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PRESS RELEASE

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Rob Kerr Director of Global Issues

EMBARGO: THURSDAY 23 JANUARY 2003- 12.00 NOON IN PORTO ALEGRE, BRAZIL

As thousands of the world's leading NGOs meet in Porto Alegre, Brazil to determine how to make a better world for all, a World Social Forum survey of 15,000 citizens across 15 countries shows that people want the global agenda focused on social goals first, rather than economic growth.

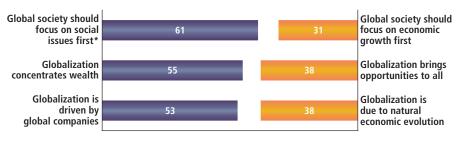
Porto Alegre, Brazil, January 2003– A just-completed global public opinion poll reveals that majorities of people across the world think that society should address social problems first, then worry about economic growth. Moreover, the poll also reveals people's suspicions that globalization is driven by big business and that it is leading to a concentration, rather than sharing, of wealth.

Working in collaboration with global pollsters at Environics International, the World Social Forum conducted a survey in 15 countries over the last two months. The survey reveals the following:

- Majorities believe that globalization makes the rich richer and the poor poorer; however, opinions vary significantly among countries.
- Majorities also think that globalization is driven primarily by the interests of global companies, while four in ten believe that globalization results from a natural evolution of the economy
- Six in ten think that global society should focus on social issues ahead of economic growth, while only half as many believe that we should focus on economic growth first, then on social issues.
- Majorities of respondents in nearly all countries surveyed feel that the future of most people across the world is decided by external forces beyond their control.

Public Opinion on Priorities and Globalization

Average of 15 Countries Surveyed



*Not asked in China

The white space in this chart represents "Don't know" / no answer.

The World Social Forum Poll was conducted on a survey that involved a total of 15,000 in-person or telephone interviews across mainly "Group of 20" countries (n = 1,000 per country), and was conducted between November and December 2002 by respected research institutes in each

participating country under the leadership of Environics International Ltd. of Toronto, Canada. (Please see page 5 for a list of field dates by participating country and research institute.)

Detailed Findings

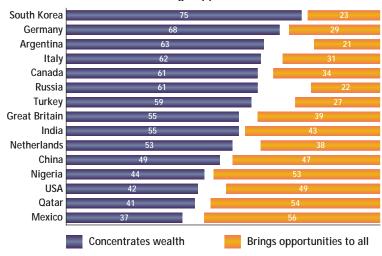
The purpose of the World Social Forum survey was to determine, in an era of increasing globalization, how people view the path to a better world for all. Should people of the world focus on economic growth and hope that social problems get solved as a consequence of growth? Or should we tackle social issues first, in the belief that people will satisfy their economic needs more effectively as a result? Does economic globalization bring benefits to everyone or only to a select few? And, how fatalistic do people feel do they believe that they have control over their own lives?

On this last point, it is clear that people feel that powerful external forces control the future of most people. This is especially true in Great Britain where three-quarters of people have this concern. Americans are significantly more likely to feel that people control their own destinies.

Majorities in ten of the 15 countries surveyed hold the view that globalization concentrates wealth, rather than spreading it among rich and poor people; however, opinions vary greatly among countries. South Koreans and Germans lean more than others toward the view that globalization makes the rich richer and the poor poorer. On the other hand, Americans, Qataris, and Mexicans tend to see globalization providing opportunities to all. Very large developing countries such as India and China are essentially split on whether globalization will bring benefits to the poor, but related polling by Environics shows that populations here favor globalization.

Effect of Globalization

"Concentrates Wealth" vs "Brings Opportunities to All"



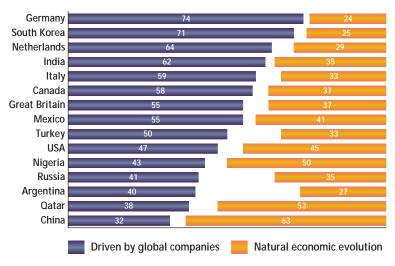
The white space in this chart represents "Don't know" / no answer.

When it comes to what causes globalization, a slim majority across the countries surveyed think that it is driven by the interests of global companies. In fact, people in the most industrialized countries, presumably with the most exposure to large companies, tend to believe that corporations lie behind the globalization agenda. Again, Germans and South Koreans are especially inclined to hold this view, while Americans are split on the issue. Interestingly, the Chinese are, by far, the most inclined to think that globalization is a consequence of natural economic evolution and the least likely to suspect self-interested global companies. Indians are more cynical, with six in ten pointing to corporate interests.

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Cause of Globalization

"Driven by Global Companies" vs "Natural Economic Evolution"

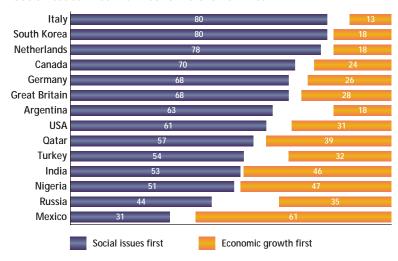


The white space in this chart represents "Don't know" / no answer.

Most importantly, the survey probed people's views on two competing visions for the global agenda; i.e., what should be pursued first, social goals or economic growth? Majorities in all but two countries surveyed (Mexico and Russia) suggest that global society should first focus on addressing social issues, like human rights, and work on economic growth later. South Koreans, Canadians, and Europeans are especially inclined to hold this view. It is the people in developing countries, such as Mexico, India and Nigeria, who tend most to want priority put on economic growth, even though social problems abound.

Global Society Should Focus on...

"Social Issues First" vs "Economic Growth First"



The white space in this chart represents "Don't know" / no answer.

In commenting on the poll's findings, Cândido Grzybowski, General Director of the Brazilian Institute of Social and Economic Analyses (IBASE, one of the organizers of the World Social Forum) and speaking on behalf of the Secretariat of the Forum said, "Globalization has reached a crossroad. Instead of continuing down the current globalization track, that is plagued with lack of economic equity and

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unresolved social issues, people prefer an alternative. The competing vision calls for focus on a social agenda that deals with issues like human rights, poverty, and democracy first. While economic growth is critical for many people, growth without equity, freedom, and democracy is unsustainable. We must solve these issues first and build our economies on sound social principles."

According to Rob Kerr, Director of Global Issues at Environics International, "The findings of this survey are significant. In a world where most people accept continuing globalization as inevitable and, on most counts, desirable, the research shows that people want a fairer world as well as a more prosperous one."

Kerr added, "It would not be at all surprising to see the World Social Forum's proposals gain traction with the public worldwide. Leaders in all sectors would be well advised to heed calls for more fairness and increased attention to the world's social issues. Our research suggests that people think that this kind of approach results in a more secure world as well. At the same time it is important to remember that economic impacts are very important to people and can over-ride social concerns."

Each national survey was based on a representative sample of about 1,000 adults and was conducted in-home or by telephone between November and December 2002 as part of Environics' annual 20-nation *Global Issues Monitor* survey. Individual country findings are accurate to within + or - 3 percent, 19 times out of 20. Multi-country results were calculated using the one nation / one vote method.

The World Social Forum (www.forumsocialmundial.org.br) is an open meeting place where groups and movements of civil society opposed to neo-liberalism and a world dominated by capital or by any form of imperialism, but engaged in building a planetary society centred on the human person, come together to pursue their thinking, to debate ideas democratically, formulate proposals, share their experiences freely and network for effective action.

Environics International Ltd. www.EnvironicsInternational.com, based in Toronto Canada, is a global public opinion and stakeholder research firm providing quantitative metrics and strategic counsel on key trends and emerging issues. More detailed coverage of the research presented in this release will be included in Environics' 2003 Global Issues Monitor report.

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Participating Research Institutes

Country	Research Institute	Location	FIELD DATES start-close
Argentina	Gallup Argentina	Buenos Aires	Nov.21-25, 2002
Canada	ComQUEST Research	Montreal	Nov.18-Dec.1, 2002
China	Survey & Statistics Institute of BBI	Beijing	Nov.16-17, 2002
Germany	Ri*QUESTA GmbH	Teningen	Nov.18- 30, 2002
Great Britain	ICM Direct	London	Nov.21- Dec.1, 2002
India	ORG-MARG Research Limited	Mumbai	Nov. 16-30, 2002
Italy	Eurisko SpA	Milan	Nov.22-30, 2002
Mexico	Mund Americas	Mexico City	Dec.2-16, 2002
Netherlands	Motivaction Amsterdam B.V.	Amsterdam	Nov.20-Dec.4, 2002
Nigeria	Market Trends Research International, Nigeria Ltd.	Lagos	Dec.9-20, 2002
Russia	CESSI Institute for Comparative Social Research	Moscow	Nov.17-Dec.4, 2002
Qatar	MEMRB-QATAR	Doha	Dec. 7-23, 2002
South Korea	Gallup Korea	Seoul	Dec. 4-16,2002
Turkey	Yontem Research & Consultancy	Istanbul	Nov.8-Dec.13, 2002
USA	ComQUEST Research	Montreal	Nov.18-Dec.1, 2002

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