



## **TRAINING ELITES**

### **Development of program in 2009/10, start of implementation in 2011**

To convince decision-makers to choose sound and sustainable long-term options instead of short-sighted, eventually highly-priced, irrational scenarios, conservationists are faced with a recurrent hurdle: the almost complete absence of environmental training of the world's political and economic leaders.

Strangely enough, all leaders know the nuts and bolts to financial mechanisms, which, on a much broader scale are not vital, but they have no idea how the oxygen they breathe is produced and who or what performs all the "invisible services" on their behalf that allow the planet to stay afloat.

The objective of this program is to ensure that future leaders have been comprehensively informed of the reality of the world's environment so that they have knowledge about these complex issues, which can in no way be managed with a simplistic understanding of patterns.

The main project currently being developed is a short cycle of conferences about the environment, including the oceans that will become part of the most strategic public policy, business and engineering courses around the world, explaining the complex and often absurd way in which resources are managed, or rather "unmanaged". BLOOM is at the origins of this project and we will work with other environmental NGOs and various scientists to develop a multi-disciplinary syllabus, as well as with political bodies.

BLOOM will realize the marine conservation section of the syllabus, which will focus on the following topics: history of overharvesting, the technological race to overperformance leading to underperforming economic assets, overcapacity build-up, how subsidies work, basic explanation of how marine ecosystems function, national and international legal frameworks, perversity of access agreements to the rich waters of poor countries, corruption in fisheries, effects of pollution, of maritime traffic and of globalization etc.

As with all BLOOM's endeavors, we will conduct research that will form the basis of the project. A study will be conducted to assess decision-makers' level of knowledge about the environment and marine conservation. The study will be conducted with sample populations chosen amongst:

- Political leaders: European Parliament Members, French Parliament Members, US Congress, Hong Kong Legco Members, Chinese officials etc.
- Current economic leaders: banks and major corporations
- Future leaders: Business schools, MBAs and leading Asian universities