

**PRIME MINISTER**

**RECORDED MESSAGE FOR "OUR COMMON FUTURE"**

You agreed to record a short video message for inclusion in the global television broadcast sponsored by the World Commission on Environment and Development. We have arranged for you to do the recording tomorrow, Thursday at 5.30. It will be broadcast on World Environment Day, 3 June.

The message should last around one minute. A draft is attached. I shall arrange to put it on autocue for you.

A make-up lady will be present if required.

Content?

A handwritten signature in dark ink, appearing to read "Michael Bates". The signature is fluid and cursive, with a long horizontal stroke at the end.

**MICHAEL BATES**  
Press Office  
24 May 1989

## "OUR COMMON FUTURE" - PRIME MINISTER'S MESSAGE

Up until now, we have always been able to take for granted that the complex systems that make up the Earth and sustain life would look after themselves, no matter what mankind's activities were. It is a great irony that the marvellous advances that humanity has achieved in recent decades - in agriculture, in medicine, in science and technology - benign advances which have improved the lot of humanity as a whole, should now put at risk the balance of nature on our planet. Truly, we can now speak of "Our Common Future".

Sustaining the balance of nature is one of the greatest challenges of the late 20th century. In the United Kingdom, we are taking this challenge very seriously indeed. Take the ozone layer, for example. In March we held a conference in London which brought together 123 countries in a practical demonstration of how the international community can act together to tackle this kind of global issue. As a result of the conference, 20 more nations agreed to sign the Montreal Protocol to curb ozone damaging agents. The United Kingdom also announced that it was more than doubling its contribution to the United Nations Environment Programme. I call on other governments to follow suit. Last month at the UN the British Permanent Representative called for a new international agreement to tackle the problem of global climate

change. We shall be pressing very hard for this. The atmosphere knows no national boundaries. The winds carry no passports. I firmly believe that, as never before, the will exists around the world for these problems to be tackled in a concerted manner.

I salute all those who in any way have been involved in this pioneering broadcast. And I take this opportunity to invite everyone, whether watching or listening, to re-dedicate themselves on this World Environment Day to working hard to secure "Our Common Future", and to say that we must resolve today, as our first duty, to pass on this future intact to our children and our grandchildren.



2 MARSHAM STREET  
LONDON SW1P 3EB  
01-276 3000

Mr M Bates  
Press Office  
10 Downing Street  
London  
SW1A 2AA

My ref:

Your ref:

24 May 1989

Dear Mr Bates

GLOBAL TELEVISION BROADCAST : "OUR COMMON FUTURE"

Further to your letter of 22 May, I am enclosing as requested a draft message for the Prime Minister to use for the video pre-recording session on Thursday. This has been cleared with officials at FCO.

The Prime Minister might also wish to see the enclosed copy of the UK's formal response to the report of World Commission on Environment and Development. This was also entitled "Our Common Future" and the Prime Minister signed the forward, which has made a significant impact especially overseas.

A copy of this goes to Bob Pierce in the Foreign Secretary's Office.

Yours

CES Bush

KATE BUSH  
PRIVATE SECRETARY

Draft

GLOBAL TELEVISION BROADCAST: "OUR COMMON FUTURE"

DRAFT MESSAGE FOR PRIME MINISTER

Surely few problems can arouse such deep concern within us as the well-being of our planet. It sustains life through the air we breathe, the water we drink and the soil in which we cultivate our crops. And it provides the source of so many of the natural resources upon which our economic livelihoods depend. The future of our planet is therefore truly "Our Common Future".

But that future is increasingly threatened by a variety of major environmental problems. Problems such as global climate change, depletion of the ozone layer, tropical deforestation - and many others. All too frequently, these are the result - directly or indirectly - of human activities. We tend to forget that ours is only a repairing lease on this planet.

In the United Kingdom we are taking this challenge very seriously indeed. Take the ozone layer, for example. In March we held a conference in London on "Saving the Ozone Layer" which brought together 123 countries in a practical demonstration of how the international community <sup>can act</sup> needs to get together to tackle this kind of global issue. <sup>As a result of</sup> During the conference the United Kingdom announced that it was more than doubling its contribution to the United Nations Environment Programme. I call on other governments to follow suit. <sup>the UK is</sup> And <sup>we</sup> recently <sup>may</sup> have called for a new international agreement to tackle the problem of global climate change. We shall be pressing <sup>very</sup> hard for this. The atmosphere knows no <sup>national</sup> boundaries, and the winds carry no passports. I firmly believe that, as never before, the will exists around the world for these problems to be tackled in a concerted manner.

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UK

This programme has surely helped to demonstrate this. And - with some strengthening - I believe that the basic framework of international bodies and agreements required to bring this about already exists.

I salute all those who in any way have been involved in this pioneering broadcast. And I take this opportunity to invite everyone, whether watching or listening - to re-dedicate themselves on this World Environment Day to working hard to <sup>secure</sup> ~~ensure~~ that "Our Common Future" will truly be one that is worth passing on to future generations.

~~A future that we can pass on intact~~  
and say that we <sup>must</sup> ~~have~~ resolve <sup>today</sup> to ~~pass~~  
~~as~~ as our first duty to pass on ~~the~~  
this future intact to our children &  
Grandchildren,



This programme has surely helped to demonstrate this. And - with some strengthening - I believe that the basic framework of international bodies and agreements required to bring this about already exists.

I salute all those who in any way have been involved in this pioneering broadcast. And I take this opportunity to invite everyone, whether watching or listening - to re-dedicate themselves on this World Environment Day to working hard to ensure that "Our Common Future" will truly be one that is worth passing on to future generations.



Draft

GLOBAL TELEVISION BROADCAST: "OUR COMMON FUTURE"

DRAFT MESSAGE FOR PRIME MINISTER

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OUR COMMON FUTURE  
A GLOBAL BROADCAST

3400 International Drive, N.W.  
Washington, D.C. 20008  
U.S.A.

TEL: 202/362-5700

FAX: 202/362-5550

TO: Mike Bates, Press Office

FROM: Linda Starke, Content Coordinator

DATE: 23 May 1989

NUMBER OF PAGES (including cover): three

COMMENTS: The following page is the guidelines I mentioned on the phone

this morning, which we have supplied to all heads of government who have

taped messages for the broadcast. The second page is a current list of

those individuals (without Mrs. Thatcher, of course...I will revise the

page as soon as the support staff gets in this morning!). I'll be in

touch by phone or fax soon, and will have the film crew contact you directly

regarding the appointment at 1730 on Thursday, 25 May.

*Thank you.*  
*Linda Starke*

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GUIDELINES FOR ONE-MINUTE MESSAGES  
BY HEADS OF GOVERNMENT AND LEADING PUBLIC FIGURES

In the one-minute messages to be filmed especially for OUR COMMON FUTURE: A GLOBAL BROADCAST, we wish to provide you with an opportunity to deliver a personal message to the peoples of the world regarding our common future and the achievement of sustainable development. We must therefore leave it to you to say what you consider most important. Your statement need not be in English, but we would appreciate receiving an English version of it following the filming so that we can supply subtitles.

Topics that could be covered include:

- a short overview of what your government is doing to further the achievement of sustainable development;
- your personal reflection on how the world can ensure its common future;
- your views on emerging global institutional or legal mechanisms to deal with critical environment and development issues;
- your thoughts on the critical issues that must be addressed if we are to ensure our common future;
- an overview of efforts by nongovernmental, scientific, and other organizations in your country to put sustainable development into action; and
- your personal call to action to the peoples of the world to become involved in the critical issues of the decade ahead.

The broadcast on 3 June 1989 will highlight the principal messages of "Our Common Future," the final report of the World Commission on Environment and Development. Since the Commission released its report in April 1987, many governments have issued official responses or are preparing them. Nongovernmental organizations and citizen action groups the world over have endorsed many of the recommendations and urged their adoption. In July 1988, the heads of United Nations agencies gathered in Oslo at a unique meeting to find ways to make sustainable development a common goal of their organizations and of the UN system as a whole.

This broadcast is intended to strengthen global awareness of the threats inherent in current styles of development and of the opportunities we have to change them. Its message will be one of hope and optimism, reflecting the Commission's belief that the peoples of the world have the capacity and the will to change the course of human progress.

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A GLOBAL BROADCAST

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TEL: 202/362-5700

FAX: 202/362-5550

HEADS OF GOVERNMENTS AND LEADING PUBLIC FIGURES  
WHO WILL CONTRIBUTE A ONE-MINUTE MESSAGE  
TO THE BROADCAST

The Prime Minister of Norway and Chairman of the World Commission  
on Environment and Development, Mrs. Gro Harlem Brundtland

The Prime Minister of Australia, Mr. Robert Hawke

The Prime Minister of Canada, Mr. Brian Mulroney

The President of Costa Rica, Mr. Oscar Arias Sanchez

The Prime Minister of France, Mr. Michel Rocard

The Prime Minister of India, Mr. Rajiv Gandhi

The Prime Minister of the People's Republic of China, Mr. Li Peng

The Prime Minister of Spain, Mr. Felipe Gonzales

The President of the United States, Mr. George Bush

The President of Zambia, Dr. Kenneth Kaunda

The President of Zimbabwe, Mr. Robert Mugabe

The Secretary-General of the United Nations, Mr. Javier Perez de Cuellar

The President of The World Bank, Mr. Barber Conable

The Executive Director of the United Nations Environment Programme,  
Dr. Mustafa Tolba

5/22/89



*Green Allium.*  
*H*

10 DOWNING STREET  
LONDON SW1A 2AA

10 May 1989

Dear Mr Lindner

I write further to my letter of 25 April to you and my subsequent telephone conversation with Miss Ruth Jones.

Consideration was given to your request a recent diary meeting but I am sorry to have to tell you that the Prime Minister's diary is so very busy that she will not be able to contribute to your global television broadcast "Our Common Future".

As requested by Ruth Jones, I am enclosing an additional copy of this letter for forwarding to the World Commission on Environment and Development.

Yours sincerely

*Beth Frier*

BETH FRIER  
PRESS OFFICE

W H Lindner Esq  
Executive Director  
The Centre for our Common Future  
GENEVA



10 DOWNING STREET  
LONDON SW1A 2AA

25 April 1989

Dear Mr Lindner

I write to acknowledge your letter of 17 April to the Prime Minister seeking her participation in the global television broadcast "Our Common Future" to be broadcast on 3 June this year.

I confirm that your request has gone forward for consideration and, once we are able to let you have a firm response, we shall get in touch again.

Yours sincerely

BETH FRIER  
PRESS OFFICE

W H Lindner Esq  
Executive Director  
The Centre for our Common Future  
GENEVA

ROYAL NORWEGIAN EMBASSY

25 BELGRAVE SQUARE  
LONDON SW1X 8QD  
TEL. 01-235 7151

Fax 245 6993

LONDON, 2 May 1989  
Enclosure

The Press Secretary  
The Prime Minister's Office  
10 Downing Street  
London

Dear Sir,

I have told Mr Roe  
that PR will record  
this on Thursday.

Please find enclosed a letter from the Norwegian  
Prime Minister to the Rt Hon Margaret Thatcher regarding  
a television broadcast in connection with the World  
Environment Day.

*[Signature]*  
23/5

Yours sincerely,

*P. Moe*

Pål Moe  
Press Counsellor

*Linda Størle*

*202-3625700*



## THE PRIME MINISTER

Oslo, 2 May 1989

Dear Prime Minister,

You will have received a letter and background material from the Centre for Our Common Future asking you to participate with a pre-taped video-message, in a five-to-seven hours global broadcast which is scheduled for 3 June of this year in connection with World Environment Day.

The purpose of the broadcast is to highlight the report of the World Commission on Environment and Development and to raise awareness about environment and development issues. It will feature prominent artists of classical and modern music, political figures, including several prime ministers, and footage of projects and initiatives that are contributing to solving environment and development problems.

Having looked carefully at the format of this broadcast, I have chosen to associate myself with those politicians who have decided to appear in the broadcast. It would add a great deal of impact to this event if you would consider participating as well.

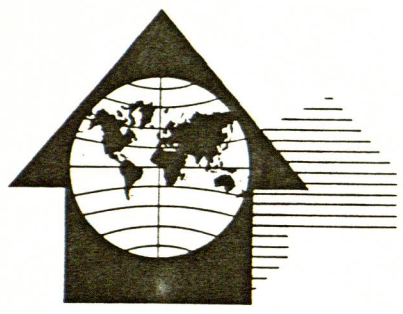
Yours sincerely,

Gro Harlem Brundtland  
(signed)The Right Honourable Margaret Thatcher  
Prime Minister of the United Kingdom of  
Great Britain and Northern Ireland

END

CONTACT: BOB BAGAR  
JOE CONWAY/PETRA  
BOZELL PUBLIC RELATIONS  
212/484-7400

FOR IMMEDIATE RELEASE



**OUR  
COMMON  
FUTURE**

JUNE 3RD GLOBAL BROADCAST "OUR COMMON FUTURE" TO RAISE WORLD ENVIRONMENTAL AWARENESS

HISTORIC BROADCAST EVENT WILL BE BROUGHT BY SATELLITE TO TELEVISION SCREENS WORLDWIDE

LINCOLN CENTER WILL ANCHOR PERFORMANCES BY INTERNATIONAL MUSIC GREATS IN LIVE SEGMENT OF FIVE-HOUR TELECAST

NEW YORK, N.Y. (April 25, 1989) -- An unprecedented global television broadcast featuring top stars in rock, pop, and the classics, along with world leaders who share a concern about the environmental crisis, will be produced Saturday, June 3, 1989, announced Warren Lindner, Executive Director of The Centre for Our Common Future, and Hal Uplinger, Executive Producer of the broadcast and President of Uplinger Enterprises. The two organizations are jointly presenting this historic five-hour entertainment and awareness-raising event.

The broadcast is expected to be seen, via the Intelsat satellite system, in more than 100 countries worldwide and will include a live video feed of Sting in concert to highlight the issues surrounding the world's disappearing tropical rain forests. Other expected stars include Terence Trent D'Arby from Paris, Alexander Gradsky from Moscow, Ryudo Gumi for Tokyo, and Midnight Oil from Sydney.

..-more-



During the broadcast, Prime Minister Gro Harlem Brundtland of Norway, former Chairman of the World Commission of Environment and Development, will comment on encouraging signs of what can be done in the next decades for our common future. In addition, the broadcast will also present statements in support of this effort from world leaders including the Secretary-General of the United Nations, Javier Perez de Cuellar; Prime Minister Brian Mulroney of Canada; Prime Minister Michel Rocard of France; Prime Minister Rajiv Gandhi of India; Foreign Minister Julio Andreotti of Italy; Prime Minister Li Peng of the People's Republic of China; President Robert Mugabe of Zimbabwe; and the President of The World Bank, Barber Conable.

The broadcast will be highlighted by live concerts, the primary one being at Avery Fischer Hall at Lincoln Center in New York, along with continuous satellite feeds from around the world, combining live concert remotes and pre-produced "man-in-the-street" comments taped at various boulevards around the globe with continual returns to the major concert sites in New York. Audiences at the concert sites can also view the entire global television broadcast from large screens installed for this satellite spectacular. Ticket information will be available at a later date.

The OUR COMMON FUTURE broadcast will be syndicated in the United States by Orbis Communications. The show is expected to be available in Japan through NHK, in France through CANAL PLUS (which will make it available to all viewers in France), in England through BBC-2, in the U.S.S.R. on Gostelradio, and on the Australian Broadcasting Corporation. Broadcasting agencies around the world have been offered the telecast at no cost.

Technological history will be made in the United States during the live broadcast. The concert at the Lincoln Center will be televised in High Definition Television (HDTV), transmitted through satellite capacity provided by Hughes Communications, Inc., and delivered to HDTV viewing sites in Los Angeles and Minneapolis. Hubbard Broadcasting will provide downlink equipment in Los Angeles for HDTV demonstration, which will be shown on a General Electric large screen called "Talaria." Japan Broadcasting Corporation (NHK) will broadcast the entire event in Japan on regular channels and the Lincoln Center portion on HDTV.

The producer, director, and production crew of LIVE AID are joining together again to produce OUR COMMON FUTURE. The event will be syndicated nationally from 2 PM to 7 PM (EDT) to the U.S. television viewing audience. There may also be cable availability.

This international broadcast is not a fundraising event. Its purpose is to inform as well as encourage participation in activities that are helping to solve local problems. Interspersed with entertainment segments of the broadcast will be "reports from the regions" on compelling initiatives being taken by individuals and community groups in a number of countries. These documentary clips will illustrate that each person's actions can and do make a difference. Viewers will be directed to groups in their own countries for information on how to get involved.

The reports will be preceded by videotaped messages from the heads of state of the country featured during that segment, describing the efforts in that country to address these vital issues. The broadcast will include appearances by the Prime Minister of India as well as the Prime Minister of the People's Republic of China, two countries that represent 40 percent of the world's population.

"The genesis and focus of the broadcast," said Lindner, "is the final report of the World Commission on Environment and Development, 'Our Common Future,' which outlines the real choices facing the planet in the use of natural resources, economic development, and environmental decline and the urgency of concerted action to address these issues."

"The message of OUR COMMON FUTURE," said Uplinger, "will be one of hope and optimism and will show how remarkable progress can evolve from resolute action. OUR COMMON FUTURE will be the first global broadcast of its genre to feature the participation of heads of state and the Secretary-General of the United Nations speaking out on an issue. They will join in colloquy to raise world awareness about the enormity of environmental problems and the surpassing urgency of a global partnership to effect necessary change."

The World Commission of Environment and Development was chartered by the United Nations in 1983. The principal mandate of the Commission was to propose long-term environmental strategies. The report's findings were published in April, 1987, and presented to the United Nations General Assembly that October. The Commission's members included representatives of 21 countries, from all regions of the world. The impact of the report on environmental consciousness has been compared with that of Rachel Carson's A Silent Spring.

"These three simple words, our common future, capture a universal truth and a common concern of the world at large -- that the development patterns and lifestyle choices we have adopted are seriously degrading our planet and threatening our options for continued human progress," concludes Lindner.

"This broadcast will alert people everywhere to the changes needed in the way world conducts its business."



10 DOWNING STREET  
LONDON SW1A 2AA

*Dear Roger,*

22 May 1989

**GLOBAL TELEVISION BROADCAST: "OUR COMMON FUTURE"**

The Prime Minister has agreed to pre-record a video message for a global television broadcast as part of World Environment Day on 3 June. The message would last one to two minutes. I attach some background papers.

Could you please let us have a suitable draft by the morning of Wednesday 24 May. Sorry for the late notice, but it has only just been taken on and we plan to do the recording on Thursday.

*Yours sincerely,  
Michael Bates*

**MICHAEL BATES**  
Press Office

Mr Roger Bright,  
Private Office, DOE.



10 DOWNING STREET

Prime Minister 130

Thurs  
(25)

Your diary next week  
is very tight. This is  
~~not~~ worth doing if, but only  
if, George Bush is definitely  
going to put in a contribution  
himself.

DM

PRIME MINISTER

At a diary meeting in April you declined a request for a recorded one-minute television message to be screened on World Environment Day, 3 June, for the Centre for our Common Future.

The message would have been included in a 5-7 hour long TV and radio programme which will be broadcast around the world, including BBC2, by the Swiss-based centre, which is closely associated with the World Commission on Environment and Development.

Mrs Brundtland has now written to you to say that she is backing the initiative and to ask if you would agree to contribute a message. We understand that messages have already been promised by Rocard, Gandhi, Mugabe, Delors, Li Peng, and Perez de Cuellar, and that the White House are recommending to George Bush that he also takes part.

Although Mrs Brundtland did not attend the London Ozone Conference she did send a message. If you were to offer a message, it would help to maintain your high profile on the environment, and a good international audience seems assured.

In view of Mrs Brundtland's interest and the impressive list of guest speakers,

Are you willing to reconsider pre-recording a video message? (If so, it would need to be done during the next week).

Yes

T.J.P.

TERRY PERKS  
19 May 1989



*Very  
many  
thanks  
for help  
16*

*MIKE  
You are dealing  
M 22/5*

Foreign and Commonwealth Office

London SW1A 2AH

16 May 1989

Bernard Ingham Esq  
No 10 Downing St

*Dear Bernard,*

Thank you for your letter of 3 May about the Norwegian invitation to the Prime Minister to take part in a global television broadcast as part of the World Environment Day on 3 June.

... I enclose a copy of some advice from John Hughes (now back from Washington and Assistant Head of our Maritime, Aviation and Environment Department). His advice seems very sensible, particularly since what the Norwegians want is a pre-taped message.

Given the British Government's current leading role on this subject it would be a pity to miss this opportunity and I should have thought that you could make useful play of a good message in the media here.

*Yours ever,  
Andrew*

R A Burns  
News Department



From: E J Hughes  
Date: 15 May 1989

cc: PS  
Mr Bayne

Mr Burns, News Department

**WORLD ENVIRONMENT DAY TELEVISION BROADCAST:  
INVITATION TO THE PM**

1. You asked for advice concerning Mr Ingham's letter to you of 3 May, which enclosed a letter from the Norwegian Prime Minister, Mrs Brundtland, in support of the Prime Minister agreeing to participate in a "global television broadcast".
2. In his letter, Mr Ingham points out that the Prime Minister already has a heavy schedule in the few days before Saturday 3 June. But Mrs Brundtland's request is that the Prime Minister should provide a pre-taped video message, which could no doubt be recorded to suit the Prime Minister's schedule.
3. We have consulted the Department of the Environment and a number of posts. The DOE have told us that the "Centre for our Common Future" (organisers of the broadcast) are competent and reliable. The centre was formed after the publication of the Brundtland Report. Although the centre is not one of the leading non-government organisations in the environment field, DOE have no grounds on which to question the centre's competence.
4. In addition to Mrs Brundtland, the following leaders have agreed to participate: Rocard, Li Peng, Gandhi, Mugabe, Perez de Cuellar, Kaunda, Delors, Arias and Tolba. We also know that the invitations to Gorbachev and Bush are being considered seriously, although early thinking in the White House has been against participation.

/5. The

5. The format of the programme will be messages from political leaders, inserted into a 5-7 hour broadcast which will consist mainly of music. According to the organisers, the broadcast will be syndicated in the USA, and will also be carried by television networks in France, FRG, Japan, Australia, New Zealand, Brazil, Singapore, Peru, Denmark and the Soviet Union, in addition to BBC2. The organisers also hope to add additional countries, such as Norway.

6. Mrs Brundtland is well respected internationally for her work concerning the environment, and when she was unable to attend the recent London Ozone Conference she sent a message to the Conference. The list of those who have accepted invitations to pre-record video messages is impressive, and includes not only many national leaders, but also the UN Secretary General and the Head of the United Nations Environment Programme. It is true that replies are still awaited from Bush, Gorbachev and Kohl. But none of these leaders has made the running on the environment in the way that is true of the Prime Minister. On this occasion, I suggest that there is everything to be said for the Prime Minister maintaining her high profile on the environment by agreeing to pre-tape a message. For her not to do so would certainly be noticed, and might even be commented upon unfavourably.

*E. J. Hughes*

E J Hughes  
Maritime, Aviation and Environment  
Department  
WH MZ 14

270 2629



10 DOWNING STREET

LONDON SW1A 2AA

*From the Press Secretary*

May 3, 1989

*Mr Andrew,*

Please see the attached correspondence from the Royal Norwegian Embassy enclosing a letter from Mrs Brundtland asking the Prime Minister to take part in a global television broadcast as part of World Environment Day on June 3.

I should point out that June 3 is a Saturday and the Prime Minister will only just have emerged from the NATO summit and a visit by President Bush.

We shall therefore need to marshal good arguments to persuade her to take part.

Could you establish who is behind World Environment Day and whether the Prime Minister can confidently be recommended to participate?

Yours sincerely

BERNARD INGHAM

Andrew Burns Esq  
Head of News Department  
Foreign & Commonwealth Office