

M E M O R A N D U M

TO: All Members of the Canadian Association of the Club of Rome  
FROM: Chairman  
DATE: January 25, 1984  
SUBJECT: ANNUAL MEETING

---

Rennie Whitehead and I met with Michael Kirby today, January 25th.

We agreed that there was not sufficient time to arrange a successful meeting for April in Montebello.

Michael Kirby agreed to make all arrangements and Chair the conference in September or October 1984.

After discussion with the Chairman of the executive committee, Beatrice Bazar, we agreed to the postponement and the suggested new arrangements.

We also suggested that the meeting be held in Ottawa rather than Montebello. As soon as Barry Moss returns, it is hoped to convene a meeting of the full Board to discuss this and a number of important issues.

I am also pleased to report that Rennie Whitehead, Ron Ritchie and Bill Stadleman have all agreed to serve as members of the nominating committee and will report at the time of the next annual meeting.

*Nicole Gibson*  
*for* Ran Ide

TO: All Members of the Canadian Association  
of the Club of Rome

FROM: Chairman

DATE: March 15th, 1984.

---

Dear Members:

It is with sadness that I inform you of the death of our  
Founder and Inspiration Dr. Aurelio Peccei.

I enclose two articles of today's Globe and Mail plus a  
copy of the telex I received from his secretary.

I will be meeting shortly with the Canadian Members of  
the Club of Rome and the Executives of the Association  
to determine the most appropriate means by which we can  
honor his memory.

Yours Sincerely,

  
Ronald Ide  
Chairman

Canadian Association  
of the Club of Rome

March 15th, 1984.

CBC OTT

612065 IBINF I

N3890 15/03/84 AP/AG C18

\*\*\*\*\*FOR MR RAN IDE

WITH DEEP SORROW INFORM YOU THAT AURELIO PECCEI DIED THIS MORNING  
OF A HEART ATTACK.

KIND REGARDS,

ANNA PIGNOCCHI

\*\*\*\*\*

CBC OTT

612065 IBINF I

MMMM

KRIMPER

1984 MAR 15 AM 4:53

Aurelio Peccei

# Industrialist founded the Club of Rome

Aurelio Peccei, the guiding force and key founding member of the Club of Rome, died yesterday of heart failure during a minor operation at a private medical centre in Rome. He was 75.

In his life, as in his work with the Club of Rome, Dr. Peccei refused to be pigeon-holed. As chief operating officer of a major multinational firm, he was a self-proclaimed admirer of Karl Marx, although not, as he was quick to point out, a Marxist.

As head of the Club of Rome he organized studies — especially one called *Limits to Growth* published in 1972 — that shook perceptions about the durability of world resources.

As an executive versed in managerial structures he insisted that the Club of Rome operate without structure.

*Limits to Growth* was based on computer projections of what would happen to the world if current trends continued and the startling results it predicted — famine, drought, overpopulation, starvation and lack of resources — brought the club instant recognition and unending controversy. It represented the first time that a computer model of the world had been constructed.

In ensuing years, more sophisticated computer models have been built and a variety of different results have been obtained. But none have shifted public perceptions to the degree that *Limits to Growth* did.

Dr. Peccei was born in Turin, Italy, in 1908, to a lower middle-class family. His father was one of the early socialists and his mother came from a mountain peasant family.

He finished university in 1930 with a doctorate in economics and joined Fiat, the Italian industrial conglomerate. He served the company in China for several years before returning to Italy in 1938 where he soon joined the Italian resistance.

In 1944 he was captured, beaten and imprisoned for 11 months before escaping in early 1945. Thirty years later he was to write of his imprisonment: "I considered myself truly fortunate that it all happened. The most vivid lesson in dignity I ever learned was that given by the humblest and simplest among us who had nothing to rely

on but their own convictions and humanity."

After the war he was placed in charge of Fiat's Latin American operations as vice-president of international marketing in the region and chairman of Fiat Concord in Buenos Aires. Later, he wrote, "I recall with emotion Salvador Allende, the president of Chile . . . His and his country's sad fate should be a warning to us all. Although I saw him only a few times, I considered myself his friend . . ."

"He had a warm, human personality and he was sincere in his attempt to apply by democratic ways his socialist ideas. One could, however, easily see that good intentions are not enough . . . I could not anticipate his tragic and brave end, but (there is ) a lesson that innovators should never forget — and I no less than others — and that is innovation without efficiency is counterproductive."

In 1964 Olivetti, the Italian multinational, was encountering serious difficulties and hired Dr. Peccei as managing director to turn the company around. In three years he did, and in 1967 he became vice-chairman.

That was the same year he met Alexander King, director-general for scientific affairs of the Organization for Economic Co-operation and Development and both discovered a mutual concern in what Dr. Peccei called "the inter-relatedness of technical, economic, human and ethical elements of society in its totality."

Out of that concern grew the Club of Rome named after a meeting of founding members in Rome a year later. Today membership is limited to 100 of whom seven are Canadian.

Several publications and innumerable conferences around the world have followed *Limits to Growth*.

Roy Megarry, publisher of *The Globe and Mail* and a member of the Club of Rome, said: "He was an inspiration to everyone who came in contact with him . . . While grappling with issues of such enormous complexity he never lost his hope and optimism of mankind's ability to address and solve these problems . . . It has been a great joy to know him. No one has inspired me more."

Dr. Peccei is survived by his wife Marisa, a daughter Paola and two sons, Riccardo and Roberto.

## Aurelio Peccei

His times may not have done justice to Dr. Aurelio Peccei, but it seems likely that Time will. The founder and president of The Club of Rome was one of a handful of human beings who did their best to persuade others to recognize the basic problem of our Earth.

"Growth cannot continue indefinitely on a finite planet," said the introduction to the club's first project. "We are faced with an inevitable transition from world-wide growth to

global ecological equilibrium."

We recognize that modern war could destroy life on Earth, that brutal treatment of the ecology makes deserts, that while we grow more and more food, millions more die of starvation.

But we do not yet do what Dr. Peccei so passionately preached. Dr. Peccei was sure we could do it. If he turns out to be right, he will be recognized as one of the prophets of the ages.