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Commission for Environmental Cooperation of North America

Joint Public Advisory Committee Session No. 08-01

**24 April 2008
Phoenix, Arizona**

Summary Record¹

The Joint Public Advisory Committee (JPAC) of the Commission for Environmental Cooperation (CEC) of North America held a regular session on 24 April 2008, in Phoenix, Arizona, in connection with the CEC's Fourth North American Symposium on Assessing the Environmental Effects of Trade: Services and the Environment.

This Summary Record reports on each agenda item, records all decisions made by the Committee and identifies action items and responsibilities. (See Annex A for the agenda and Annex B for the list of participants.)

Previous summary records, advice from JPAC to Council and other JPAC-related documents may be obtained from the JPAC liaison officer or through the CEC's web site at <<http://www.cec.org>>.

Welcome and Opening Remarks by the JPAC Chair

The JPAC Chair welcomed everyone to the session and provided background information on the role and structure of JPAC for those who may not be familiar with the committee. She encouraged an open and full discussion during this session. She emphasized the importance of public input into the CEC process and JPAC's role in advising the Council drawing on this public input.

She noted that JPAC continues to press the Canadian government to fill its vacancy on JPAC and then informed the meeting of the other members who were not present. She explained that with the number of absent members, there was no quorum and that JPAC would not be in a position to vote on any matter.

The JPAC members then introduced themselves and provided some background information.

¹ Disclaimer: Although this summary was prepared with care, readers should be advised that while JPAC members have approved it, it has not been reviewed nor approved by the interveners and therefore may not accurately reflect their statements.

**Presentations by the National and Governmental Advisory Committee
Representatives (NACs and GACs)**

A representative from the US GAC updated the meeting on the recent joint US GAC and NAC meeting. The groups discussed matters relating to this meeting and letters of advice are being prepared. He explained their focus on environmental sustainability and the need for positive thinking. Trade and enforcement matters challenge all the three governments, particularly in the border regions. He explained that on 23–24 October 2008, the US NAC and GAC were planning a joint meeting on the Cocopah Indian Reservation in Arizona, where many of the issues the CEC deals with are in evidence. He suggested that it is important for all participants to have this kind of first-hand experience.

A representative of the Mexican NAC explained that the organization of that body reflects the new initiative to integrate all regions in Mexico around the 32 core committees for sustainable development. In total, 620 members of civil society, representing a wide range of constituents around the country, including women, youth and indigenous peoples, have been assembled. She explained that the NAC's work from the past few years will be integrated into this new process to create continuity. From now on, five or six representatives will be sent to CEC meetings, having been selected on the basis of their expertise in the subject matter of the meeting. These people will then provide information to the new Council, which will be responsible for disseminating information to all regions.

Public Forum

The JPAC Chair then introduced the public portion of the session and explained the background to the discussion paper that was prepared for this meeting. The paper looks back at past CEC symposia on Trade and Environment to review successes, challenges and provide suggestions for a path forward.

She then asked a representative of Unisfera, the organization that prepared the paper, to provide a brief overview. He cautioned that the document is not definitive. Rather, it reflects views and information received from over 20 hours of interviews with experts. He asked that the forum participants not focus on critiquing the paper itself, but rather raise issues for further discussion.

He explained that the primary public concern when NAFTA came into effect was the fear of a “race to the bottom,” or a lowering of environmental standards in order to attract investment. With few exceptions, this has not been borne out. Another fear was that increased trade would increase pollution. Again, this is not a systemic result. It is very much related to sectors and regions. Trade in itself is neither good nor bad for the environment. The important lesson learned is the importance of conducting appropriate research so that effects can be documented.

The JPAC Chair then explained that after each question was introduced, the floor would be open to the public. A JPAC member would facilitate the discussion for each question.

1. How can the CEC's performance be measured? Which criteria and indicators should be used to measure success?

The JPAC facilitator urged the public to focus on the issues of measurement, criteria and indicators. This will help JPAC formulate concrete advice to Council which will, in turn, help direct limited resources to where they are most effective. The following comments were provided:

- The CEC does not provide enough opportunity for participating groups to follow up. Trilateral working groups with representatives from civil society could be created to provide this follow up. This will allow for exchange of ideas and expertise.
- There is a greater focus on Mexico, with limited participation from and coverage in Canada. The participation of Canadian NGOs should be promoted in these meetings to increase networking possibilities and balance. If outreach were improved, then an important indicator, for example, could be the number of media articles on CEC activities in the three countries.
- The importance of prevention measures and criteria for monitoring and evaluation was noted. In Mexico, for example, there is a high level of poverty and immigration. Here, prevention is more important than mitigation—there are not the financial resources for mitigation. This should be a priority for the CEC. There should also be more emphasis on work related to sanitation on a trilateral basis, for example in shared waterways.
- Criteria are very hard to implement. The CEC provides subsidies and these should be assessed by scientific committees. Follow up is also required. The public does not know what happens to the research and what the results may have been. Also, different regions of Canada should be represented, including all provinces. For example, there is rarely any representation from the Maritime Provinces. Student awards would be good incentives for both students and professors. The CEC operates more at the federal level. Applied research is required to improve awareness within the private sector to demonstrate that promoting and protecting the environment can be a business opportunity.
- There is an important link between projects and public policy. The CEC should inventory their projects and assess their influence on policy development in each of country. The new sustainable development network in Mexico could assist.
- Action plans are needed to implement the results of this symposium. The group gathered here should be writing a plan of action to present to the Council. Advantage should be taken of all the expertise in this room. Many people here are

- already working on the ground level. The needs are known. Migration, for example, is an issue that affects all levels of society in Mexico. It operates at the level of workers and professionals. It is important to take the results of reports and turn them into action.
- I am amazed at the low level of Canadian representation. Much of the discussion revolves around the US and Mexico. Also, in walking around Phoenix there are no pedestrians, but rather six-lane highways, and this is not an appropriate environmental model.
2. How can symposia findings be made relevant and conveyed to policymakers? How can they best identify and help implement opportunities for further integration between environmental and trade policies?

The topic was introduced and the JPAC facilitator opened the floor for comments:

- There is a need for more direct participation by local governments in these discussions. This is where many of changes are needed and it is local governments that make many of the decisions that affect the day-to-day lives of people.
- The CEC should develop a set of shared indicators and promote their use in the three countries. The CEC should work to elevate environmental issues within senior levels of government.
- Policy makers should be in the room. If policy makers are present they will become interested and devoted to the topic. When people actually go and witness issues, that can have a great impact. One way of doing this is to have meetings on best practices and lessons learned on-site.
- Using open letters in the newspapers is a good way to transmit information. JPAC members do, and should continue to, contact people directly to encourage their participation. That is also a good way to reach out to people involved with these issues. Another idea is to reach out to companies with records of good corporate responsibility from each country and invite them to these events.
- Transmitting ideas and policy could be done by educating specific groups and mandating them to conduct outreach with civil society. Another way to implement policies from these meetings could be through public administration organizations.
- It is necessary to make specific recommendations and communicate immediately after the meetings to responsible authorities. Also, media professionals should be used to assist in proper messaging. To attract politicians to these meetings the topics must be of interest to them.

- The CEC, as a creature of three governments, has a trilateral mission. It has to report to the governments. The CEC has the duty to continually attempt to influence government policy. The issues can be very scientific and technical. The healthy integration of environmental policies and commercial policies is a huge challenge. It is time for a new paradigm. It is time to try and reconcile interpretations between scientific groups and policy makers.
 - There is a very strong debate going on among politicians concerning the integration of trade and environmental policy making. Indicators based on the gross national product can be misleading. The CEC should work on development of new measures that are not just based on economics. There are groups working on developing other indicators who should be brought into the discussions.
3. How can the CEC improve the dissemination of symposia results to key audiences and generally improve public access to symposia findings? Which channels should be used to disseminate findings? How can the format and content of symposia findings be adapted and made relevant to various audiences?

The Chair introduced the JPAC facilitator. He asked the meeting to focus on how best can the information from these symposia reach the decision makers? These are not only governments but also industry. Who should be invited to these meetings? How can more progress be made?

- What about getting the public involved in monitoring? This can start with the youth. This way they will become involved in environmental monitoring.
- In Mexico there is a saying that we don't waste water, we waste experience. It is very important to create a mechanism to provide follow-up for messages. There is much to be learned from the media in this regard. There are media experts specialized in environmental matters. A follow-up system can be established for monitoring and measuring the transmission of the message. A series of files, available on the Internet, could be made available for journalists and kept updated. It is also important to take advantage of simple messaging systems, for example, using charismatic species, or public personalities, which would be a good way to capture public attention.
- The CEC needs better communication with the media. Press conferences, for example, are useful. More video materials should be also available on the CEC website.
- Links to the CEC website on the websites of the governments' environment departments would be helpful in outreach. Use of public personalities is also a very effective technique. The CEC should also emphasize the positive effects of NAFTA, not just the negative. There could be a special section on the CEC site highlighting best practices. Regarding indicators, CEC reports are helpful. It

- would be interesting to better understand to what extent the CEC's reports are being actively used.
- Symposia results should be communicated through electronic bulletins. Another effective way of providing information is through press conferences. This is a cost-effective way of distributing information. Environmental groups in Mexico use this technique with good success. Journalists and broadcasters should be invited to attend. They are expert in adapting complex information for the public.
 - The libraries of institutions of higher learning should be receiving information from the CEC.
4. What key audiences should the CEC engage in its symposia? How can these audiences be reached and mobilized, including through new partnerships?
- The CEC should do a research project on identifying key groups. Spaces should be created within the symposia for these groups. They could then better prepare themselves and network before the meetings. The CEC could then help to coordinate this effort and also coordinate with the media.
 - There were specific outreach efforts to indigenous peoples within the Pollutants and Health program. That has been very effective. It is also very important to allow enough time for public input rather than sitting and listening to prepared presentations. Just keep doing the outreach that you are doing. Appear in public. Come to community meetings. This is the best way to communicate.
 - An inexpensive way to use technology is through chats. One just needs to register and submit a question. This works well for people who are comfortable with and have access to technology.
 - The CEC should be commended for organizing such events. They are very effective. Letters have been recently sent from the public to the governments regarding interference with the Article 14 & 15 process. In every symposium there should be space for a discussion on the Article 14 & 15 process, as this is one of the very important entry points for the public. This will also help forge new relationships around trade and environment. Citizens want follow up on the Article 14 and 15 reports. Regarding the JPAC meeting in Ottawa, an important topic for JPAC to discuss is the new Security and Prosperity Partnership. The CEC should explore its role in energy security and climate change. Otherwise the Parties will control the CEC's role.
 - Speaking from an academic perspective, there is a lack of information about the CEC. Alliances are required with degree programs in universities, particularly at the post-graduate level.

- It is very important to ensure that important documents from the CEC make their way into the hands of senior decision makers within governments. If the recommendations from the CEC are not mandatory, then as guidance documents they will only have impact if they reach decision makers. Getting information organized within each country so that it can be easily downloaded is important.
- The CEC has limited resources. It cannot go in too many directions. Prioritization is required, such as energy security. For example, in the area of renewable energy, a focus required since the topic is so broad. Energy cells and saltwater technology are areas that could be explored by making links with the actual experts and scientists working these areas.
- Arrangements with universities, via scholarships or internships, could be very useful. This could help mobilize people. The CEC needs to make efforts to mobilize larger numbers of people. People need to leave meetings with concrete ideas on what to do when they get home.
- Youth and students are an untapped resource.
- A motion was made proposing that trilateral work groups be created following this meeting to take the work forward. The working groups could select sectors, such as tourism, environmental services and food production to help focus efforts. Bulletins could then be issued, articles written and meeting organized with local authorities. There is a lot of expertise in the room and it is crucial to keep the momentum going.
- This symposium cost approximately \$300,000. Are we getting our money's worth? Think about this as you leave here. Write down some notes and come up with ideas and send them to the CEC. We need to show concrete results. This would be appreciated.

The JPAC Chair suggested that further written comments could be sent to the CEC, on its website, by mail or by phone.

A JPAC member then provided the wrap-up. She went through each of the questions and the summarized key messages:

Question No. 1 [*How can the CEC's performance be measured? Which criteria and indicators should be used to measure success?*]: Criteria could include the number of people and sectors attending; people coming without financial support; count media reports; effects on pollution prevention; citation counts; to what extent is the work having effects on policy development; number of alliances with organizations at the ground level; approach all levels of governments – local, regional and national. A good example is the effort JPAC made with indigenous peoples. Provide governments with shared environmental indicators; bring policy makers and influencers into the room; media outreach before and after the events; what are policy and managerial implications; ask the

presenters - what are the take-aways; need to look at environmental indicators that are not based on economic growth such as health and quality of life measures.

Question No. 2 [*How can symposia findings be made relevant and conveyed to policymakers? How can they best identify and help implement opportunities for further integration between environmental and trade policies?*]: Improved communication with media; list of environmental journalists; invite reporters who are better at translating information to the public; translate findings into lay knowledge; report both good and bad news.

Question No. 3 [*How can the CEC improve the dissemination of symposia results to key audiences and generally improve public access to symposia findings? Which channels should be used to disseminate findings? How can the format and content of symposia findings be adapted and made relevant to various audiences?*]: Via the Internet; key words are critical; interviews with authors should be posted on the internet; social networks need to be engaged; press conferences with JPAC; electronic version of TRIO; data banks need e-mail addresses with areas of interests; public developing their own networks; convening role of the CEC; allow the public to continually address Article 14 and 15 dealing with transparency; transparency is key to the work for the CEC.

Question No. 4 [*What key audiences should the CEC engage in its symposia? How can these audiences be reached and mobilized, including through new partnerships?*]: Everyone is important; universities, youth, existing networks were highlighted; create strategic alliances with existing organizations that will disseminate the information; create a space for groups to discuss the issues before symposia take place to allow people to be better prepared; get a “buzz” going; create a blog and chat lines; answer questions online; send in questions ahead of symposia; send information to trade associations.

The Trade and Environment program manager thanked all the participants. He suggested that the challenge is in the details. How can the CEC take advantage of what has already been learned? How can the CEC build on the successes in outreach that have already been achieved? The bottom line for the Secretariat is to find its competitive advantage. He and his staff will work with Unisfera to finalize the work and then have the paper published.

The JPAC Chair also thanked all the participants and then explained the program for the afternoon.

Roundtable on Emerging Issues in Analyzing Trade and Environmental Linkages in North America

Karel Mayrand, director, research and consulting at Unisfera, welcomed the audience and the invited experts to the roundtable. He then presented the discussion paper previously prepared by Unisfera that was based on interviews with 24 experts and a review of relevant literature. The paper gives an overview of the evolution of the trade and environment context in North America since NAAEC’s entry into force, analyzes current

drivers of change in the trade and environment nexus in the upcoming decade, and provides an inventory of emerging issues of particular relevance for the CEC's future work. The final section of the discussion paper proposes innovative approaches to address these issues, increase CEC's influence, and measure its success. He explained that the main objective of this roundtable was to explore more deeply this final section with a specific focus on how can the CEC better inform and influence policy.

The roundtable began with a first round where the invited experts were asked to briefly express their position on the following two questions:

- What are the key issues to be considered by the CEC and NAAEC and
- Who are the key stakeholders that the CEC needs to engage?

Then an open discussion would follow based on the following question:

- How can the CEC best produce result-oriented and policy-relevant material to influence trade, environment and other sectoral policies?

Finally, Mr. Mayrand specified that comments would not be attributed to allow for a freer discussion.

Before the discussion began, the CEC Director of Programs explained that over the years, trade and environment issues have begun to be more and more a part of numerous projects in the CEC's work program. As a result, in 2004, the Council adopted the Puebla Declaration to focus the efforts of the CEC, which had been too widely dispersed. The Parties chose three strategic areas: information for decision-making, capacity building, and trade and environment. The goal was to define a new face for environmental cooperation in North America. The current CEC Strategic Plan extends through 2010. This discussion will contribute to assessing the results of the current plan and help inform development of the 2010–2015 plan, which will be presented to Council for approval next year.

The roundtable began with interventions from the invited experts. Points they made included the following:

- Deeper economic integration is necessary. The role of the CEC is changing now that NAFTA is solidly entrenched in the region and we have a better understanding of its environmental impacts. An assessment of the state of the environment in all three countries could be an interesting beacon to help direct future CEC programs. It would facilitate the identification of key issues emerging from the knowledge and analysis of the trends in the state of the environment. A regional approach would be effective in assessing transboundary issues. Each country should set its own priorities. However, the CEC could make a significant contribution on climate change.

- Fostering alliances between social and environmental NGOs could be an interesting role for the CEC. Such alliances already exist in Europe. Groups of NGOs supporting one another on social, gender and environmental issues might supply powerful leverage that could help the CEC have more influence.
- Finding ways for the NAFTA Free Trade Commission and the CEC to cooperate is important. North America's competitiveness in comparison with that of the rest of the world, especially in areas such as chemicals, clean electronics, and forestry, is also of great importance.
- Climate change and its impacts on trade and on CEC's mandate should be a future area of focus. The CEC needs to attract the attention of policy makers. It is important to determine how best to communicate on issues like climate change.
- What is the impact of trade on the NAFTA Parties, and on climate change and energy? The links between trade and environment are important, but how adaptation to and mitigation of climate change will be put into place, how energy and oil issues will be addressed, how we will green the trade corridors—these are very important questions. We need to link the CEC to these important global issues. But let's not forget our past achievements. Many of the old topics need to be revisited.
- To move forward on climate change and policy, the CEC needs to focus on areas of commonality among the three countries. That is what the CEC should concentrate on when establishing priorities. Climate change is especially appropriate in the context of the CEC's role. The CEC can contribute with a regional perspective and approach to solve this global problem. The CEC also should be further integrated into world problems.
- Selection criteria are needed to help the CEC decide which areas of work it should focus on in the future. The following criteria were proposed: the issue should be a central strategic public priority in all three countries; it should contribute to building a North American community; it should be done with a global perspective; it should reflect the known consensus of our leaders (such as the SPP); and it should also reflect the known priorities of our leaders. When these criteria are applied, climate change emerges as the priority issue. Energy, biodiversity, human health and water are all other issues that meet these criteria.
- The CEC needs to reach out to all major public constituencies. Natural and physical scientists as well as engineers, architects and public health professionals are important strategic constituencies. Faith groups can also be important disseminating vehicles as well as diasporas from migrations within the region.
- When NAFTA was signed, we hoped it would contribute to greening our economy. This did not happen. The CEC is an agency for cooperation. The question is thus how we can cooperate in order to decouple North American

- growth from its environmental impacts.
- Climate change is too big an issue for the CEC to tackle. However, it can be subdivided in pieces that are more easily addressed under the umbrella of cooperation. Examples are water technologies, environmental services, and biodiversity.
 - The CEC needs to create links with committees on sustainable development in Congress and Parliament. It should produce short policy briefs explaining the next steps, the gains, etc.
 - Everyone keeps separating issues, “putting things in silos,” while really everything is inter-connected. The CEC needs to focus on making best practices widely available. The CEC should not adopt an “us against them” approach. Rather, it should promote global cooperation.
 - The CEC should focus on demonstrating the linkages between environment and trade, and with other sectors such as health. In many instances, when we fail to understand the message, it is because the illustration of the linkages is lacking. Here is a list of important issues that the CEC should address: Agriculture and its links to water supply and usage is vital. Chemicals, electronics waste, and consumption and production patterns are important. We need to find ways to introduce measures and policy instruments that will have a real impact on consumers and industry. The issue of internalizing cost can be explored through price measures, incentives, or the understanding of the negative implications of subsidies.
 - People should be integrated into the process. There are widening gaps and increasingly marginalized communities and we cannot forget that the trade and environment relationship is also linked to poverty-related issues. The business and financial sectors need to be engaged as well. Indigenous populations are not well represented and faith groups should be more engaged. Decision-makers, planners, trade officials, and sectoral officials (agriculture, health, etc.) need to be engaged.
 - The CEC needs to keep doing environmental impact assessments and deepen and strengthen its state of the environment reporting. It should develop schemes for biofuels production in North America to avoid negative environmental impacts in all three countries. The issue of bioprospection and genetic resources is important as well. The CEC could focus on potential links with natural resources or environmental services or technology related to climate change, carbon and capture sequestration, and technology transfers. It is important to focus on issues that have greatest potential for mitigation.
 - Climate change is important but it includes a lot of sub-topics and issues. It is necessary to talk about issues that are important for all three countries, not only Mexico. The CEC should adopt a regional approach. Competitiveness is an

- important issue and should be linked to the question of sustainability. Urban solid waste and landfills are a growing market supplier for biogas and they would help to reduce greenhouse gases. This kind of work could be strengthened under a scheme of defined work plans where key actors are involved. Follow-up has always been a challenge for the CEC. We need to include climate change in our discussions. We need to focus our limited resources on matters that the CEC can take up. Thinking strategically, one of the biggest challenges the CEC has had is bringing together trade and environment officials. We need to choose subjects around competitiveness and sustainability. It is clear that North America is losing its competitiveness. Climate change offers many possibilities for growing technology and trade. This could make the CEC more attractive to trade officials.
- It would be useful to focus on the function of informing and influencing coherent policy development. Three topics could be suggested. The first relates to consumption and production patterns. NAFTA countries are investing heavily in developing countries. Negotiations for trade arrangements with NAFTA trading partners should include environmental considerations. Private sector investors can also be required to have corporate social responsibility. The second topic is climate change. How to narrow this to something the CEC could manage is the challenge. One possibility would be biofuels and their relationship with agriculture. The third topic is the impact on the environment from the trade in services that allows stakeholders in one country to move services across borders. The CEC is well placed to provide cutting edge information to benefit the NAFTA countries and their trading partners.
 - This is a very important and useful forum for discussing these issues. Many good ideas have been already presented. The CEC has limited resources in terms of funding and expertise. The governments have bureaucratic issues around mandates and responsibilities. These all affect the CEC's ability to conduct quality work, so there is a need to focus efforts. As an overall goal or focus, one possibility might be developing an understanding from a regional perspective of the interaction between trade and environment policies and how to make them mutually supportive. Within that, we should focus work on things that the CEC can best accomplish.

The expert moved on to the recommendations:

- Looking at the array of products on the CEC's desk can give the impression of an army of products roaming the landscape in search of an audience. It is very difficult for the CEC to focus on a target audience. Who is the CEC seeking to inform or influence on a particular issue? Answering this question is critical. What added value can the CEC contribute? Climate change is the number one global concern but how can the CEC contribute? His suggestion is that there is going to be an enormous effort on understanding impacts and adaptation. A niche for the CEC, using its convener role, would be to identify and engage authorities in specific regions looking at impacts across bioregions and borders. Migratory

species and the contours of protected areas lend themselves to this approach. How to deliver this to a focused audience would be a challenge. It would require an unprecedented level of cooperation among the three countries.

- A second area is ecosystem services. Each country has been working in specific media. The CEC should take note of the conifer planting project in Mexico. The work here is not just protecting nature, but also acknowledges the role of local communities and rewards them for being stewards. This is an active, functioning model. The target audience exists—one just needs to plug into it. There is a group in Katumba, Australia, which has developed and is currently implementing a functioning ecosystem marketplace initiative. They would be very interested in a North American partner. The group gathers together major players in the private sector, conservation organizations, and financial institutions.

The facilitator thanked everyone for their input and explained that after a break there would be a free-flowing discussion among the panel with a two-minute limit. The question to be discussed will be: How can the CEC best produce result-oriented and policy-relevant material to influence trade and environment and other sectoral policies?

- One concrete idea is to produce a flagship document of best practices (modeled after *Taking Stock*) and to perhaps provide an award.
- Forming partnerships with the private sector by publicly acknowledging that NAFTA did not produce pollution havens. This will attract companies that are doing good work. It is important to reward and acknowledge good work, rather than always highlighting problem areas.
- The CEC is a small institution and it should receive support from academic institutions acting as strategic partners on subjects of common interest. It is important to reach out and attract university researchers to participate in the activities of the CEC.
- The private sector is already working with academia. The CEC should canvas this work to avoid duplication of work and to build on the efforts of others.
- One idea is stakeholder mapping. This would help define who is doing the work and who is the target audience. The CEC could focus on decision makers in the public and private sectors, then work to come to grips with what tools could be most effective in each sector. As raw materials, the CEC could develop short briefing notes that capture the salient points of the relevant reports. A second technique could be to form alliances with strategic partners. The CEC would not only be a convener but could also facilitate the creation of networks that would each meet on their own to carry on the work.
- The best papers produced by the CEC are focused on a single topic, with one author from each country. These papers have produced very concrete

- recommendations. The CEC should tap into the university network and attract graduate and post graduate students. The CEC could be a clearing house for ideas to attract advisors and their students. Canada and the other NAFTA countries are signing trade agreements with other countries. The CEC could also be a clearing house for information on these initiatives.
- First, it is important to plug into the Security and Prosperity Partnership process. The governments will be asking their environmental ministries to take up these new matters. It is important that they be done trilaterally. Second, do what the FTC really wants done with an environmental add-on. Third, the inter-governmental panel approach is very effective, as we have seen with the Inter-governmental Panel on Climate Change. This is bigger than what the CEC can handle; however, the CEC could do a pilot project by creating an authoritative panel on “NAFTA Environmental Effects at 15” to assemble the relevant information and make recommendations for a path forward. It would good to have such a process under way as the next US Administration takes office.
 - How, is always the most difficult question to answer. The CEC has an important role as catalyst, stimulating ideas and acting as a clearinghouse. Second, is to concentrate on trilateral initiatives. Climate change work would need a clear focus where the CEC can provide added value. Next, formulate clear plans of action within the CEC strategic plan that must be followed. Fourth, there is a need to improve our information on who is doing the work and what results are already available. Finally, to stimulate quality criteria, institutions with a good record in that regard should become involved.
 - The CEC needs to focus on attracting the scientific community in its work. There needs to be a sense of greater urgency. NAFTA needs to be put back on the table for discussion. What is the CEC’s role in the parallel agreements? It would also be important to better understand the weaknesses of the CEC by doing self-assessments.
 - Does the CEC have a formal communications plan? (The response is yes, in a limited fashion, related to each program area.) The OECD’s communication plan is being driven by its members. I have heard around the table the desire to engage as many actors as possible. All are important; however, some clear targets are more important. When there is a target in mind, then the CEC can consider means and approaches. There is no coherent strategy and this would be an important step forward. Then you can decide how to market your products.
 - When I hear “results oriented,” a very clear and crisp description is needed. This needs to be included in the early stages of project design. This leads to a tool that the CEC has used effectively in the past—recruiting high-level opinion leaders who already have the audience in their sphere of influence. They speak independently, based on information that is delivered to them by the CEC.

- Communications is a very large topic. The primary observation here is that none of this is new. The challenge is defining the audience and selecting the best tools for that audience. For example, if the audience is decision makers and the private sector, the basic communication tools are basically absent at this time. We also need to be realistic. We are not front-page news. That is not the role of the CEC. This should not be a priority.
- There is a structural problem. We need to be able to synthesize the research and provide bulletins. The researchers themselves are not the best people to write for communications. People with that skill are needed. We do not have this capacity at the CEC. Another point is that the municipal level is where the hard decisions are made. The CEC needs to be better connected and supported at this level.
- Best practices should be extended to government policies. Mutually supportive trade policies and best practices should be shared. Also, a good topic for the CEC would be how trade can promote environmentally sound technology.
- We are looking for research that is policy-relevant, but relevant to what? Is it trade within the North American area, is it trade outside of the North American area; is it US trade outside, etc.? The CEC should write down the answer to that question before moving on.
- With a budget of US\$9 million, the CEC cannot be everything to everyone. The CEC is often too wide-ranging. We need to focus our work or we will not do a good job at any of our initiatives. We need target topics. We are sometimes doing work driven by research interests that may not be relevant.
- The one area that people keep repeating is that we have wonderful laws in North America but the problem is enforcement. More needs to be done to work with the information we obtain through the Citizen Submission Process. At this time, it is not available for use in our program areas, such as trade and environment. This needs to be pursued.

The facilitator then opened the floor to the public. He also provided an e-mail address on the screen for written comments after the meeting:

<www.cec-symposium@unisfera.org>.

The public offered the following comments:

- The discussion was very enriching for further understanding the link between environment and human development. Will NAFTA create the necessary links for a more in-depth integration? Perhaps the report or declaration from this meeting could highlight the need for such integration.
- Priorities for the CEC's work could be climate change and green technologies, management of freshwater, agriculture and the food crisis, and the cost of fuel.

- There should be a focus on consumption patterns. There should be limits on consumption. It is also important to have pure science to support these changes, but social changes are also necessary.
- It is very important to make links with existing groups and organizations. In Mexico, there are many relevant organizations—for example, the association of municipal presidents for coastal cities in Mexico.
- We need to know where we can have the most impact on peoples' lives. We need to address how people can access basic resources, such as food and water. We should adopt quality of life as an important indicator.
- On the trade and economic side, we (trade officials) have instruments. We make regulations, etc. The CEC is the expert in environment. It is up to you to inform us about priorities. Also need to be cautious to focus on the trinational and not on domestic responsibilities.
- In the future, the roundtables should be given more time. It has been very helpful and interesting. Events such as these help stimulate ideas for relevant research. It would be useful to have a trinational database to report on indicators.
- It would be timely for the CEC to look at economic development, considering population growth and migration in North America. Also, the CEC should organize itself to provide ideas on what it could contribute if NAFTA is reopened.
- Information management and timely access to reports is very important. The previous working groups of the CEC were important venues for information exchange.

JPAC Follow-up and Administrative Matters

a) Discussion on a potential Advice to Council

The JPAC Chair reminded the meeting that there is no quorum. She explained there will be a conference call between JPAC members to discuss the results and then a draft Advice to Council will be prepared. Once it is approved by JPAC, it will be available on the CEC website.

b) Discussion of 2008 JPAC Priorities

The JPAC Chair explained again that, without a quorum, these are preliminary ideas for priorities and public input is welcomed. Once the priorities are finalized, they will be made available on the website.

- Continuing to improve involvement of indigenous peoples

- Continue to develop better ways to reach a broader audience
- Climate change
- Work with the CEC as it develops its operational and strategic plans

c) Next JPAC meeting and Council Session in Canada

The next JPAC meeting is scheduled to be held on 25–26 June 2008, in Ottawa, Canada, during the Council meeting. The draft agenda and registration information are available on the CEC website.

d) Review responses to JPAC advice and letters

Advice to Council 07-02: Engaging Indigenous Communities in the Work of the CEC

A reply was received on 28 January 2008, thanking JPAC for the input. The Council has committed itself to work with JPAC on fostering improved communications with indigenous peoples. The response is available on the CEC website.

Advice 08-01: Submissions on Enforcement Matters: From Lessons Learned to Following up Factual Records

No response has yet been received. JPAC has been informed that a draft response has been prepared and is currently being reviewed by the Parties.

The JPAC Chair then opened the floor to comments

Observers' Comments

- A member of the public told a story about Pancho Villa, which has a parallel with what is happening here at this meeting. He explained that the US made a deal with Mexico whereby the US would log trees in Mexico and import the timber, and in return for taking the trees, would build a railroad. Now, he explained, he is working in Mexico helping with forestry programs. The trees are all the same age and there is no canopy. The US raped the country. Mexico is no longer exporting timber and forestry products. It must import such products from other countries that, themselves, are likely not practicing sustainable forestry. His point is that the CEC is very narrow when talking about industry and trade. For example, there is much discussion about water quality. But the quality of water depends on vegetation. Politicians are not generally broadminded. There needs to be a greater depth and breadth around the issues being discussed.
- A member of the public urged that animal issues not be forgotten. Climate change is creating serious challenges for the health and survival of animal species. She urged outreach with wildlife agencies and CITES. Climate change and deforestation are creating an increase in the illegal trade of endangered species.

- JPAC should take on the subject of trinational programs for the restoration of ecosystems and monitoring the health of people living in environmentally endangered zones. JPAC should also add the issue of illegal migration of Mexican workers to its work plan. Mexicans served as migrant workers are suffering severe hardships.
- Any follow-up should include capacity building issues in each country. There needs to be good financial support. Strengthening public policy at the local level requires adequate financial resources. Another important area is to build new relationships to better understand impacts of changing consumption habits.

End of Session

The JPAC chair thanked the public, the Secretariat staff, the JPAC Liaison Officer and Assistant, the CEC Article 10(6) Working Group and the interpreters. She then adjourned the session.

Approved by JPAC
11 June 2008



Greening North America's Trade Corridors

22 April 2008

A NAFTA Cross-Border Initiative

North American Center for Transborder Studies, Arizona State University



- 9:00 Registration**
- 10:00 Welcome and Plenary**
 Chair: D. Rick Van Schoik, Director, NACTS, ASU
A New Approach Conciliating Transportation, Energy, and Cities within a Sustainable Development Paradigm, Albert Juneau, Director, Quebec-New York Corridor
The Environmental Challenge, Gary Springer, Director, Gulf of Mexico States Accord
Joint Planning and Management of Shared Facilities, Terry Shannon, Chair, Nogales-Nogales Port Authority
Environmental and Sustainable Performance in the Mexican Port and Maritime System, Miguel Arturo Giles Maldonado, Consultant, advisor, and investigator of environmental and sustainable development projects in Mexico
- 11:30 Discussion**
- 12:00 Lunch and Keynote Speakers**
 Alan Artibise, Executive Dean, College of Arts and Sciences, ASU
 Carlos Flores Vizearra, Consul General of Mexico in Phoenix
The Greening of North American Prosperity and Security, Raúl Rodríguez, Chair, Board of Advisors, NACTS
- 13:15 Panel I: How to Define Green Corridors Across Borders?**
 What transportation, energy (power and pipelines), telecommunications, and natural capital/green infrastructure can be integrated? Where could green corridors exist? What are the obstacles to such designations?
 Presenter: D. Rick Van Schoik, Director, NACTS, ASU
 Respondent: Marisa Walker, Director, Canamex
- 14:15 Panel II: How to Promote Green Supply Chains?**
 How to Integrate the Modes of Transportation? What Does Greening the Supply Chain Mean?
 How Does Security at Borders Get Integrated?
 Presenters: Arnold Maltz, Associated Professor Supply Chain Management, Carey School of Business, ASU
 Gerardo Serrato Ángeles, Environment Undersecretary, Government of the State of Querétaro
 Respondent: Erik Lee, Director of Development and Institutional Advancement, ASU, NACTS
- 15:15 Break**
- 15:30 Panel III: How to Green NAFTA Trucks?**
 What Alternative Fuels and Infrastructure Can Be Imagined? How Can Greenhouse Gases Be Accounted, Minimized, etc.?
 Presenter: Frank Conde, Director of Communications, NASCO Corridor
 Respondents: John Walls, Manager of Vehicle Emissions Inspection, Arizona Department of Environmental Quality
 Bill Sheaffer, Executive Director, Clean Cities Coalition
 Debra Johnson, President, Eco-Edge
- 16:30 Facilitated General Discussion**
 Why trade corridor associations and green corridors?
 Benjamin Teitelbaum, Special Assistant - Partnership, Commission for Environmental Cooperation of North America (CEC)
- 18:00 Reception**



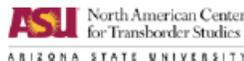
- 8:00 Registration
- 8:30 **Opening Session**
D. Rick Van Schoik, Director, NACTS
Felipe Adrián Vázquez Gálvez, Executive Director, CEC
Rachel McCormick, Sustainable Development Division (GDS), Department of Foreign Affairs and International Trade (DFAIT)
Héctor Márquez, Director, Trade and NAFTA Office, Mexican Ministry of Economy
Mark Unscott, Assistant for Environment and Natural Resources, U.S. Trade Representative
Moderator: José Carlos Fernández Ugalde, Program Manager, Environment and Trade, CEC
- 8:50 **Keynote Address**
Jeffrey J. Schott, Senior Fellow, Peterson Institute for International Economics
- 9:10 **Setting the Stage**
Dale Andrew, Head, Trade Policy Linkages Division, OECD Trade Directorate
- 9:30 **Session 1: NAFTA and Services Trade Liberalization: A Focus on Mexico**
Chair: Carlos Muñoz Villareal, Associate General Director, Coordinating Unit for International Affairs, Semarnat
Rapporteur: José Luis Alberro, Director, Law and Economics Consulting Group (LECG)
-  9:30-9:50 *Structural Changes in Mexico: Economic Growth, Trade Liberalization, NAFTA and the Environment*
Gustavo Alanís Ortega, President, Centro Mexicano de Derecho Ambiental (Cemda)
-  9:50-10:10 *Pollution and International Trade in Services*, Arik Levinson, Associate Professor, Economics Department, Georgetown University / National Bureau of Economic Research
- 10:10-10:25 *Discussant:* Irene Henriques, Associate Professor, Schulich School of Business, York University
- 10:25-10:50 **Question Period**
- 10:50 **Break**
- 11:10 **Session 2A: Trade Liberalization and the Agriculture and Food Sector**
Chair: Clive George, Senior Research Fellow, University of Manchester
Rapporteur: Grant Ferrier, President, Environmental Business International, Inc. (EBI)
-  11:10-11:40 *Liberalization of Financial Services Under NAFTA and its Effect on the Environmental Performance of the Agricultural Sector in Mexico*, Claudia S. de Windt, Chief Environmental Law Policy and Good Governance, Department of Sustainable Development, Organization of American States
- 11:40-12:00 *Discussant:* Chantal Line Carpentier, Sustainable Development Officer, UN Department of Economics and Social Affairs (DESA)
- 12:00-12:30 **Question Period**
- 11:10 **Session 2B: NAFTA and the Mexican Tourism Sector**
Chair: Claudia Schatan, Head, International Trade and Industry Unit, Economic Commission for Latin America and the Caribbean (ECLAC)
Rapporteur: Gustavo Alanís Ortega, President, Centro Mexicano de Derecho Ambiental
-  11:10-11:30 *NAFTA, Tourism and the Environment in Mexico*, Luz Aída Martínez Meléndez, Master's Candidate, Department of Natural Resources and Environmental Economics, University of Vermont
-  11:30-11:50 *Tourism, Trade and the Environment: Tourism and Coastal Development in the Mexican Portion of the Mesoamerican Reef*, Vanessa Pérez-Cirera, Conservation Director, WWF-Mexico, and Gina DeFerrari, Meso American Priority Leader, WWF-US



- 11:50–12:05 *Discussant: Gabriel Duque, Senior Advisor, Andean Development Corp. (CAF)*
- 12:05–12:30 **Question Period**
- 12:30 **Lunch**
- 13:45 **Session 3A: NAFTA and the Transport Sector**
Chair: Hussein Abaza, Chief of the Economics and Trade Branch, United Nations Environment Programme (UNEP)
Rapporteur: Heather Bystryk, Trade Policy Officer, Services Trade Policy Division, Foreign Affairs and International Trade Canada
-  13:45–14:15 *Transportation Services, Air Quality and Trade, Linda Fernandez, Associate Professor of Economics, Department of Environmental Sciences, University of California, Riverside*
- 14:15–14:45 *Environmental Implications of Trade Liberalization on North American Transport Services: The Case of the Trucking Sector, Linda Fernandez, Associate Professor of Economics, Department of Environmental Sciences, University of California, Riverside*
- 14:45–15:00 *Discussant: Brian Copeland, Professor, University of British Columbia*
- 15:00–15:30 **Question Period**
- 13:45 **Session 3B: NAFTA and Environmental Services**
Chair: Mark Linscott, Assistant Trade Representative, United States Trade Representative (USTR)
Rapporteur: David Hartridge, Senior Advisor, White & Case International Trade
-  13:45–14:05 *The Evolution of the Environmental Services Industry in Mexico, 1995–2005, Grant Ferrier, President, Environmental Business International and George Stubbs and Fiona O'Donnell-Lawson, Project Contributors*
-  14:05–14:25 *Effects of Trade Liberalization on Provision of Urban Solid Waste Collection, Recycling, and Final Disposal Service: The Case of Mexico's Northern Border Region, Claudia Maria Martinez Peralta, Environmental Promoter, Sonora State Commission for Ecology and Sustainable Development*
-   14:25–14:45 *Growth in the Supply of Municipal Environmental Services to Communities on Mexico's Northern Border (1995–2005) Tomás Balarezo Vásquez, Regional Planning Manager, and Alberto Ramirez López, Special Projects Manager, Border Environment Cooperation Commission (BECC)*
- 14:45–15:00 *Discussant: Dale Andrew, Head, Trade Policy Linkages Division, OECD Trade Directorate*
- 15:00–15:30 **Question Period**
- 15:30 **Break**
- 16:05 **Synthesis**
Chair: José Carlos Fernández Ugalde, Program Manager, Environment and Trade, CEC
- Rapporteur Session 1: **José Luis Alberro** (LECG)
- Rapporteur Session 2A: **Grant Ferrier** (EBI)
- Rapporteur Session 2B: **Gustavo Alanís Ortega** (Cemda)
- Rapporteur Session 3A: **Heather Bystryk**, Foreign Affairs and International Trade Canada
- Rapporteur Session 3B: **David Hartridge**, White & Case International Trade
- 16:50 **Closing remarks**
- 17:00 **End of symposium**



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| 8:00 | Registration |
| 8:50 | Welcome and Opening Remarks by the JPAC Chair, Jane Gardner Approval of the provisional agenda |
| 8:55 | Report from the National and Governmental Advisory Committee Representatives |
| 9:10 | Public Forum In the context of the fourth North American Symposium on Assessing the Environmental Effects of Trade: Services and the Environment, the JPAC will hold a public session to review the proceedings, results, and recommendations of the previous symposia with a view to providing broader access to their results and provide recommendations to the Parties on how to make the ongoing environmental assessment of NAFTA more relevant to policy development and help identify areas for further work in the CEC. |
| 9:10-9:45 | How can the CEC's performance be measured? Which criteria and indicators should be used to measure success? |
| 9:45-10:20 | How can symposia findings be made relevant and conveyed to policymakers? How can they best identify and help implement opportunities for further integration between environmental and trade policies? |
| 10:20-10:30 | Break |
| 10:30-11:05 | How can the CEC improve the dissemination of symposia results to key audiences and generally improve public access to symposia findings? Which channels should be used to disseminate findings? How can the format and content of symposia findings be adapted and made relevant to various audiences? |
| 11:05-11:40 | What are the key audiences with which the CEC should engage in the context of symposia? How can these audiences be reached and mobilized, including through new partnerships? |
| 11:40-12:00 | Wrap-up and comment period, Irene Henriques , JPAC member for Canada |
| 12:00 | Lunch |
| 13:00 | Roundtable on Emerging Issues in Analyzing Trade and Environmental Linkages in North America In the context of the fourth North American Symposium on Assessing the Environmental Effects of Trade: Services and the Environment, the CEC wishes to convene an expert roundtable to explore future areas of work for the CEC in light of emerging trade and environment issues. The roundtable will gather a group of experts from diverse professional and geographical backgrounds on 24 April 2008, in Phoenix, Arizona, and aims to produce concrete recommendations to help orient the CEC's future work. Experts: ■ Hussein Abaza, UNEP ■ Gustavo Alanís Ortega, Cemda ■ Dale Andrew, OECD ■ Johannes Bernabe, ICTSD ■ Greg Block, Wild Salmon Centre ■ Chantal Line Carpentier, UN DESA ■ Irene Henriques, Schulich School of Business, York University ■ Roland Hosein, GE Canada ■ George Clive, University of Manchester ■ John Kirtlan, University of Toronto ■ Adriana Nelly Correa, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) ■ Carlos Sandova, Consejo Nacional de Industriales Ecologistas de México (Conieco) ■ Claudia Schatan, ECLAC ■ Blanca Torres, El Colegio de México |
| 16:00 | Break |
| 16:10 | JPAC Follow-up and Administrative Matters a) Discussion on a potential Advice to Council b) Discussion of 2008 JPAC priorities c) Next JPAC meeting and Council Session in Canada d) Review responses to JPAC advice and letters |
| 17:10 | Observers' comments |
| 17:30 | End of the session |



For more information and to obtain documents from the symposium, please visit: <http://www.cec.org/symposium>



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