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- ✚ The 10th Annual Ethics Symposium
- ✚ Support for Emerging Scholars
- ✚ The upcoming PIS Election.

Janet Mobus of the University of Washington, Tacoma, has contributed an interesting article on environmental disclosures.

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I hope you will be able to attend the Accounting Exemplar Luncheon on August 7th in San Francisco. Albert Meyer of Second Opinion Research will be awarded our Section's Accounting Exemplar Award. He will speak at the luncheon. In addition, Steve Loeb has coordinated an exciting agenda for the 10th Annual Ethics Symposium to be held on August 6-7, 2005, immediately preceding the AAA Annual Meeting.

Please continue to send me information for the newsletter. You may send all information to stanwsd@auburn.edu.

CHAIR'S MESSAGE: WHAT DO WE MEAN BY "THE PUBLIC INTEREST"?

**C. Richard Baker
Adelphi University**

The phrase, "the public interest," has been used in a wide range of accounting literature ranging from the mainstream to the critical. Given the diversity of these articles, it may be appropriate to ask: *What is the meaning of the public interest?* There could be many answers to this question, and it is likely that the answers will depend to a large extent on the ideological perspectives of the respondents. For example, we might expect persons who adopt a particular political perspective to genuinely believe that the policies they advocate would, if adopted, benefit the public interest. Likewise, persons who are opposed to that perspective would also believe that their policies would benefit the public interest. Consequently, there is difference of ideology surrounding the term the "public interest."

Letter from the Editor

Sarah D. Stanwick
Auburn University

Welcome to the summer 2005 Issue of "In the Public Interest". In addition to a new format, you will find several important announcements about:

Classical sociology has offered two main points about ideology. The first point is that ideology presents a view of the world from the perspective of a ruling class. The second

point is that this world view is distorted because the interests of the ruling class are partial and do not represent the "public interest". In subsequent social theory, an alternative view of ideology has developed which sees ideology as a set of ideas or perspectives which reflect the interests of a particular group, and not necessarily those of a ruling or dominant class. These ideas and perspectives of a particular group are presented by the group as being rational and congruent with the "public interest." If a group becomes powerful, it may then be able to impose its ideas on other groups, thus producing an ideology in the classical sense, but even groups without power have ideologies.

Thus, there is tension in the concept of ideology. A neutral conception of ideology claims to produce descriptions of differing ways of thinking about the world, while a critical conception is oriented towards revealing unequal social relationships and promoting social change. Both of these views of ideology are necessary when considering the meaning of "the public interest" and each should be viewed as a valid way of pursuing accounting research.

ACCOUNTING EXEMPLAR CHOSEN

The 2005 Accounting Exemplar has been chosen. *Albert Meyer of Second Opinion Research* will receive the award at the Accounting Exemplar Luncheon to be held in conjunction with the 10th Annual Ethics Symposium immediately preceding the AAA Annual Meeting in San Francisco. Mr. Meyer was nominated by Tim Louwers of James Madison University. Mr. Meyer has built his reputation as an analyst and an outspoken critic of "unaccountable accounting."

This year's selection committee consisted of Jesse Dillard, Alan Mayer, Paul Williams, Steve Loeb and Sarah Stanwick.

**10th Annual Ethics
Symposium
August 6-7, 2005
San Francisco**

DON'T MISS OUT!!! This year's Ethics Symposium is going to be exciting!!! It will feature a session and question/answer period with Robert L. Bunting of the AICPA, a panel on teaching business ethics, and approximately thirty papers and forum papers. There is still time to attend. Contact the AAA or register through the AAA webpage.

Environmental Disclosure Attracts Congressional Attention

**Janet Luft Mobus
University of Washington, Tacoma**

In July '04 the Government Accountability Office (GAO) responded to a request from the Congressional Committee on Environment and Public Works by issuing a report titled "Environmental Disclosure: SEC Should Explore Ways to Improve Tracking and Transparency of Information". The Committee asked GAO to determine a) key stakeholders' views on how well the SEC has defined environmental disclosure requirements, b) the extent to which companies are complying with these requirements in SEC filings, c) the adequacy of SEC's environmental disclosure monitoring and enforcement efforts, and d) suggestions, from a group of experts with a stakeholder interest in environmental disclosures, for actions to increase and improve disclosure.

Noting that information on environmental risks and liabilities is important to sound investment decisions, and GAO finds that environmental concerns have contributed to the growth of socially responsible investor groups and mutual funds. GAO references a 2003 report by The Social Investment Forum that estimated *about 11% of financial assets under professional management in the U.S. were invested in social investment funds.*

Stakeholders generally aligned with environmental interest groups, investment analysts with socially responsible interests, and researchers evaluate current disclosure requirements as both too flexible and too narrow in scope. The report finds that stakeholders generally aligned with the interests of industry, independent auditors and financial analysts with general investment interests evaluate current disclosure requirements as both appropriate and adequate.

Current environmental disclosure requirements in financial reporting largely fall under the broad terms of contingent liability reporting. However, the SEC adopted specific environmental disclosure requirements in regulation S-K item 103 (Legal Proceedings). GAO was unable to determine either how well companies comply with environmental disclosure requirements or the adequacy of SEC's monitoring and enforcement efforts regarding disclosure compliance. Two notable barriers GAO noted in determining the adequacy of disclosures are the flexibility inherent in contingent liability judgments and the lack of direct access to company records that would have allowed an independent evaluation of this judgment. This latter condition could be ameliorated by reference to an independent source of information on what disclosures a company should be making. One such source of relevant (if partial) information is the enforcement actions undertaken by the Environmental Protection Agency (EPA) under various relevant statutes. While the EPA and the SEC have made efforts to coordinate information sharing, both agencies admit this information sharing is currently limited. A final difficulty in evaluating disclosure adequacy is the varying formats used by firms that do make environmental disclosures.

The primary means for SEC monitoring and enforcement of any disclosure requirement is reviewing company filings and issuing "comment letters" to obtain additional information. However, SEC did not, during the

time of this GAO study, have a database that including the critical issues in comment letters or company responses to information requests. Therefore, information on the results of SEC's reviews of company filings was not available as a basis for evaluating the adequacy of monitoring and enforcing environmental disclosure requirements. Poor coordination between EPA and SEC is noted again as a missing link in SEC's ability to evaluate the adequacy of environmental disclosures.

The GAO recommends that the SEC create a database through the agency's Web site that makes comment letters and company responses publicly available. This action ensures that investors, researchers and other interested parties are informed about the nature and results of SEC's oversight regarding environmental disclosures. Additionally, GAO recommends that the SEC Chairman work with the EPA Administrator to explore ways that relevant EPA data can better be used to improve environmental disclosures.

In June, 2004, in direct response to this study, the SEC announced it will release comment letters and company responses relating to disclosure filings for all disclosure filings made after August 1, 2004 that are selected for review (<http://sec.gov/news/press/2004-89.htm>). The EPA has already provided substantial transparency on environmental regulatory compliance via the Enforcement and Compliance History Online (ECHO) database available through its Web site.

See the full GAO report in pdf format online at <http://frwebgate.access.gpo.gov/cgi-bin/useftp.cgi?IPaddress=162.140.64.21&filename=d04808.pdf&directory=/diskb/wais/data/gao>

Opportunities for public interest research on the quality and adequacy of environmental disclosure/reporting expand by combining information that will become available from the SEC with information on compliance that is already publicly available from the EPA. However, even with this new attention on environmental financial reporting, the U.S. lags behind other international efforts to develop meaningful environmental reporting.

A coalition of analysts at 18 socially responsible investment firms representing over \$230 billion in assets endorsed the Global Reporting Initiative's 2002 Sustainability Reporting Guidelines in a press conference held Oct. 6, 2004 in Washington, D.C. (<http://www.socialinvest.org/areas/news/100604-CorporateReporting.htm>). And the UK-based

Carbon Disclosure Project, an organization of institutional investors representing assets in excess of \$10 trillion, has written to the FT500 Global Index companies, asking for disclosure of investment-relevant information concerning their greenhouse gas emissions. Among the key findings of the 2004 Carbon Disclosure survey is that “Generally Accepted Carbon Accounting Principles – GACAP – appear likely to emerge” (<http://www.cdproject.net/index.asp>).

ACCOUNTING AND THE PUBLIC INTEREST

An Academic Journal published by the Public Interest Section of the American Accounting Association

Accounting and the Public Interest is the first exclusively online journal in the American Accounting Association’s (AAA) current stable of academic journals and the only one that has as its primary focus to provide a forum for academic research addressing the public interest. Four volumes have been published and the 2005 issue is in process. These can be found at <http://aaahq.org/ic/browse.htm> (or contact the editor). The journal, envisioned as innovative and eclectic, welcomes alternative theories and methodologies as well as the more traditional ones. The common element in this diversity is the requirement that a study and its findings be linked to the public interest by situating the findings within the economic, social, ethical, and political context, and ultimately providing guidance for responsible action. Responsible action can be promoted through research in all areas of accounting including, but not restricted to, financial accounting, auditing, accounting in organizations, social and environmental accounting, government and professional regulation, history, taxation, gender issues, professional and business ethics, information technology applications, accounting and business education, and governance of accounting organizations. Theoretical and empirical contributions, as well as literature reviews synthesizing the state of the art in specific areas, are considered appropriate. Replications and reinterpretations of previous work will also be

considered. This editorial policy provides a publication outlet within the AAA for accounting research taking a socially responsive, and responsible, perspective. Operationally our goal is to communicate a decision to the author within four to six weeks of receipt of a manuscript. The journal, with its constructive and responsive editorial procedures, attempts to render research efforts relevant and rewarding for all concerned.

CALL FOR PAPERS Accounting and the Public Interest

For instructions to authors and submission procedures, visit the journal at <http://aaahq.org/ic/browse.htm> or contact Jesse Dillard, Editor, School of Business Administration, Portland State University, Portland, OR.

Announcement of Procedures for Selection of an Editor Designate for section journal, “Accounting and the Public Interest”

Pursuant to the By-laws of the Public Interest Section, the following procedures will apply regarding selection of an Editor-Designate for the Section Journal “Accounting in the Public Interest”.

1. During the Public Interest Section Business Meeting, to be held in August 2005 at the AAA Annual Meeting in San Francisco, an Editor Nominating Committee will be elected from the floor. Three members of the Editor Nominating Committee will be chosen through an open nominating process.
2. At a time prior to the August 2006 Business Meeting (potentially during Fall 2005), the Editor Nominating Committee will propose up to three candidates for Editor-Designate (the current editor may be chosen as the Editor-Designate).
3. Prior to the August 2006 Business Meeting, the Officer Group of the Section (i.e. Chair; Chair-Elect; Vice-Chair; Secretary-Treasurer; and Appointed Officers) will select the Editor-Designate.
4. The Editor-Designate will assume full editorship on January 1, 2008.

PIS ELECTION ANNOUNCEMENT

Pursuant to section by-laws, the Public Interest section will hold an election for two offices, Vice Chair for Research and Education and Secretary-Treasurer. The persons currently serving in these positions (Pamela Roush, University of Central Florida for Vice Chair; and Linda Ruchala, University of Nebraska-Lincoln, Secretary-Treasurer) have been renominated for their respective positions by the section nominating committee. In addition, Mark Bettner, Bucknell University has been nominated for Vice Chair and Ashley Burrowes, University of Wisconsin, Eau Clair, has been nominated for Secretary-Treasurer.

Any additional nominations should be directed to Vaughan Radcliffe, Chair of the Nominating Committee at vradcliffe@ivey.uwo.ca. The election will be conducted through an on-line ballot during August 2005.

Support for Emerging Scholars and the Critical Perspectives on Accounting Conference

The 2005 Critical Perspectives on Accounting Conference was held in New York City in April. The AAA Public Interest Section again continued its support of new scholars in the public interest domain by providing 4 scholarships of \$250 each for doctoral students or new faculty attending the Emerging Critical Scholars Workshop held in conjunction with the CPA conference. The four scholars supported by the section are:

Mauricio Melo Dollabella, Federal University of Minas Gerais - Brazil, Faculty of Economics Science, Brazil

Alexandra Hessling, Institute for World Society Studies, Department of Sociology University of Bielefeld, Germany

Diane Matson, Assistant Professor, University of St. Thomas, Minneapolis, Minnesota, USA

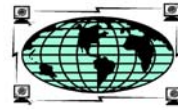
Linda Portnoff, PhD Student, Stockholm School of Economics, Sweden.

The 2005 Critical Perspectives on Accounting Conference, organized by Tony Tinker and David Cooper was held this last April in New York City. Many of the members of the Public Interest Section presented papers there, including, Paul Williams, Tim Fogarty, Sara Reiter, Brian Shapiro, Aida Sy, Richard Baker, and others. David

Cooper organized a Critical Scholar Workshop in conjunction with CPA 2005.

More information about CPA 2005 can be found at: <http://aux.zicklin.baruch.cuny.edu/cpa2005/>

Calls for Papers



*Sixth International Research Symposium
on
Accounting Information Systems*

CALL FOR PAPERS

**December 10-11, 2005
Las Vegas, Nevada**

(in coordination with ICIS 2005)

In December 2005, in coordination with ICIS 2005, the Sixth Annual International Research Symposium on Accounting Information Systems will be held in Las Vegas. The symposium, which is sponsored by SIG-ASYS and the *International Journal of Accounting Information Systems (IJ AIS)*, will feature research papers and one or more panels that focus on the link between accounting and information systems research. The Symposium is particularly interested in interdisciplinary papers that draw from accounting, psychology, cognitive science, behavioral science, economics, and/or information technology. High-quality, insightful, and theoretically sound studies of any type (action research, archival analysis, behavioral/experimental, design science, surveys, etc) are equally encouraged.

All submissions to IRS AIS 2005 must represent original work that has not already been published in a journal or conference proceedings (in complete form – abstract publication is permissible). If the work has been presented at another conference or is currently under consideration for publication or presentation elsewhere, the authors must disclose this fact.

At least one author for every accepted paper and all members of every accepted panel must register for the symposium and be prepared to present their ideas in person. Authors of accepted submissions must address the suggestions (if any) of the reviewers, and

submit an electronic copy of the final version of the work by the specified deadline. Failure to do so will be tantamount to withdrawing this work from further consideration and it will not be included on the final program.

Submissions may be of three types: Completed research papers, research-in-progress papers, and panel proposals.

Completed research papers

Completed research submissions constitute a submission to *IJAIS* and papers accepted for the Symposium will be published in a special issue of the journal. Authors will need to meet any additional requirements of the journal editor. Papers should conform to *IJAIS* format, which is consistent with American Accounting Association journals and other Elsevier accounting journals.

Research-in-progress papers

Submission of promising research in its formative stages does not require complete analysis of results. Submissions should include a one-page abstract and a paper that includes the following sections: research objectives and questions, theoretical foundations of the study, research methodology being used, current status of the project, and a description of what the authors propose to present at the conference.

Panel proposals

Panel proposals should include a general description of the panel, names and affiliations of all panel participants, a statement to the effect that all participants have made a commitment to serve on the panel (if it is accepted), a brief description of each participant's background and expertise related to the panel topic, and a description of each participant's views on the topic.

For completed paper and research-in-progress submissions, authors should identify themselves and provide contact information only on the cover page, as these submissions will be blind reviewed. The second page of the paper should consist of an abstract plus a list of key words describing the main topics of the manuscript (the *M/SQ* keyword list should be used). Papers and panel proposals should be double-spaced to facilitate editing. The manuscript or proposal plus any supporting documentation (such as survey instruments) should be sent as e-mail attachments (in Word format) to:

Professor Vicky Arnold
vicky.arnold@business.uconn.edu

Submission Deadline: July 1, 2005
Notification of Decision: September 2, 2005
Revised Manuscripts Deadline: October 3, 2005
Registration Deadline: October 31, 2005

CALL FOR PAPERS

Journal of Accounting & Organisational Change

ISSN 1832-5912

A publication of the School of Accounting, Economics and Finance, Faculty of Business and Law, Deakin University, Victoria, Australia

EDITOR: **Zahirul Hoque**; ASSOCIATE EDITORS: **Carol Adams** (*Deakin University*), **Manzurul Alam** (*Monash University*), **Shahid Ansari** (*California State University – Northridge*), **Jane Broadbent** (*Royal Holloway University of London*), **Richard Laughlin** (*Kings College University of London*), **Jodie Moll** (*University of Manchester*).

MISSION AND SCOPE

The mission of *Journal of Accounting & Organisational Change* is to provide a platform for researchers and practitioners from multiple disciplines to disseminate information on organisational and accounting systems change. The journal is directed at mapping out contemporary changes in the new global business environment and seeks to explain the new techniques, processes, and philosophies associated with the rise of strategy-oriented accounting and information systems. It will give a broad résumé of issues at the forefront of best practice and academic research. Research students, practitioners and academics seeking information on how accounting is being reconstituted in today's rapidly changing global environment will find much of interest and value.

Articles accepted for publication are subject to a minimum of double blind referring.

Editorial office: Professor Zahirul Hoque, *Journal of Accounting & Organisational Change*, School of Accounting, Economics and Finance, Faculty of Business and Law, Deakin University, Waurn Ponds, Geelong Victoria 3217, Australia. Tel: + 61 3 5227 2733; Fax: +61 3 5227 2151; E-mail: zahirul.hoque@deakin.edu.au.

For manuscript submission (including Instructions for Authors) and subscription details contact the Editor or visit:

www.deakin.edu.au/buslaw/aef/publications/journal.php

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JAN MOURITSEN

Subscription price (10% GST inclusive): Institutional A\$99; Individual A\$66; Student A\$44. Overseas subscribers, please deduct 10% of the Australian Goods and Services TAX (GST) charge from these prices. Subscriptions cover two issues per year (May and November). All copies are mailed by Economy Air Mail. To subscribe, please contact the Editorial Office. Please ask your Library to subscribe to this journal. Payment can be made either by a bank cheque payable to "Deakin University" or by Master/VISA credit cards.

Call For Papers

Reflecting on the Domain of Accounting Education **Issues in Accounting Education**

To most accounting academics, the elements of the discipline are obvious, intuitive, and seldom questioned. The accounting curriculum that existed when today's faculty were students is largely still in place. The changes that have occurred are largely invisible because they are internal to the curricular structure that emerged long ago. Thus, accounting education has accommodated the proliferation of financial accounting standards, the burgeoning tax code, and the occasional new audit technique within a rather stable and unified understanding of our community of practice.

However, there have been several exogenous shocks to this system over the last quarter century. The accounting practice world is periodically rocked by large and noisy scandals that call into question the methods that corporate accounting practitioners use. Audit failures cause similar crises of faith. Periodically, practitioners articulate demands for better educational practices in support of their objectives. These events have occurred against a background of expansive information digitization that has altered the delivery possibilities for education.

Although it has been suggested many times before, there is reason to believe that we are at a crossroad in accounting education. A few specific crosscurrents in the mix include:

1. External parties who increasingly express their perceived right to stipulate the content of accounting education.
2. The crisis in corporate governance and reporting which has resulted in

increased demands for accountability, transparency, and assurance.

3. The demise of major players in the public accounting profession which has caused tighter regulation from outside the profession.
4. Distributed information technologies that seamlessly span geographic and political borders and have revolutionized the way business processes and business relationships are designed, executed, managed, and reported.

Many years have passed since any effort has been made to reflect upon the theory of accounting education. Younger faculty probably remember none of these efforts. At this time, the fundamental question "What is the proper domain of accounting education?" needs to be asked. What is the core of the pedagogy that underpins our profession? How can that core be strengthened, made more central to the experience of students, or broadened so that it could be shared by a larger percentage of the next generation of accountants? Responses to this inquiry might embed issues of accounting professionalism, the role of the academy in modern capitalism or the incorporation of the new technological world order. In other words, what should we teach and why? We have a good concept of what we do teach – look if you will at the amazing similarity of content across the textbooks in the field, or of courses offered in any school. What makes this curriculum sufficient, or even necessary? If we were to take out a blank piece of paper, and were thus freed from our history, what would we teach our students? These are the types of questions that must be posed in unequivocal ways, whether they entail recapturing the past or marking out a new territory.

Issues in Accounting Education, in conjunction with the Teaching & Curriculum Section of the AAA has asked me to edit a dedicated forum with an expected publication date of Fall, 2006. I would like to extend an opportunity to accounting educators to submit essays for this issue. Proposed pieces for inclusion should be 25 pages (double spaced) or less. Submissions will be peer-reviewed with an emphasis on clarity and strength of ideas. The deadline for the first drafts has been extended to November 1, 2005. There would also be an opportunity to discuss these ideas in a CPE session at the AAA meeting in San Francisco.

Tim Fogarty
Special Forum Editor

Call for Papers
5th Global Conference on Business & Economics

Sponsored by: Association for Business & Economics Research

International Journal of Business & Economics

July 6-8, 2006
Cambridge University, Cambridge, UK
Submission Deadline: November 30, 2005

Competitive papers (or abstracts) are invited in all areas of business, including: Management Information Systems; Global Business; Marketing Theory and Applications; Accounting; Economics; Finance & Investment; General Management; General Business Research; Business & Economics Education; Production/Operations Management; Organizational Behavior & Theory; Strategic Management Policy; Labor Relations & Human Resource Management; Business Law; Public Responsibility and Ethics; Technology & Innovation; Public Administration and Small Business Entrepreneurship.

Papers are also invited papers on teaching issues such as: curriculum, ethics in higher education, promotion and tenure, accreditation, teaching methods and styles, administration, technology in the classroom, faculty evaluation, and related topics.

Qualified individuals will referee papers submitted through a process of double blind peer review. Accepted papers will be published in Conference Proceedings. Selected completed papers will be considered for publication in the International Journal of Business & Economics (ISSN 1543-1614) (<http://www.facultyforum.com/ijbe>). All completed papers will be considered for the Best Paper Award in their respective areas.

Proposals for cases, workshops, symposia, colloquia, panels, tutorials on current topics of interest, and other special sessions are also invited. Manuscript for Submission: Papers must be written in English. Either Electronic or Hard Copy submissions are acceptable. The URL for conference is <http://www.facultyforum.com/gcbe>

Electronic Submissions should be sent in MS Word format to:

Gupta@Lynchburg.Edu

Or

Hard Copy submissions (four (4) copies of your manuscript or abstracts)

should be sent to:

Dr. Atul Gupta, School of Business & Economics,
Lynchburg College, 1501
Lakeside Dr., Lynchburg, VA 24501, USA, Telephone:
(434) 544-8651; Fax:
(434) 544-8639; E-mail: Gupta@Lynchburg.Edu

2005 Greening of Industry Conference
Call for Presentations

The Call for Presentations for the GIN2005-2 Conference is NOW OPEN! Go to <http://www.greeningofindustry.org/gin2005-2.htm>

What: Announcing GIN2005-2, The Greening of Industry Network's International Conference on "Global Shifts and Regional Development: Innovating for Sustainable Energy, Finance, and Agriculture"

When: October 20-22, 2005

Where: Acadia University, Wolfville, Nova Scotia, Canada

The Call is now open to all for participation in the conference discussions and for presentation of case study posters. Visit <http://www.greeningofindustry.org/gin2005-2.htm> for full details. You are invited to submit brief proposals of 200-300 words responding to the Conference Themes, Crucial Issues, Specific Questions, or Sector Focus. Proposals that reflect your experiences or are based on analyses of the specific sectors, or the interplay between the global and regional, or international collaborative patterns along the value chain are most welcome. We encourage you to submit your summary early since proposals will be reviewed and acceptances made on a continuing basis, with final acceptances made by September 19. If submitting a proposal, you must also register for the conference (registration will open in July).

GIN2005-2 Conference Themes: In this international conference we will create strategies and actions for sustainable regional development by featuring speakers, panels, workshops, and diverse international presentations. Through discussion, debate, and dialogue, we will focus on global product and value chains in a regional context and how sustainable development changes chains. In all GIN meetings and activities, we go beyond current buzzwords to create an original conversation that leads to new strategies, alliances, and actions for sustainable development.

Crucial Issues to be addressed include:

- * Global product value chains in a regional context and how sustainable development changes chains.
- * Collaboration within the chain beyond public-private partnerships only.
- * Level of action and influence: What roles for local, regional and national actors (civil society organizations, individual companies, governments from local to national, trade associations, citizens) with global shifts creating increasingly international chains?
- * Power in the chain.

Specific Questions that will frame the conference discussions include:

- * Can communities influence where their food and energy come from?
- * Is regional sustainable development an option? What would it look like?
- * Is zero economic growth a viable option?

- * How much growth is enough?
- * How do we underwrite sustainability? Who pays?

Sector focus: Collaboration and partnerships are longstanding themes within the GIN debate. By looking more closely at specific sectors and product value chains, this debate will gain depth, relevance, and applicability. For this conference we will focus specifically on integrating topical areas of Environment & Finance with Energy & Agriculture. We will aim to create an agenda and strategies for financing sustainable energy and agriculture for regional development in a global society.

The GIN conferences: 23 events in 12 countries around the world since 1991, comprise a unique experience record of bringing people and the issues together for a big perspective on sustainability, forging connections among research, policy, and practice. See <http://www.greeningofindustry.org/events.html> for the series to date.