

Charles Powell.

etc

A. Powell

A. Tucker briefed me on his new device. I didn't take it to serious. He is a man of enthusiasm



[Handwritten signature]

CABINET OFFICE

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01-270 0101

~~Bernard Ingham~~

Do you know anything of this? What is Geoffrey's purpose in promoting it?

10 March 1989

CDP
11/3

From the Secretary of the Cabinet and Head of the Home Civil Service
Sir Robin Butler KCB CVO

Ref. AO89/709

My dear Patrick,

I attach a remarkable letter and document which I have received from Mr Geoffrey Tucker CBE about a proposal for a World Environmental Conference (or 'Festival' as it is more appropriately described in the paper) which is scheduled for the autumn of 1990. You will note that this is intended to be run by private individuals outside the bureaucratic machine, but with the blessing of their governments. My first reaction on reading the papers is that everything has been thought of except what the project will do for the world's ecology.

I have no doubt that you will advise me to say that the project does not yet seem to be at a stage when it should be on the agenda for the Prime Minister's discussions with Mr Gorbachev. Beyond that, I am at a loss about what I could say to Mr Tucker but at least you, Terry Heiser and Charles Powell (to whom I am copying this letter) should be aware of the energetic activity which he appears to be putting into this idea. I wonder whether our Embassy in Moscow has heard anything about the interest of the Soviet Writers' Union in it.

If you, Terry Heiser or Charles Powell have any further information about this project or advice on what I should say to Mr Tucker in responding to his letter, I should be very grateful to have it by close on Friday 17 March.

Yours ever,

Robin.

Sir Patrick Wright KCMG
Foreign and Commonwealth Office

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Sir Robin Butler, KCB CVO
Secretary to the Cabinet &
Head of the Home Civil Service
Cabinet Office
70 Whitehall
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Mar 9th, 1989.

Dear Robin

I enclose a paper I wrote on the projected **World Environment Conference** next year which I prepared for a meeting with George Jellicoe last week.

I think it shows up where we have got so far: George Jellicoe has agreed in principle to chair the organisation and Derek Hornby will be the Treasurer.

Sooner or later Ronnie Millar and I will have to trot down to No. 10 when more of the pieces are in place and I would welcome your suggestions and advice on how we proceed.

I am meeting George Jellicoe in Moscow on Wednesday April 12th with the Russians and both they and we will have the outline of our National Committees in place.

Obviously, it would be worthwhile to have this item on the agenda when Mr Gorbachov comes to London.

Thanks for any help.

I must say I enjoyed lunch immensely yesterday - fascinating!

Look forward to hearing from you.

Best wishes,

Geoffrey Tucker

GEOFFREY TUCKER

● From Geoffrey Tucker

WORLD ENVIRONMENTAL CONFERENCE

I. Background.

In August 1988, South Magazine and the Soviet Writers' Union signed a letter of intent agreeing to collaborate on a World Conference on the Ecology of the Planet.

There have been subsequent meetings in Moscow between the Soviet Writers' Union (SWU) and Geoffrey Tucker in November 1988 and then a series of creative and planning meetings held in January 1989 in London.

The initial concept of a symposium of writers, performing artists, 'intellectuals' and others concerned about the environment has grown into the idea of a much more comprehensive and important 'Festival' to be held in the Autumn of 1990 in London.

Though the initial impetus came from the SWU, and reflects the desire of the most important people in the USSR to reach out beyond their frontiers to those of a like mind, what is now envisaged is a global environmental conference, with national committees in the major countries, that has the blessing of their governments but is run by private individuals outside the bureaucratic machine.

In view of the present concern with environmental issues here in the UK, in the USA, the USSR and the Third World, such a conference will be extremely attractive to people at all levels.

In the present international political climate which has substituted co-operation and collaboration for conflict and confrontation; we believe that such a conference can only help to bring people closer together by discussion and dialogue and thus raise the consciousness of ordinary people to the great enemy to-day: namely the risk to man's environment.

The following paper sets out a basic framework for the UK national committee which could act as a template for sister committees in the USSR and the USA.

world 2.

2. Manifesto.

It is proposed that there should be a manifesto written for the conference and a drafting committee has already begun work on this.

The members of the drafting committee are Sir Ronald Millar, chief speech writer to the UK Prime Minister, Mr Altaf Gauhar, editor-in-chief of South Magazine and director of The Third World Foundation, and Mr Chingiz Aitmatov, leading Soviet author and progenitor of the 'Hot Lakes' environmental group, and a member of the SWU.

Sir Ronald Millar was empowered by the committee to proceed with the drafting of the manifesto which will then be circulated and agreed.

It is worth pointing out that Mr Aitmatov has the backing of Mr Gorbachov. In addition, a further member of this drafting group will probably be Mr John O'Sullivan, editor of the The National Review.

3. Organisation.

It was suggested that there should be national committees in the three major countries: the USSR, USA and the UK. Other committees in other countries, eg. China, Japan and other European countries, would follow on.

The SWU has been asked to get moving on setting up its own national committee.

Contacts have been made through Mr John O'Sullivan to the Buckleys in the US; to get a national committee set up there too.

We have had an offer of office accommodation from Triumph Theatre Productions.

The UK National Committee.

It is suggested that there should be a UK national committee with a president, chairman, working committee members, treasurer and organising director.

Lord Whitelaw was approached about being president but, owing to his chairmanship of The Great Britain-USSR Association, feels that he cannot take this job on at present as he has some sorting out to do. However, he felt that if **Lord Jellicoe** could be persuaded to be chairman of the national committee, there would be no need for a president and that he (Lord Whitelaw) could then be helpful behind the scenes.

Lord Whitelaw suggested that **Geoffrey Tucker** should be deputy chairman.

Other committee members would include the original group who drafted the manifesto, as well as **Mr Humaun Gauhar**, publisher of South Magazine.

Mr Derek Hornby, chairman of Rank Xerox, would be approached to be treasurer of the committee.

Mr John Morgan, presently UK Ambassador to Mexico, and organiser of the Fanfare for Europe Festival in 1973, has said he would be willing to be the organising director when he retires in June 1989. Besides holding posts in Moscow, Peking, Warsaw and Seoul, he was the head of Cultural Relations at the FCO.

The kernel of the national committee could then co-opt other members, such as **Sir Roy Strong**, **Mr Jeremy Isaacs**, and **Mr David Nicholas** of ITN, &c., to join them. Some of these members would then chair sub-committees which would be given the task of organising the various event of the Festival.

The national committee, therefore, would act as an originating, controlling and commissioning committee.

Programme.

It is envisaged that the Festival will be operating on several different levels to cover a broad section of interests and to reach people of different interests and ages.

a - Symposium.

This will be a two-day conference on the subject of the Environment and Ecology. The participants will be 'intellectuals', artists, performers, academics, scientists, ecologists and religious leaders, &c.

It is proposed that **Mr Peter Ustinov** would chair, present and co-ordinate such a symposium, bringing these disparate elements from different parts of the world together.

The object would be to build up a list of initiatives which could be realistically tackled throughout the world in the environmental fields.

b - The Arts.

There would be various events running simultaneously with the symposium taking in **theatre, cinema, music, ballet and opera.**

Triumph Theatre Productions, of which Sir Ronald Millar is a board member, have already suggested a production of War and Peace to be staged in London, with Derek Jacobi in the lead, at this time.

Obviously, there would be other events proposed by a sub-committee formed to deal with this area.

c - Popular.

It has been suggested that there should be a **TV telethon** event - similar to the Live Aid and Band Aid concerts held at Wembley and shown by satellite across the world and especially in countries participating in the Conference.

Mr John Gummer MP has spoken to Lloyd Webber about this. So many of to-day's pop stars are immensely concerned with the environment and it is anticipated with the help of our sponsors that we would get a bonanza of an event which could be shown on TV to young people all over the world. The musical extravaganza would be interspersed with environmental films and could be used to raise money for serious environmental causes.

Central Television, which has negotiated a contract with the biggest USSR cinema group, is keen to get involved with all activities in this area and in the area of the arts. **Mr Marshall Stewart**, public affairs director of Central TV, has expressed deep interest and could be a committee member.

d - Children's Activities.

Mr Kenneth Baker (Secretary of State for Education), is very keen to have activities which involve school children and the environment and has said that he will offer help in this area. What is envisaged are such things as exhibitions of drawing, paintings and photographs on environmental themes together with essays and poems, &c.

e - Other Activities.

As soon as this event is published, there will be a shoal of suggestions for other activities and the national committee will have to be extremely selective in its priorities and choices. We shall be looking for self-starters but already certain feelers have been put out: **Geoffrey Tucker** has written to **Mr David Puttnam** about films and **Lord Montagu** has expressed interest on behalf of **National Heritage**.

f - Religion.

Mr Aitmatov expressed a great desire to involve Russian religious leaders in this conference.

Through the good offices of **Mr Michael Alison MP**, the **Revd. Michael Bourdeaux**, of **Keston College**, has been approached about the involvement of religious leaders.

Mr John Gummer has offered to help organise things in this area. He is already in touch with the **USSR Minister of Religious Affairs**. **Mr Gummer** says there are funds available for these activities.

All the people who have been approached and talked to over the last few weeks have been immensely and realistically supportive. **David Nicholas**, head of **ITN**, has guaranteed excellent TV coverage. **Central Television** have not only said that they will be involved in conjunction with their Russian partners, they have also said that **TVE** - a non-profit making Trust for the Environment - will supply TV films on the Brazilian rainforests and other allied subjects already made or to be commissioned. **Triumph Theatre Productions** have promised support here, in the US, and the Soviets are interested in joint-productions. **Mr Lloyd Webber** is already in Moscow with **Cats**. Many others like **Mr Jeffrey Archer** are awaiting the call.

Organisation & Finance.

Servicing the national committee in the UK will be a small group - at least in the initial stages.

The key figure will be the general director who, it is suggested will be **Mr John Morgan** (CV attached). He has considerable experience of organising festivals, exhibitions and conferences and, together with a first class secretary, would be able to make the structure work within the time limits.

As it is envisaged that this will become an annual event, we should be realistic in the first year, set priorities, aim to do a containable list of things extremely well, and build on these foundations in future years.

The treasurer will be in charge of the raising of funds and the controlling of them through the various sub-committees. Obviously, this will entail a specialist staff.

It is envisaged that most of the money for the project will come from sponsorship from various multi-national companies. Geoffrey Tucker has already approached **Coca-Cola**, whose representative was very positive and looks forward to seeing a detailed proposal. **McDonald's**, the hamburger chain, have also been approached and this has also elicited a very positive response. Both were apprehensive that their competitors should get ahead of them in such a matter.

Undoubtedly, the proposed TV telecast will raise considerable sums of money for present and future projects in different countries.

As we don't want to invent the wheel, and as so much of the ground work has been done by them, it is advised that the administration of the project should be undertaken through the **South Foundation** which has charity status in the UK and looks after the **Third World** aspects for us.

Publicity.

The **Young & Rubicam** group of companies has already been approached as Geoffrey Tucker is adviser to them. Both **Young & Rubicam**, the advertising agency, and **Burson-Marsteller**, the public relations company, are already in Moscow on joint-ventures with the largest USSR groups, and are throughout the US, Europe and the developing world.

Beyond the fact that they have many very large multi-national clients who would be interested in our project they will be willing to help with the development of symbols, songs and theme music, promotion and merchandising.

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Conclusion.

Though the time between now and the conference is comparatively short in planning terms, we feel we have already made considerable progress and have got commitment from some important people. It is extremely important that the UK national committee forms itself, gets moving, and gets Government blessing with the help of Lord Whitelaw, &c.

This will mean that the other national committees will come quickly into place, specifically in Moscow and Washington. Thanks to the speed of TV, the help of good communications and the great enthusiasm already engendered, TV and other events will be able to be organised in double-Geldorf time.

March 1989.