

The Nairobi Code for Communication on Environment and Development*

This Code has been prepared as a guide for members of the International Public Relations Association (IPRA) for areas of practice related to the environment.

1. IPRA Members accept that they have a responsibility to ensure that the information and counsel which they provide, and products or services which they promote, fall within the context of *sustainable development*.

2. Members shall endeavour to encourage their organizations, companies, or clients, to adopt policies which recognize that careless use of resources and *disregard for the environment* can lead to severe limitations on economic growth, grave social disruption, and serious health hazards.

3. Members shall, wherever appropriate, counsel their companies, clients, or organizations, to undertake regular *environmental assessments* of products and operations, and to produce and communicate environmental codes of practice or guidelines for their employees and other publics.

4. Members shall not publicize or promote products, organizations, or services, as having environmental benefit *unless these benefits are demonstrable* in the light of current science and [other] knowledge.

5. Members shall endeavour at all times to promote *openness and dialogue* which fairly handles both facts

and concerns related to the environment and development.

6. Members shall not seek to raise or respond to unrealistic environmental expectations but shall generally support organizations, products, or services, which are *provably taking steps to improve environmental performance* in a time-scale which takes account of community concerns and government requirements as well as technological and economic constraints.

7. Members shall seek to develop programmes which counsel and communicate on the benefit of a *balanced consideration of environmental, economic, and social, development factors*.

8. Members shall provide a free flow of information within and through IPRA concerning *environmental and development issues on an international[†] level*.

9. Members should be familiar with, and encourage, the organizations they work for to support, and abide by, *Codes of Practice of other internationally recognized organizations* such as the United Nations and International Chamber of Commerce.

* Adopted by the International Public Relations Association (IPRA) Council Meeting in Nairobi, Kenya, November 1991.

† Evidently in this case meaning global. — Ed.

Geneva to Host Biodiversity Convention Secretariat

Following discussions very late last year with Secretary-General Boutros Boutros-Ghali, the then Executive Director of the United Nations Environment Programme (UNEP), Dr Mostafa K. Tolba, announced that the interim secretariat for the Framework Convention on the Conservation of Biological Diversity would be located in Geneva.

The Convention was agreed to in May 1992 in Nairobi after nearly four years of negotiations under UNEP auspices. It was presented in June 1992 to the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro for signature by Governments. So far, more than 150 States have signed the Convention.

According to article 40 of the treaty, UNEP's Exe-

cutive Director is to provide the interim secretariat for the Convention until the first meeting of its parties. This will be convened within one year of the Convention's entry into force, upon ratification by 30 countries.

UNEP has also concluded an agreement with the appropriate Swiss authorities to concentrate all UNEP offices based in Switzerland in the Geneva Executive Centre. Accordingly, the interim secretariat for the Convention on Diversity will be located in that building, when once it is ready for occupation.

UNITED NATIONS OFFICE IN GENEVA
Palais des Nations
1211 Geneva 10
Switzerland.

Field Studies Council*

This year is a very special, jubilee, one for the Field Studies Council (FSC) of Great Britain, for on 10 December 1943, in the Natural History Museum, South Kensington, London, a group of distinguished biologists and other academics met together to form the 'Council for the Promotion of Field Studies'. The object of the Council was to encourage the study of the environment and living things in the environment itself. As a result of that meeting the Council's first field centre, Flatford Mill, was established in 1946.

Today the FSC is an independent educational charity and manages a network of 11 field centres in England and

Wales which together take over 35,000 students a year on a variety of environmental education courses. It also engages in other activities in an effort to achieve its ambitious mission statement of 'Environmental understanding for all'. Perhaps the most important of these is the publication of educational resources, including the well-known 'AIDGAP' keys to animals and plants, and environmental consultancy for local and national government as well as the business community.

For School-age Students

Nearly all the courses for schoolchildren at FSC centres are closely related to the demands of the school curriculum. For students aged 5–16, following the new national curriculum in England and Wales, both 'geo-

* Adapted from *Naturopa Environment Features*, Centre Naturopa, Council of Europe, BP 431 R6, F-67006 Strasbourg Cedex, France. — Ed.