

GLOBAL  
STAKEHOLDER  
2020  
PANEL

EXECUTIVE REPORT

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

## ***EXECUTIVE REPORT***

Results 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

# 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 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:

[www.2020Fund.org](http://www.2020Fund.org)

or fax your coordinates to:

+1 (416) 920-3510

or write to:

Environics International  
33 Bloor Street East, Suite 900  
Toronto, Canada  
M4W 3H1.

### 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](http://www.2020Fund.org)