



# TO ANTICIPATE WHAT WE WOULD LIKE TO HAVE

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# To anticipate – what does it mean?

- Wait; expect; await; look;
- Bargain for; project; design;  
foresee; envisage;
- Augur; forecast; prewise; apprehend; envision; for  
eknow; look ahead;
- Vision; predict; prognosticate; figure on;
- See it coming; divine; be in view; see ahead



# Creation a New Paradigm: to keep in mind some points

- *In order to manage, we need a plan for ... a thousand years...*

*Michail Bulgakov*

- *“Mathematical models are useful, but it is important not to lose an economic meaning of the problems are being solved.”*
- *“Everything we do is the consequence of our strategies and our decisions.”*

*Arsen Arutyunov*

# TO DO today means TO HAVE tomorrow

*There is no an absolute freedom on the Earth.  
The spring comes from winter,  
and a seed from the seed,*

*A bird from the birds  
and the people from people.  
Everything follows the Nature power,  
Everything, except the time, of course..*

Eduard Asadov

So,  
let's create our future better!



# To create a new paradigm we should determine the right steps

To make a  
Decision



To plan of  
Activity



To form a  
Strategy



# Workflow steps (the sequence of actions)



Targets determination (through the objective UNDERSTANDING)



Developing criteria of motion model (from aggregated to private)



Concretization of the methods for implementing the policy planned



# Sustainable Mechanisms

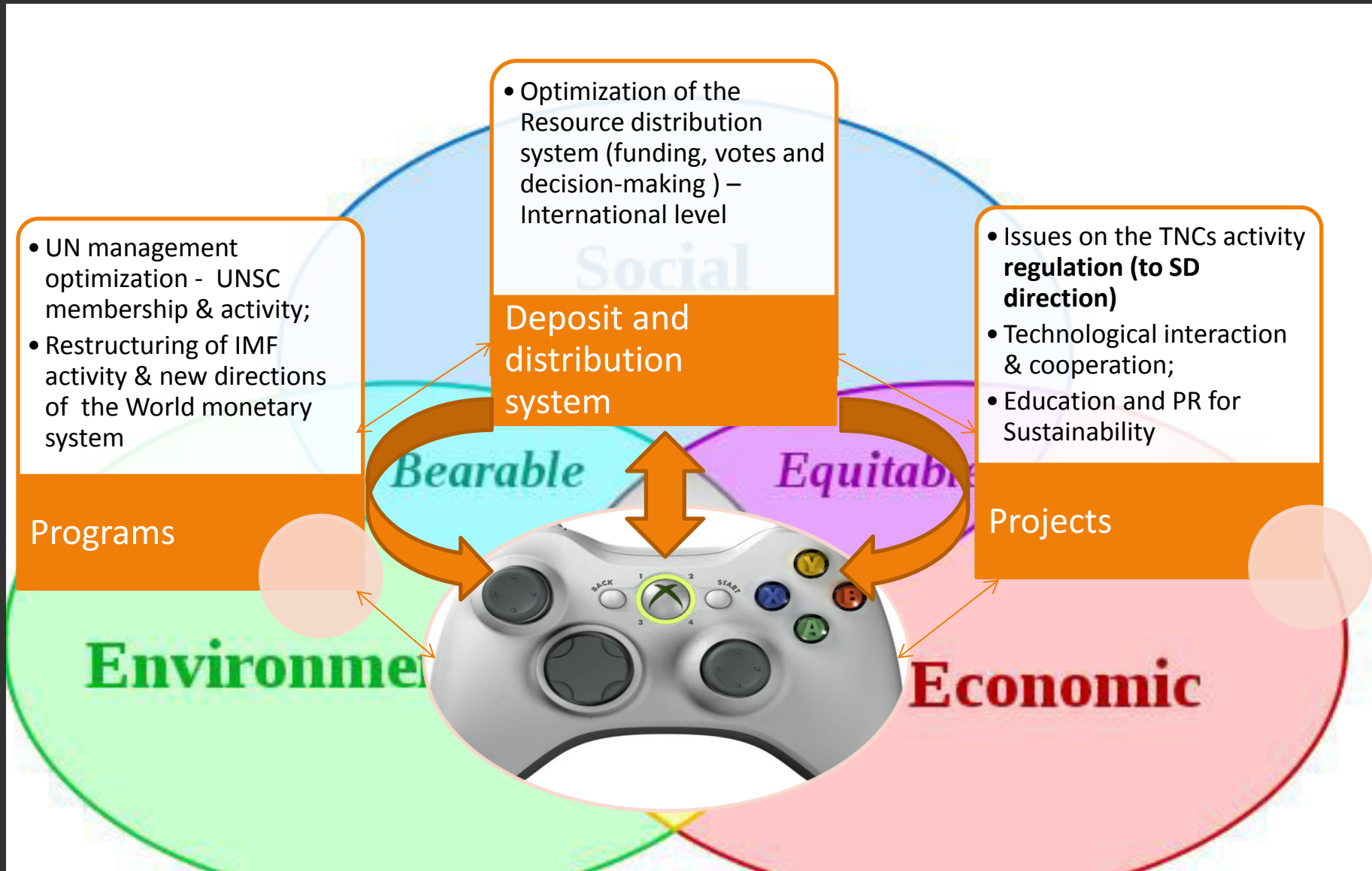


I am

We  
are

The  
World  
is

# Directions to work



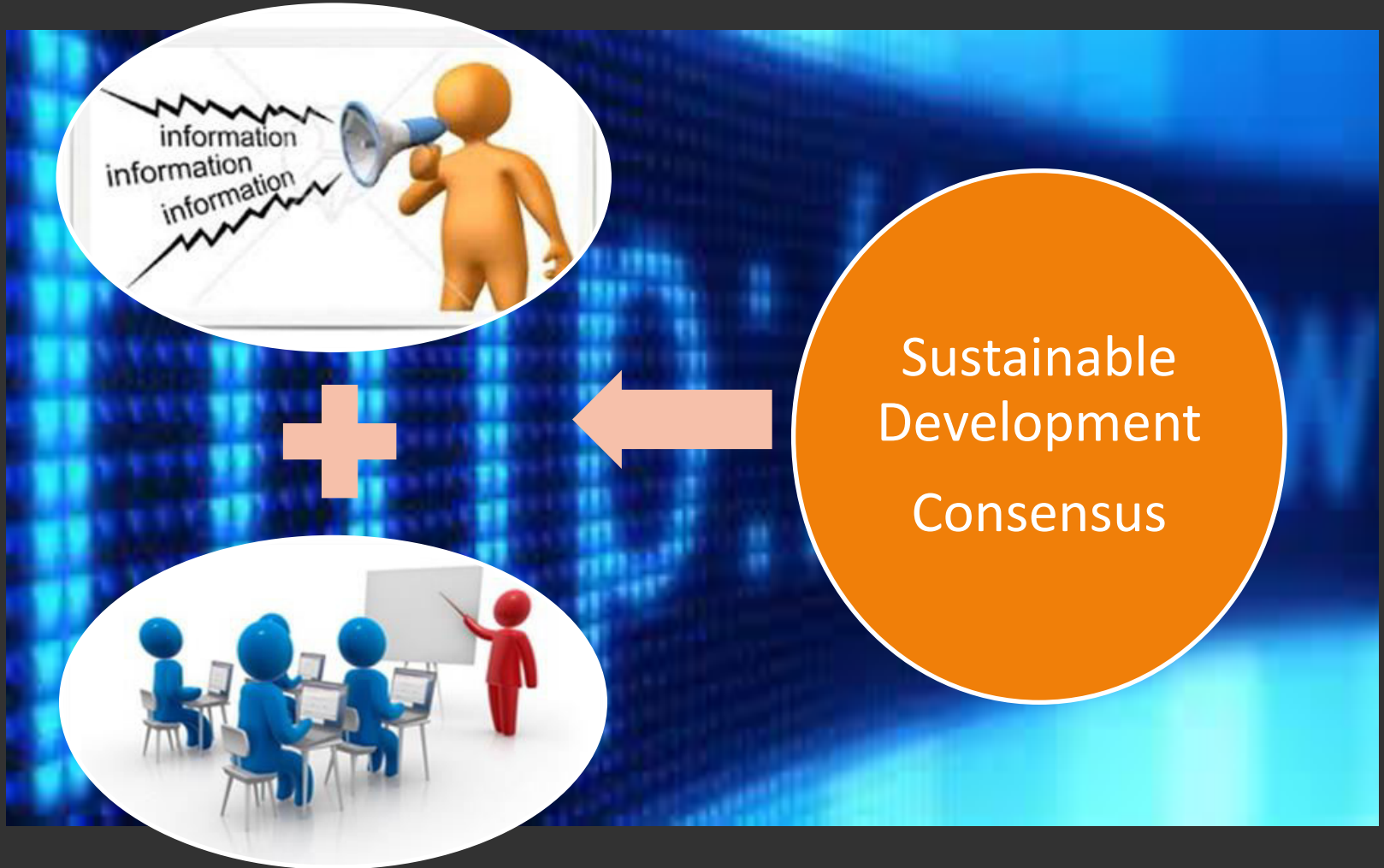
# First place – for ICT

- The total informatization of announced SD policy and promotion target (under the slogan “Sustainable development Information for everyone”)



Is the World Information System  
comparable with  
SD objectives now??

# Main points



# Multilevel Green Information Service

## UN information service

UN  
Information  
Centers

ITU role &  
activity

## National economics

Green  
Information  
Procurement

National  
“sustainable”  
channels

## Regional level

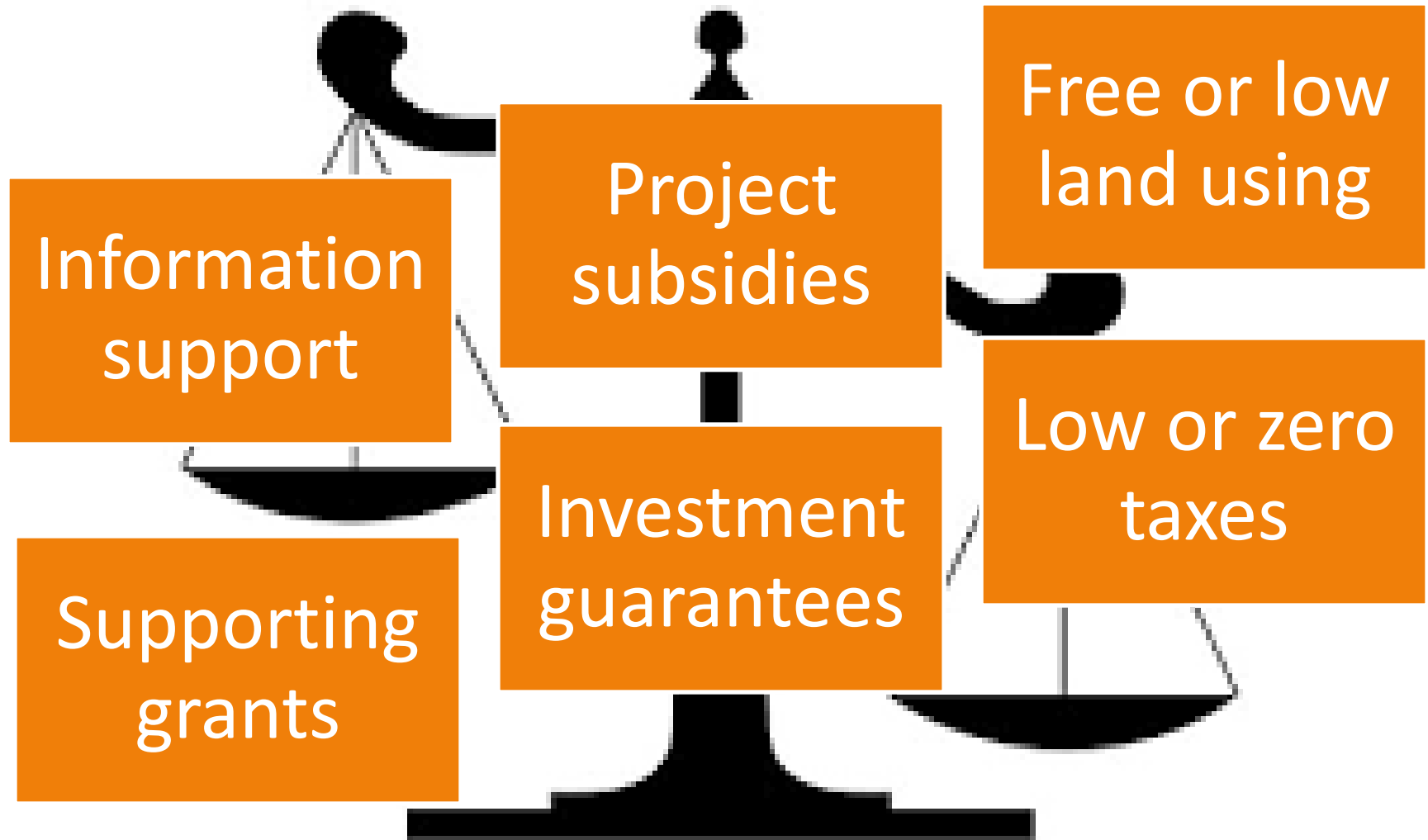
Support of SD network

SD clubs and societies

# It is important to reach a consensus on SD strategy at the international level

- To formulate the tasks for the international community and national governments, especially in the concept of ICT and education: it is necessary to determine the primary practical goals and tools
- To coordinate national economic policies with the “green” (SD) concept

# Incentives for green business



# To see the profit and tasks to SD activity for business and society

## Peace (Security)

- International Law (consensus)
- Reorientation of the military TNCs interests to SD activity through the green profit
- “corporate” interest of survival

## Health

- BAT
- Alternative energy development
- Waste treatment concept
- Tools for Recreation of natural resources

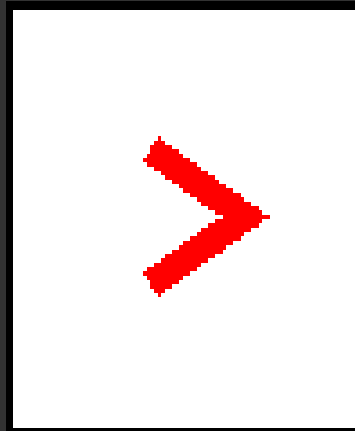
## Quality of Environment

- SD consensus & multilevel objectives (steps)
- GreenTech & GreenEdu for everybody
- Balance of Human rights & responsibilities



To pay attention for education and practical green actions:  
International system should be clear through indicators (plan)

- Green Business
- Green Projects



- Out of Green



To create and demonstrate  
the profit through EM & ICT

Multilevel education



**New  
religion?  
Greening!**

Free supported courses

MBA – sub-green degree

Universities

Schools

Kindergarten

# Practical tools for a Green Economy



# International Multilevel Business Rating



# Profitable fields for TNCs

Waste treatment  
business

Green building-s/  
roads/cities

Green International Consensus  
(Basis):

UN votes system,

Green countries/companies  
rating,

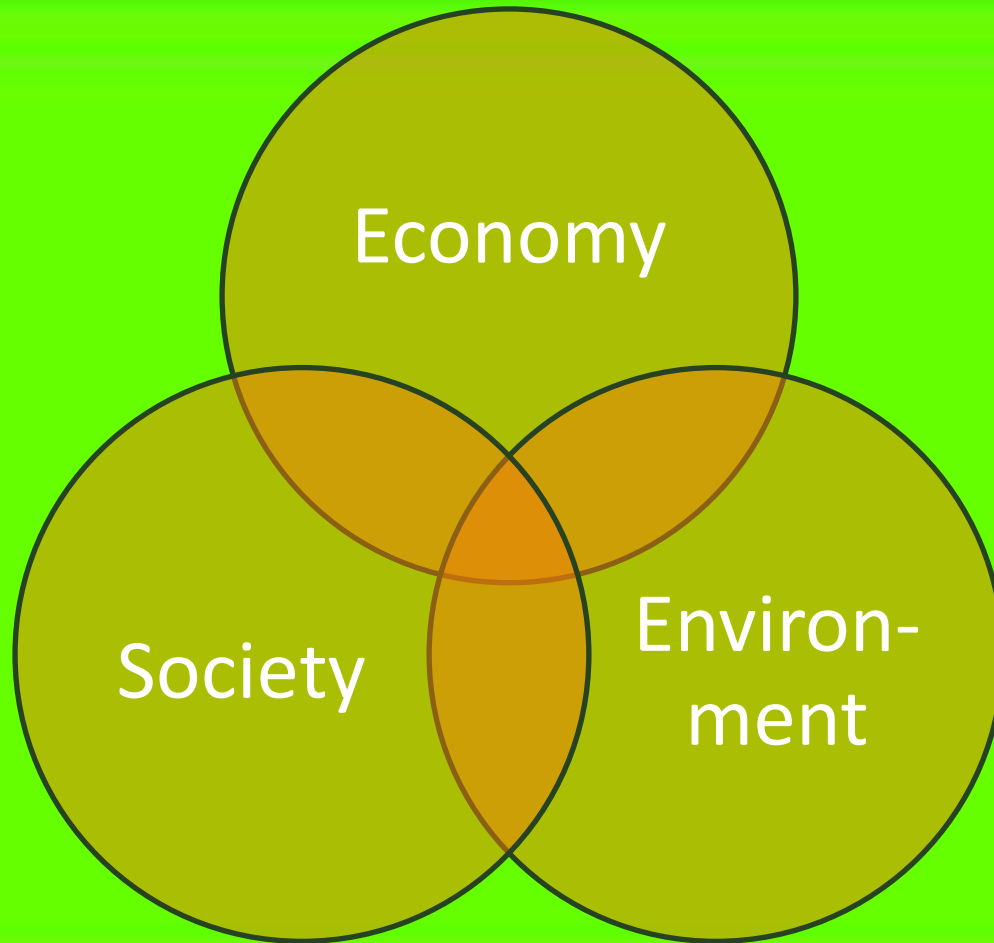
Green Management/candidates,

Green finance/currency

Green  
investments/  
Net/PR

Green  
seVICES  
/education/  
infrastructure

Traditional scheme of SD:  
to view all parts through Greening



# An attempt to summarize

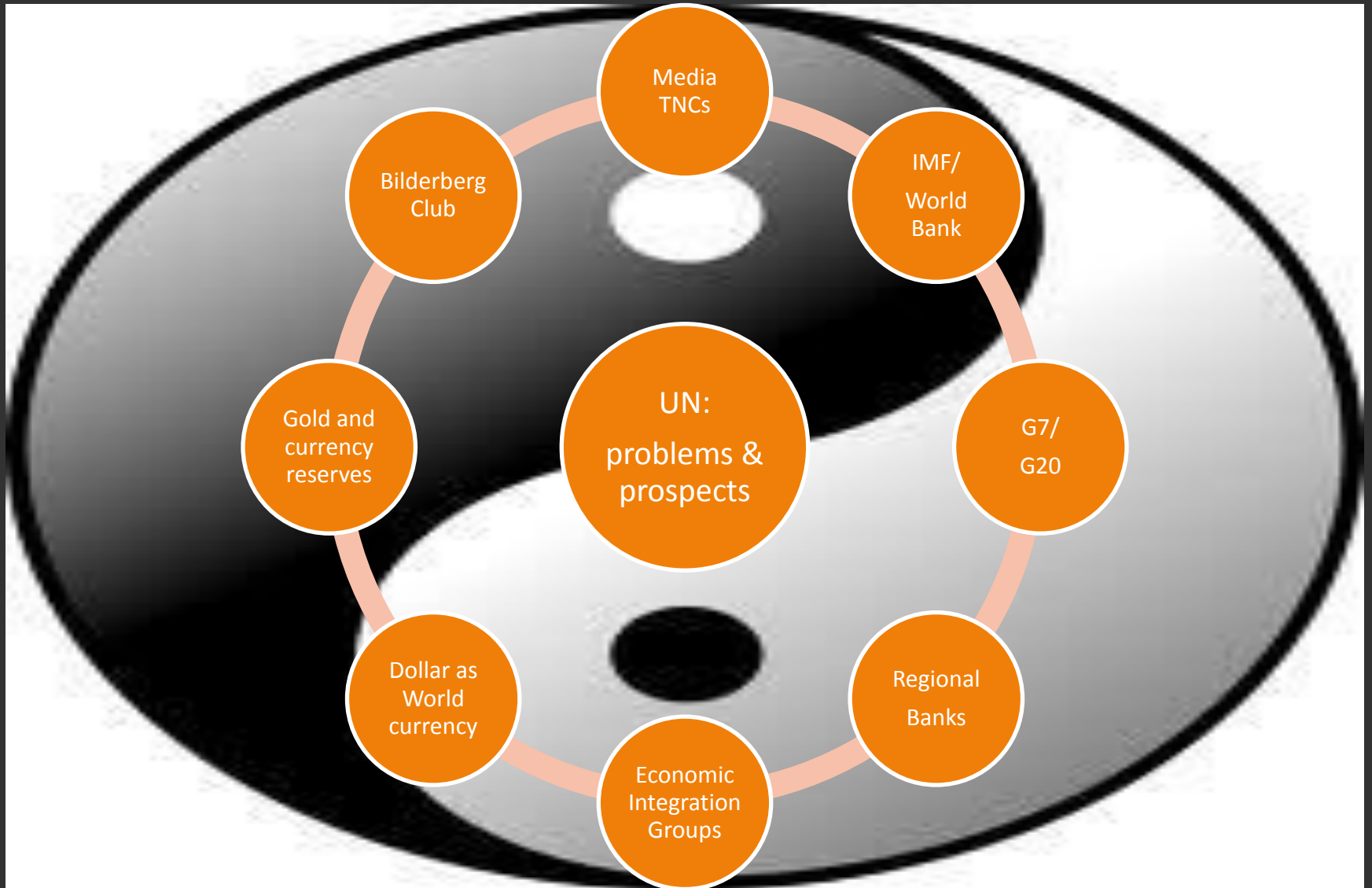
1. A New Paradigm is a **Green Paradigm**.
2. Anticipation should be based on the real actions according the International Consensus.
3. The World society needs well-thought-out plan to develop and activity control under the way of SD (a number of indicators)
4. Every country should have its own SD strategy to manage activity steps according the Consensus.

4. It is necessary to revive the moral values through education, culture, ICT, green technologies.
5. We need to pay attention to the quality of information, resource and environmental management.

We must plan better,  
with a great responsibility before our children.  
Incentive for all earthlings is the idea of overall  
survival,  
as well as quality of life and health.  
The world is small.



# Who is who? What we have now?



# Do not hesitate to work!

## Quantity turns into Quality



# Steps

Base support (political will, finance, structure, management)

Actions (timeline)

Analysis/Monitoring the results (period)

Tactics motion update

New circle (to achieve the specific targets)

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