

Our Planet is our Business



The Green Cross International (GCI) is a Geneva-based non-governmental organization founded by President Mikhail Gorbachev in 1993. During an address to the Global Forum for Survival of Humanity in 1989, President Gorbachev suggested the need to apply the “medical emergency response” model of the Red Cross to

ecological threats that transcend national boundaries. Delegates at the Earth Summit in Rio de Janeiro in June 1992 gave whole-hearted support to the creation of such an organization.

In the last 15 years GCI has extended its national network to 30 countries, and plans to continue expanding its reach. It works to promote a just, sustainable and secure future for all. Guiding this work are fundamental human values that transcend cultural differences: respect, care, solidarity, integrity, equality and non-violence.

So what makes the GCI unique? It is its vision of simultaneously addressing the challenges of security, poverty and the environment. Accordingly, GCI's activities are organized around three pillars: to prevent and resolve conflicts over scarce natural resources, to assist those suffering from the effects on the environment and its resources of wars and conflicts, and to contribute to a genuine shift in values and behaviours necessary to build a sustainable global community. In its mission to prevent and resolve conflicts over scarce natural resources, GCI runs the following programmes: Water for Peace, Access to Water, Right to Water and Smart Energy for Sustainable Development. Their objectives are to promote co-operation between countries that share water resources, the meeting of peoples' water needs for basic consumption and sanitation, and the speedy deployment of renewable energy technologies to address climate change, rising energy demands and poverty.

The Legacy of the Cold War Programme, the Social and Medical Care Programme and Post-War Environmental Analysis are programmes implemented worldwide with the aim of helping those affected by the environmental consequences of wars and conflicts. Activities include support to children, families and communities suffering long-term socio-economic, medical and psychological stresses brought on by exposure to the Chernobyl nuclear disaster and the use of Agent Orange during the Vietnam War. A few successfully implemented projects include an analysis of the environmental impacts of wars and conflicts in Kuwait, the Middle East, the Balkans, Argentina, Burkina Faso, and South Asia, and ensuring that environmental rehabilitation is now regularly included within the umbrella of humanitarian assistance during and after conflicts. Expertise has also been developed in the cleanup and conversion of military bases for civilian use, dealing with nuclear contamination, and the environmentally responsible destruction of conventional and chemical weapons stockpiles.

The GCI also seeks to attain a shift in values and behaviour through initiatives such as the Earth Charter, the Earth Dialogues and the Environmental Education and Awareness Programme. Poverty, insecurity and environmental destruction threaten humanity. The idea is to sensitize people, especially the young, so as to create awareness and to instil a sense of responsibility regarding these common threats to humanity.

As a recognized charity registered under Swiss tax law, GCI initiatives are funded by the generosity and support of governments, foundations, corporations and individuals.

Leonardo DiCaprio & TAG Heuer to Support Green Cross International

Leonardo DiCaprio is the new “ambassador” and face of Tag Heuer, one of Switzerland's leading watch manufacturers. Not only an actor but also an environmental activist, DiCaprio has made a multi-million dollar commitment to support the “green” cause. Details of new three-year partnership stipulate that the royalties from the deal go to support the Natural Resources Defence Council (NRDC) and Green Cross International (GCI).

“TAG Heuer and I will be making donations to NRDC and Green Cross International as well as other influential and effective environ-



mental organisations,” declared DiCaprio in an official statement. “Each and every day, these organisations are doing important work to protect our planet's resources for future generations. Hopefully, our donations will help expand their reach and raise their profile.”