

- To improve the environmental performance of business world-wide through example and leadership.
- To participate with the world community to create consensus on and for a world-wide business ethic for environmental management and sustainable development.
- To enhance the dialogue between business, industry, and their interested publics.
- To create partnerships around the world that will encourage similar efforts.

GEMI is currently at work on a number of activities that are designed to help us to achieve these goals. Foremost among these activities was GEMI's sponsorship of 'Corporate Quality/Environmental Management: The First Conference', a January 1991 event in Washington, DC, that was aimed at spurring discussion and due application of Total Quality Management (TQM) principles to corporate environmental management programmes.

#### Widening Influence Planned

GEMI's 'Corporate Quality/Environmental Management' effort is ongoing, with the organization serving as a clearinghouse for innovative applications of TQM to environmental efforts. As part of this effort, GEMI is examining the methods by which companies measure their environmental activities, with the goal of improving the dissemination of information that is generated through routine measurement activities.

GEMI sponsored a seminar on its TQM effort on the day preceding the convening of the Second World Industry Conference on Environmental Management

(WICEM II), in Rotterdam in April 1991. GEMI was an active player in the proceedings at WICEM II, in part by assisting the International Chamber of Commerce (ICC) in fostering international cooperation. Additionally, a major focus of WICEM II was the unveiling of the 'Business Charter for Sustainable Development', a far-reaching document on which GEMI has been working closely with ICC's Environment Commission and the US Council of International Business.

Among other activities, GEMI has launched a project to identify the communications needs of corporate stakeholders, and to document 'leading-edge' and successful methods by which corporations can meet those needs. 'Stakeholders' would include stockholders, investors, regulators, communities, employees, the media, and others.

Although GEMI has been in existence for barely a year, we feel we have already accomplished much. Even more importantly, we believe that GEMI is meeting a very real need to focus and support all the good things that are happening, and the good thinking that is prevailing at last, in environmental management in the United States. Most important of all should be its capability to integrate such envisioned, greatly-improved environmental management with the environmental efforts of world industry.

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### Canadian Heritage Rivers System: Programme of the Latest 5 Years

The year 1991 promises to be another busy one for the Canadian Heritage Rivers System (CHRS), as it is expected that, during the coming months, up to four rivers will be formally designated and added to the System. Nineteen rivers (see Fig. 1) have now been

nominated to the CHRS, totalling 4,114 km in length, and 13 of these, totalling 2,597 km, have now been designated.

This summer, plaque unveiling ceremonies to commemorate the designation of the St Croix River in New Brunswick, and The Thirty Mile (Yukon), are being planned.

CHRS exhibits will be highlighted during a tour of the Western provinces, and a number of studies and monitoring activities will also be undertaken, across the country, to meet the river conservation objectives of the programme. Meanwhile a 1992 Heritage Rivers calendar is being produced in conjunction with the Canadian Recreational Canoeing Association.

It is interesting to compare the current situation, indicated in Fig. 1, with that only 5 years ago as described and figured in *Environmental Conservation*, Vol. 13, No. 4, pp. 367-8 with map, 1986.

For further information, questions, or comments, about the CHRS, please contact Donald Gibson, the Assistant Secretary to the Board, at the address given below, or telephone (819) 994 2913.

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FIG. 1. Canadian Heritage Rivers System as of early 1991. Up to four additions are expected during the year.