizations and their fundraising capacity are equally valued, but second to the above.

- Seven in ten stakeholders rate financial support / bigger budget as having potential / major potential for building the capacity of their organizations.
- But an equal number of stakeholders rate fundraising capacity / training as having potential / major potential for building the capacity of their organizations.

NOTE: *In this section, only the views of the participating stakeholders from non-governmental organizations (NGOs) are reported.*

INTERPRETIVE REPORT: CAPACITY BUILDING

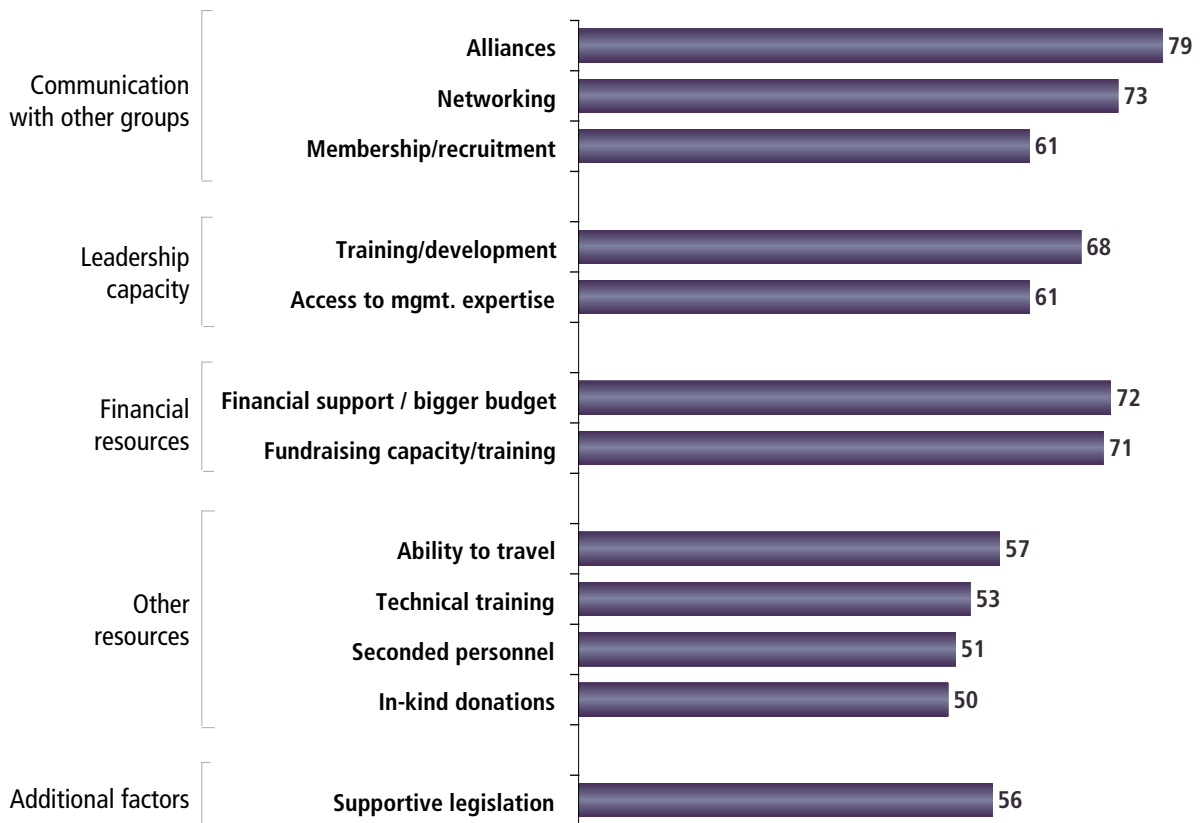
NGO stakeholders also believe that increasing their capacity as leaders is important with respect to the capacity of their organizations.

- Almost seven in ten stakeholders rate leadership training and development as having potential / major potential for building the capacity of their organizations.

- Six in ten NGO stakeholders rate access to management expertise, mentors and tools as having potential / major potential for building the capacity of their organizations.

Capacity Building Potential

NGOs Only: Percent Responding Potential / Major Potential (weighted n=149)



METHODOLOGY

METHODOLOGY

Since a comprehensive global inventory of civil society is not available, Environics International Ltd. (EIL) developed a three-dimensional sampling matrix to ensure that both the respondents to the GSP surveys and their responses are indicative of a broad range of global stakeholders. The three factors used to define the three dimensions of this matrix were the types of stakeholders (from NGOs to government and business leaders), stakeholders' level of focus (from local to global), and their geographical region.

This matrix was used by EIL as a template to both build a customized data base of 2,800 qualified stakeholders worldwide, and to enlist a wide range of network organizations (listed in the Background section of this report) who are encouraging their global networks to participate in the full series of surveys. In addition to these, the following networks were also used to solicit participation in the GSP survey: AIESEC Canada, Asociacion Latinoamericana de Organizaciones de Promocion (ALOP) de la Iglesia Santa Teresita, Community Philanthropy Initiative, Dimitra Project, Equal Access, International Chamber of Commerce, International Simultaneous Policy Organisation, Network Institute for Global Democratization (NIGD), PIDHDD Network, Six Nations Iroquois Confederacy (Chief Oren Lyons), and South Asia Watch on Trade, Economics and Environment (SAWTEE).

The first Global Stakeholder' Panel survey was fielded during the months of August through October 2002. A full range of participation options, from mail and

fax versions of the questionnaire to on-line versions in five languages (Arabic, English, French, Portuguese, and Spanish), helped ensure the fullest-possible participation.

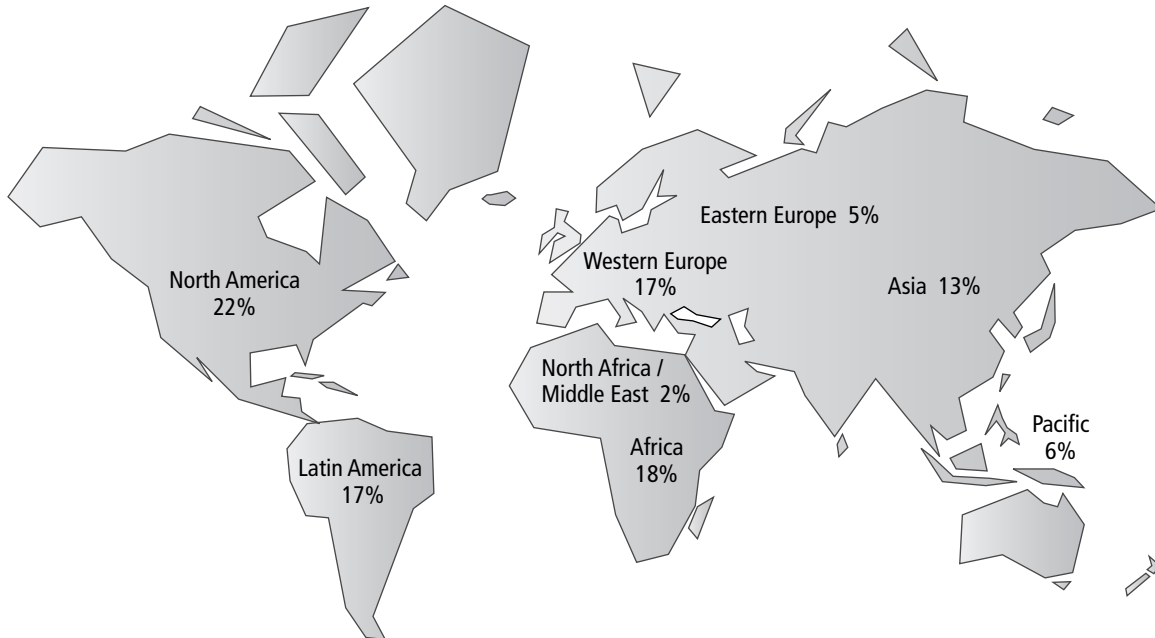
Effort was made for this first "priority-setting" survey to ensure good participation by stakeholders based in developing countries, where problems are most acute. Future surveys that will focus more on exploring possible solutions and ways forward will enlist a greater number of government, business, and NGO stakeholders to ensure a broad-based dialogue to evolve an action plan, with useful comparisons between these influential perspectives.

In this first survey, a total of 455 surveys were completed by the end of the survey period. There were a further 1,000 visits made to the survey's website to either download the survey for printing or to complete it on-line, but these did not result in additional completed questionnaires. While the lengthy nature of this first GSP questionnaire was deemed necessary to ensure a complete audit of the global stakeholder agenda, it is clear that a shorter questionnaire would have resulted in more completions. In order to achieve the project's objective of having 1,000 completions by the third GSP survey, shorter surveys will be used going forward.

The 455 respondents were then screened in order to guarantee that only organizational leaders and/or influential individuals within their communities were included in the reported findings. Multiple responses from a single respondent were also eliminated. After these steps, a total of 296 qualified respondents remained.

Geographical Distribution of Responding Stakeholders

By Percentage of Total Sample



A cell analysis employing the dimensions of the matrix was then used to test how evenly respondents were distributed across the desired attributes (eg., geographical, sectoral distribution), and to note stakeholder categories that were under-represented. The most obvious areas of under-representation, in part because of the initial emphasis on developing country representation, are stakeholders from the government and business communities. These and other under-represented segments, including stakeholders from the Middle East and North Africa, as well as indigenous peoples, will be addressed by sending the second GSP survey out through network organizations with good access to these stakeholders.

In Environics' opinion, the only group that was significantly over-represented in the screened sample were respondents working in North America at either the local, state or national levels. To adjust for this, the screened sample was mathematically adjusted to

reduce the relative weighting of these respondents. After weighting, a total of 258 weighted respondents remained.

The findings in this report represent the views of these final 258 qualified, screened and weighted respondents that are well distributed with respect to the three factors in EIL's matrix with the above-noted exceptions. Environics considers the results to represent a valid set of global priorities that deserve exploration and consideration by NGO, government, and business stakeholders in future GSP surveys.

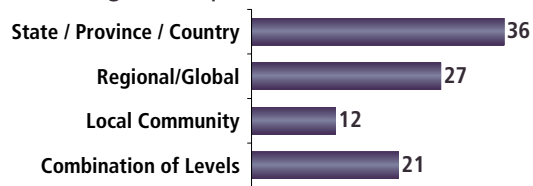
Responses to the survey were sent from 63 countries. Seven of the eight geographical regions in this survey are represented by at least a dozen respondents. Five regions are represented by more than 30 respondents. Analysis determined that respondents' geographical point of origin was not a significant factor in explaining the report's findings, which are, therefore, truly of a global nature.

METHODOLOGY

All four of the geographic levels of focus are represented by more than 30 respondents each. Three levels are represented by more than 50 respondents.

Geographical Level of Focus

Percentage of Respondents*



* Not all respondents indicated the level at which they work.

At least ten respondents represent six of the seven employment sectors accounted for in this survey. EIL does not anticipate problems in obtaining a greater number of responses from the under-represented sectors in future GSP surveys.

Distribution of Respondents (prior to weighting)

Region	Total	NGO/ FBO	Corporate	Gov't	Media	Multilateral Agencies	Union	Other
Africa	47	38	3	4	1	1	0	0
Asia	34	20	2	2	1	5	1	3
Eastern Europe	12	9	1	0	1	0	1	0
Latin America	43	30	3	1	1	7	0	1
North America	86	49	11	8	3	9	1	5
Middle East / North Africa	4	1	0	1	0	1	0	1
Pacific	15	5	3	3	0	0	1	3
Western Europe	55	25	6	1	1	9	8	5
Total	296	177	29	20	8	32	12	18

QUESTIONNAIRE AND FREQUENCIES

Working toward the World We Want for Our Children

A Global Stakeholder Survey

Conducted by GlobeScan Research (formerly Environics International)
for The 2020 Fund at the King Baudouin Foundation U.S.

This is a global survey of people working through their organizations and networks for a better world. The survey involves a full range of stakeholders from civil society, business, and government, with an emphasis on voices from the South. The questions focus on the challenges of getting to the world we want for our children, using a benchmark year of 2020 as a point of reference.

In return for your participation, you will receive a full report of findings. Results will also be freely and widely communicated, including through global press releases and distribution of the reports to all major governments, international agencies and stakeholder organizations.

This is the first in a series of surveys and is intended to crystallize key issues and identify topics for further inquiry. Future surveys will focus on establishing perceived root causes, common goals and possible solutions to the issues identified. Over time, the intent of this initiative is to identify widely supported goals and an agenda for action.

The survey is available in Arabic, English, French, Portuguese, and Spanish. There are three ways to participate:

- Complete the survey online at: www.globescan.com/surveys/gsp
- Print and complete this pdf version and **fax** it to us at: **+1-416-920-3510**
- Print and complete this pdf version and mail it to us at:

Environics International
33 Bloor Street East, Suite 900
Toronto, ON
M4W 3H1 CANADA

If you need assistance in participating, please contact: Penny Yu at **+1 (416) 920-9010, ext. 205**
or by email at: globescan@environicsinternational.com.

When answering, please give your personal views rather than the “official” view of your organization. Be assured that all individual responses will be held in strictest confidence by Environics International Ltd. under the professional standards of the global survey research industry. Responses will never be attributed to individuals or organizations, and no respondent information will be released.

The 2020 Fund is grateful for the financial support for this initiative provided by philanthropist Samuel Mills, the King Baudouin Foundation of Belgium, the C.S. Mott Foundation of the United States, the Canadian International Development Research Centre (IDRC), and Dow Canada.

We would like to acknowledge the substantive advice and help provided by the following organizations in developing this survey: Ashoka: Innovators for the Public, CIVICUS, Friends of the Earth Canada, the Institute for Agriculture and Trade Policy (IATP), the Interfaith Center on Corporate Responsibility (ICCR), the International Confederation of Free Trade Unions (ICFTU), and International Planned Parenthood Federation (IPPF), and the donors listed above. These organizations are also encouraging their networks to participate.

We also want to thank the following additional organizations that are encouraging their networks to participate in the research: Conference of NGOs at the UN (CONGO), Global Action Network, Human Rights Information Network in Nigeria, International Union of Local Authorities (IULA), Leadership for Environment and Development (LEAD), Student Environmental Action Coalition (SEAC), and the World Federation of United Nation Associations (WFUNA).

You and Your Organization

1.1. Which of the following best describes the perspective from which you will be answering this survey.

- I hold a key leadership position in my organization **89%**
- I play a technical or support role in my organization
- I am an influential individual (e.g., network/community leader, politician, journalist) **11%**
- I am an interested citizen
- Other (*please specify*)

1.2. Please choose the option below that best describes the type of organization or network where you do most of your work.

- Non-governmental organization (NGO) (community-based, self-help, advocacy group, network) **56%**
- Faith-based organization (religious or spiritual) **1%**
- Government (local, state/province, national or EU) **5%**
- Multilateral organization (UN, World Bank, IMF, WTO, ILO, etc.) **2%**
- Investor-owned, for-profit company (including industry association) **3%**
- State-owned company (25% or more government ownership) **0%**
- Small business/farm, non-profit company, cooperative, alternative enterprise
- Trade union / Labor union / National trade union centre **4%**
- Institution (academic, research institutes, think tank) **10%**
- Service (consultant, professional association) **4%**
- Media **3%**
- Other (*please specify*) **7%**
- No organization / individual citizen **0%**

1.3. If you chose NGO in Q.2 above, please select the categories below that best describe your organization or network. (Maximum of 3 CHOICES)

<input type="checkbox"/> Agriculture/food	11%
<input type="checkbox"/> Children / youth / student	26%
<input type="checkbox"/> Community development / organizational capacity building	41%
<input type="checkbox"/> Corporate responsibility	8%
<input type="checkbox"/> Crime prevention / personal security	1%
<input type="checkbox"/> Culture, the arts, literature	5%
<input type="checkbox"/> Economic development / poverty / employment	22%
<input type="checkbox"/> Education	24%
<input type="checkbox"/> Environment / nature / pollution	35%
<input type="checkbox"/> Globalization activism	7%
<input type="checkbox"/> Health	10%
<input type="checkbox"/> Human rights	16%
<input type="checkbox"/> Indigenous / Aboriginal	4%
<input type="checkbox"/> Marginalized groups (refugees)	2%
<input type="checkbox"/> Natural resources (energy, water)	12%
<input type="checkbox"/> Government policy / institutional watchdog	7%
<input type="checkbox"/> Public participation / empowerment / democracy	22%
<input type="checkbox"/> Science / technology	3%
<input type="checkbox"/> Self-help	3%
<input type="checkbox"/> Social, legal or economic justice	8%
<input type="checkbox"/> Women/gender	10%
<input type="checkbox"/> Workers' rights	2%
<input type="checkbox"/> Other (<i>please specify</i>)	10%

1.4. At what geographic level do you *mainly* work?

(Choose ONE)

<input type="radio"/> Local community	13%
<input type="radio"/> State/province	8%
<input type="radio"/> Country	28%
<input type="radio"/> Regional (a number of countries)	10%
<input type="radio"/> Global	17%
<input type="radio"/> Combination (<i>please specify</i>)	21%

Challenges and Priorities

2.1. Please use your own words to describe the single greatest challenge for getting to the future you want by the year 2020?

2.2. Please rate each of the following broad issue areas as to how major a *priority for attention* it is in order to get to the future you want by the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
National economic affairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.03
Global economic affairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.17
Science and technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.84
Environment and resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.55
Governance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.33
Social matters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.31
Spiritual matters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.18
Other broad issue area (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.83
<input style="width: 100%; height: 20px;" type="text"/>						

2.3. Within the broad area of *national economic affairs*, please rate each of the following topics as to how major a priority for attention it is in order to get to the by future you want the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Deregulation, creation of freer markets for goods and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.98
b) Reregulation of markets to control greed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.71
c) Privatization of state-owned companies or services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.54
d) Economic capacity / development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.18
e) Infrastructure (roads, railway, telephone)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.89
f) Economic rules that favor the rich and powerful (unfair rules)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.18
g) Land reform and property rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.67
h) Ownership of / access to natural resources (forests, water)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.03
i) Economic security (social safety net, welfare, pensions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.17
j) Job creation / unemployment / under-employment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.31
k) Public finances (tax system, budget policy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.78
l) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.89
<input style="width: 100%; height: 20px;" type="text"/>						

2.4. Within the broad area of *global economic affairs*, please rate each of the following topics as to how major a priority for attention it is in order to get to the future you want by the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Gap between rich and developing countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.50
b) International capital markets, currency trading, role of financial sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.73
c) Trade in goods and services between countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.78
d) Official development assistance (government-to-government aid)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.56
e) Economic rules that favor rich countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.30
f) Exploring new/different models of development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.49
g) Direct foreign investment by companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.35
h) Cancelling national debt of poorest countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.95
i) Regional wars / investment in the military	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.17
j) Terrorism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.18
k) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.85

2.5. Within the broad area of *science and technology*, please rate each of the following topics as to how major a priority for attention it is in order to get to the future you want by the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Regulation of science and technology (magnitude of impacts, pace of change, access issues, safety)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.88
b) Digital divide (lack of Internet, telephones, computers, and training in developing countries)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.10
c) Innovation and research capacity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.11
d) Intellectual property rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.51
e) Ethical oversight of basic and applied research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.83
f) Genetic modification of organisms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.25
g) Information technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.15
h) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.82

2.6. Within the broad area of *environment and resources*, please rate each of the following topics as to how major a priority for attention it is in order to get to the future you want by the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Biological diversity (nature protection, land conservation, preventing species loss)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.51
b) Energy (supply, safety, type)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.46
c) Environmental pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.55
d) Climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.27
e) Fresh water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.66
f) Other natural resources (forests, minerals, fish)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.32
g) Food supply (quantity, distribution, safety, quality)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.48
h) Environmental legislation and regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.12
i) Other governance approaches (emissions trading schemes, covenants)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.83
j) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.96

2.7. Within the broad area of *governance*, please rate each of the following topics as to how major a priority for attention it is in order to get to the future you want by the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Corruption (bribery, lack of ethics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.38
b) Democratic rights (fair elections, freedom of assembly)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.42
c) Actual participation by affected citizens, beneficiaries, membership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.45
d) Role of multinational companies in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.80
e) Corporate governance (role of directors, employee empowerment, shareholder rights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.80
f) Role of national governments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.95
g) Effectiveness and capacity of government institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.18
h) Role of the media (press freedom, control, abuse)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.15
i) International institutions and processes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.96
j) Role of NGOs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.20
k) Governance in NGOs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.93
l) Leadership (quality, direction of)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.35
m) New approaches to governance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.32
n) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.91

2.8. Within the broad area of *social matters*, please rate each of the following topics as to how major a priority for attention it is in order to get to the future you want by the year 2020. Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Hatred (based on religion, language, ethnicity)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.99
b) Local conflicts (inter-group tensions, civil war)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.85
c) Human rights (civil rights, equal treatment, social justice)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.53
d) Role of women (education, rights, employment opportunities and leadership roles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.34
e) Worker rights (decent work, working conditions, freedom of association)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.16
f) Aboriginal rights (treatment, participation in society)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.94
g) Cultural development (role of art, literature, freedom of expression)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.81
h) Cultural diversity (preventing loss of languages, protection of cultural traditions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.75
i) Disease (epidemics like AIDS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.28
j) Basic education, literacy and training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.63
k) Justice system (crime, rule of law, respect for rights)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.31
l) Population (family planning, migration, refugees)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.02
m) Poverty / homelessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.44
n) Health (care system, disease prevention, reducing health risks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.49
o) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.91
<input type="text"/>						

2.9. Within the broad area of *spiritual matters*, please rate each of the following topics as to how major a priority for attention it is in order to get to the future you want by the year 2020.

Please use a 5-point scale where 1 means "not a priority" and 5 means "a major priority."

	1 Not a priority	2	3	4	5 Major priority	Mean
a) Encourage spiritual enlightenment and the search for meaning beyond material existence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.22
b) Ensure everyone is able to choose which spiritual path to follow, including none	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.81
c) Infuse spiritual values and morality into the affairs of state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.07
d) Ensure that organized religion operates entirely separately from the state (separation of church and state)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.67
e) Ensure all children receive a basic spiritual education stressing the unity and equality of humankind as well as instilling a sense of wonder and of hope	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.65
f) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.59
<input type="text"/>						

2.10. Please use the topic numbers from questions 2.3 - 2.9 above (e.g., "2.5b") to identify the THREE that have the highest priority for attention in order to get to the future you want by the year 2020.

- | | | |
|-------------------------|---|-----|
| 1: <input type="text"/> | Gap between rich and developing countries | 17% |
| 2: <input type="text"/> | Biological diversity | 12% |
| 3: <input type="text"/> | Basic education, Literacy and training | 11% |

2.11. Is each of the following factors currently being positive or negative for the future you want by 2020?

Please use a 5-point scale where 1 means "major negative influence," 3 means "neutral / no net influence" and 5 means "major positive influence."

	1 major neg. influence	2	3 neutral / no net influence	4	5 major pos. influence	Mean
a) International capital markets and currency trading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.35
b) The trade of goods and services between nations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.20
c) The global exchange of information, culture, and ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.20
d) Privatization of state-owned enterprises and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.67
e) Official government-to-government aid (Official Development Assistance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.34
f) Development assistance delivered through international charities and non-governmental organizations (NGOs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.08
g) Cancellation of the foreign debt of the poorest countries (debt relief)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.96
h) Philanthropy (financial donations to charities/NGOs) by charitable foundations and individuals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.96
i) Direct foreign investment by multinational companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.09
j) Socially responsible behavior by companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.01
k) Ways in which international conflict and disagreements are resolved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.33
l) Other (please specify and rate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.36
<input type="text"/>						

2.13. Please rate each of the following *specific governments* in terms of whether they are currently being a positive or negative influence towards the world you want by 2020.

Please use a 5-point scale where 1 means "major negative influence," 3 means "neutral / no net influence" and 5 means "major positive influence."

	1 major neg. influence	2	3 neutral / no net influence	4	5 major pos. influence	Mean
a) Brazil	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.12
b) China	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.88
c) India	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.88
d) Japan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.18
e) Russia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.74
f) South Africa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.30
g) The European Union (EU)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.84
h) The United Kingdom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.08
i) The United States	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.32
j) Government of your country of residence (if other than above)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.05
k) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.37
<input style="width: 460px; height: 20px;" type="text"/>						

Views on Globalization

For the purposes of this survey, "globalization" is defined as the increased mobility of goods, services and capital between countries, which can also include an increase in the worldwide flow of information, culture and technology.

3.1. Do you strongly disagree, somewhat disagree, somewhat agree, or strongly agree with each of the following statements.

(If you neither agree nor disagree with a statement, please leave blank.)

	1 Strongly disagree	2 Somewhat disagree	3 Somewhat agree	4 Strongly agree	Mean
a) I support people who take part in peaceful demonstrations against globalization because they are supporting my interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.94
b) Violence is sometimes a legitimate form of protest against globalization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	1.60
c) Increasing globalization is inevitable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.11
d) Developing countries benefit as much as rich countries from free trade and globalization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	1.91
e) When it comes to globalization, there is too much focus on increasing trade and investment, and not enough on protecting things like human rights and the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.56
f) The free enterprise system and free market economy is the best system on which to base the future of the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.36
g) The free enterprise system and free market economy work best in society's interests when accompanied by strong government regulations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.08
h) National governments are becoming less and less relevant in the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.78
i) Major industrialized countries tend to act to protect their interests in world affairs, thereby playing a major role in keeping developing countries poor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.34
j) A fundamentally better world - one that works for all life - is both possible and achievable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.57
k) The United Nations system together with existing multilateral agencies are capable of dealing with current world challenges.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.49

Governance

For the purposes of this survey, "governance" is defined as the way in which society ensures that its values and goals govern the actions of its citizens and organizations. It includes government at all levels, the United Nations system, multilateral agencies like the World Bank and IMF, as well as governance systems within civil society and business.

4.1. For each of the following pairs of opposites, please choose the one you believe will best get us to the future you want by the year 2020?

- a: Reforming existing multilateral agencies like the World Bank, IMF and WTO 61%
 - Disbanding these existing multilateral agencies and building new structures/mechanisms 34%
 - Other 3%
- b: Reforming United Nations organizations like the World Health Organization, the UN Development Program, the UN Environment Program, & the International Labor Org. 81%
 - Disbanding these UN Organizations and building new structures/mechanisms 10%
 - Other 4%
- c: Having global institutions continue to be accountable to national governments 27%
 - Having global institutions accountable directly to citizens 63%
 - Other 6%

4.2. As you know, there have been a number of attempts to establish principles, "agendas for action" on world challenges. Please indicate goals or how knowledgeable you are about each of the following.

Please use a 5-point scale where 1 means "never heard of it" and 5 means "have detailed knowledge."

	1	2	3	4	5	Mean
a. Agenda 21 from the 1992 Rio Earth Summit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.75
b. Millennium Development Goals from the UN's 2000 Millennium Summit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.08
c. Doha Declaration from the 2001 launch of the WTO's "Doha Development Round"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.56
d. Monterrey Consensus from the 2001 UN Financing for Development Conference in Mexico	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.46
e. The Global Compact initiative of the UN, involving business, labor and NGOs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.64
f. The Earth Charter developed by the Earth Council in Costa Rica	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2.72
g. Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.36

4.3. Please use the letters from question 4.2 above (e.g., "e") to identify the ONE that you think is most worthy of broad support and action.

- Write your choice here **Agenda 21 from the 1992 Rio Earth Summit 28%**
- None **28%**

4.4. Which ONE of the following statements best represents your point of view?

- Rich countries should only give financial help to poor countries that first clean up government corruption and improve democracy. **21%**
- Ways should be found to ensure that financial help reaches people living in poverty regardless of whether their governments are corrupt or undemocratic. **66%**
- Other (*please specify*) **11%**

Sustainable Development (SD)

For the purposes of this survey, "sustainable development" is defined as meeting the needs of the present without compromising the ability of future generations to meet their needs.

5.1. Thinking of the present rate at which society is making the transition toward sustainable development, please rate the likelihood that progress will occur fast enough to avert major, irreversible damage to human, social and ecosystem health.

Please use the 5-point scale provided where 1 is "very unlikely" and 5 is "very likely." If you believe "major irreversible damage has already occurred" please choose "0."

- 1 (very unlikely) **15%**
- 2 **23%**
- 3 **23%**
- 4 **15%**
- 5 (very likely) **9%**
- 0 (damage has already occurred) **14%**

Mean 2.77%

5.2. Please rate the *importance* of each of the following *action areas* for speeding progress towards sustainable development (SD) globally.

Please use the 5-point scale provided where 1 is "not important" and 5 is "very important."

	1 Not important	2	3	4	5 Very important	Mean
a) Producing and using cleaner energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.65
b) Ensuring the quality and supply of fresh water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.76
c) Producing enough quality food without damaging the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.55
d) Protecting long-term human health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.37
e) Protecting the variety (and health) of plants and animals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.31
f) Substantively addressing poverty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.61
g) Changing unsustainable patterns of consumption and production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.52
h) Developing a more effective institutional framework for SD globally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.22
i) Making globalization equitable, environmentally sustainable, inclusive and responsive to the needs of developing countries and the poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.47
j) Getting acceptance of the principle of "common but differentiated responsibilities" in implementing SD, where developing countries' obligations would be different from those of industrialized countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.13
k) Other (<i>please specify and rate</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.11
<input style="width: 400px; height: 20px;" type="text"/>						

5.3. Will you personally be attending the World Summit on Sustainable Development (WSSD) in Johannesburg in August, 2002?

- Yes 16%
- No 81%

Capacity Building

Let's now turn to how we can build the organizational capacity needed to achieve the world we want by 2020. If this question is not relevant to you, please leave blank and go on to the next question.

6.1. Please rate each of the following in terms of its potential for building the capacity of your organization.

Please use a 5-point scale where 1 means "minor potential" and 5 means "major potential."

	1 minor potential	2	3	4	5 major potential	Mean
a) Access to management expertise, mentors and tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.77
b) Financial support / bigger budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.95
c) Building membership / recruitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.61
d) Fundraising capacity/training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.83
e) Help in building effective strategic alliances with other organizations/ networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.18
f) In-kind donations of equipment, materials, computers, services, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.24
g) Leadership training and development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.97
h) Networking with new allies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.11
i) Greater ability to travel and communicate freely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.58
j) Seconded personnel from other organizations with needed expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.33
k) Supportive legislation/regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.52
l) Technical training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3.50
m) Other (please specify and rate)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4.38
<input style="width: 500px; height: 20px;" type="text"/>						