

# Celebrating



WORLD  
LAND  
TRUST

CELEBRATING  
20  
YEARS  
CELEBRATING



# A Brief History of the World Land Trust which started with 110,000 acres of tropical forest in Belize



## How it all began

**October 1988:** From the USA Jerry Bertrand (now WLT's Honorary President) contacted John Burton to ask if he thought he could raise funds in the UK to help save 110,000 acres of tropical forest in Belize which was about to be bought and cleared to make way for agriculture. The project's name was Programme for Belize and John's immediate response was YES.

20 years ago not many people even knew where Belize was. The former colony of British Honduras had only become independent in 1981.

In January 1989 John Burton set about establishing a small fundraising office from his Suffolk home along with his wife, Viv and one of the first fax machines in the county. The latter was essential for communicating regularly with both North America and Belize since email was still a thing of the future. The charity was registered as the World Wide Land Conservation Trust as even that far back it was hoped that similar projects could be replicated in other countries. As the small staff increased with the appointment of a Project Officer, Book-keeper and Admin Assistant, new premises were found and on 1 March 1995 the office moved into part of Blyth House in nearby Halesworth. In 1996 the name was officially abbreviated to the World Land Trust.

The first trustees of the WLT were Dr Gerard (Jerry) Bertrand, who, at the time was President of Massachusetts Audubon Society in the USA, David Pedley (an environmental lawyer) and Bruce Coleman (a photographic agent and naturalist). A little later David Bellamy, Mark Carwardine and Christopher Parsons joined the Board. Since then the Board has been extended to include an Advisory Council, and Trustees now stay in office for a maximum of 6 years when they must retire for at least one year before re-election. *(A full list of current Board members appears in the Annual Review)* The Trust has two Patrons: David Gower (since 1996) and Sir David Attenborough (since 2004).

## A completely new concept: £25 Buys One Acre

The initial 110,000 acres of forest being purchased in Belize cost less than £25 an acre and the concept of making a donation to save a Real Acre in a Real Place was brand new and appealed, in particular, to the general public who welcomed the opportunity to Take Positive Action to save the rainforests.



## The Launch of PFB

**8 May 1989:** The late Gerald Durrell and his wife, Lee, flew over from Jersey to launch **Programme for Belize** at the London Butterfly House. The launch was sponsored by Tate & Lyle, and **Today** Newspaper presented a cheque for £25,000 on behalf of their readers. Sir David Attenborough, David Bellamy and many other major conservationists all voiced their support.

**Left: (l-r)** Gerald Durrell, the Hon. Dean Lindo (representing the people of Belize) accepts the cheque from Liam Kane (General Manager of **Today** Newspaper), Jerry Bertrand and David Tate (Tate & Lyle).

**Left:** In July 1989 Joy Grant became the first Managing Director of PFB, and in July 1990 John Burton visited Belize to hand over a cheque for £70,000 to Joy Grant; this cheque brought the contribution for land purchase, raised so far in the UK, to £140,000. Over 5,000 people had already responded to the PFB Appeal.

## As Jerry Bertrand said when launching the Programme:

*"It was a fortuitous situation: an English-speaking country, English legal system, and threatened, but unspoiled tropical forests.*

*"People in the USA just don't realise that over 65% of the birds in New England are really not temperate birds, they're tropical birds that just happen to come north to breed. They're in the USA for just four months of the year, but the rest of the time they are in Central and South America and we have a duty to protect 'their' forests."*

**Left:** The Keel-billed Toucan is the National Bird of Belize and is found in the PFB forests. The Rio Bravo Conservation and Management Area (RBCMA), as it is now known, covers roughly 4% of Belize's total land area and is a refuge for 3,000 plant species; 125 mammals including Baird's Tapir, Jaguar and Ocelot; 356 species of birds, 107 reptiles and 32 amphibians.

**Left:** Edilberto Romero (centre), replaced Joy Grant as Executive Director of PFB in early 2002. He has given talks for the WLT in the UK on two occasions and here he is chatting with WLT Partners, Neil and Harriet Smith and Alice de las Casas, at a fundraising event hosted by the celebrated author, Elizabeth Jane Howard, in her Suffolk home.

# The First Decade: 1989-1999

## And moving on from Belize

**PROJECTS  
SUCCESSFULLY  
COMPLETED**

**July 1994.** WLT's second project, **Rainforest Action Costa Rica**, is launched at the Royal Geographical Society, to save forests on the Osa Peninsula.

**February 1995. Right:** Bill Oddie (centre) with (l-r) John Burton, David Sugden (Geest CEO), Jorge Borbon (Costa Rican Ambassador in London) and Jane Scriven (Geest Company Secretary), at the Spalding Butterfly House when Geest announced their funding commitment to this project.

**September 1994. Right:** David Bellamy launches the **Philippine Reef & Rainforest Project**, at Stratford-upon-Avon Butterfly House. He is joined by (l-r) Gerry Ledesma (President of the Philippine Reef & Rainforest Conservation Foundation in the Philippines), David Tate (Tate & Lyle, sponsors) and Mrs Serrano, Consul from the Philippines Embassy in London.

**Right:** The project was set up to save the island of Danjungan, in the Visayan Island Group, from unsympathetic commercial development. Danjungan is one of the few islands in the group to still have its original forest cover. WLT maintains its support of the local NGO: the Philippine Reef & Rainforest Conservation Foundation, and has funded a variety of projects including mangrove reforestation on the mainland island of Negros.

**March 1, 1995. WLT moves into new offices.** Having begun life in a bedroom of John and Vivien Burton's home, by 1995 WLT had outgrown all available space and new premises were found in the nearby market town of Halesworth.

In June 2009 WLT was able to take out a mortgage to purchase Blyth House.

**September 16, 1996. Wyld Court Rainforest is donated to the WLT.**

**Right:** Opened in 1993 this 'rainforest under glass' in Berkshire was officially handed over to the Trust by its creator, Keith Bromley, at a ceremony attended by David Bellamy and WLT Trustees. During its ownership, until June 2000, the Trust developed Wyld Court as a conservation education centre and received a National Lottery grant.

**Summer 1998. First funding for Brazil.** To support the urgent need to protect some of the last remaining Atlantic Rainforest WLT assisted newly-founded local partner organisation: Reserva Ecológica de Guapi Assu.

**Right:** First Project Brief for Brazil.



## Saving habitats in Costa Rica, the Philippines and Brazil

Following the success of Programme for Belize the Trust went on to look at other land in urgent need of protection.

The Trust's second project, with the TUVAF Foundation in Costa Rica, focussed around the Osa Peninsula where land-owning *campesino* farmers were being urged to sell up their land. The towering forests and beautiful coastline were under enormous pressure for tourism development and logging, putting a wealth of biodiversity at risk. The community work carried out by TUVAF was extremely successful and the project was instrumental in halting the building of a woodchip mill and dock on the Osa Peninsula. The land that was purchased through WLT support was subsequently incorporated into the Corcovada National Park.

With its third project, the Trust moved to Asia. The Philippine Reef & Rainforest Conservation Foundation, based in Bacolod City, on the Philippine island of Negros, was established by Gerardo Ledesma, to begin the process of raising funds to save Danjungan Island. Danjungan, with its pristine tropical forests, 5 freshwater lagoons and amazing fringing coral reefs is a vital stopping off place for birds migrating to and from the southern hemisphere, but it was about to be cleared to make way for a leisure complex.

WLT co-operated closely with UK diving organisation, Coral Cay Conservation, on this project, and in August 1995 the first group of volunteers began surveying on land and sea. The result of the surveys confirmed that size for size Danjungan's reefs are as diverse as the Great Barrier Reef of Australia. Dugongs have been recorded and turtles nest on the beaches; the forests provide a refuge for endemic species such as Sea Eagles, rare pigeons and doves, threatened Tabon Scrubfowls and Coconut Crabs, fruit and insect-eating bats and many other species struggling to survive in other parts of the Philippines. Danjungan and much of the waters that surround it are now protected as reserves.

In 1998 the plight of the Atlantic Rainforest, reduced to 6% of its original cover, had been brought to the attention of WLT. The Trust provided funding and helped establish Reserva Ecológica de Guapi Assu which is now protecting some of the most threatened rainforests on earth.

# The Second Decade: 1999-2009

## Completed project and new challenges



**1999:** WLT was alerted to the urgent threats facing the coastal steppe of Argentina by Jerry Bertrand and to follow up his leads John Burton flew to Puerto Madryn sponsored by British Airways, Assisting Conservation. At that time none of the steppe lands were protected and, as a result of the collapse in world wool prices, ranches were coming on to the market and there was serious concern for the survival of this fragile habitat.

A partnership was formed with local NGO, Fundación Patagonia Natural, and the Estancia La Esperanza (Ranch of Hopes) was identified as a strategically important area to save being close to the Valdes Peninsula. Funds were raised over the following five years and the Ranch of Hopes Wildlife Refuge protects a good representation of the coastal steppe's fauna and flora, including larger mammals such as Guanaco, Puma and Geoffroy's Cat.

In July 2000 Albertino Abela (WLT Chairman from 2009) made his first visit to a WLT project and returned saying:

*"The wildlife we saw was truly amazing and I will never forget the spectacle of the whales breaching, blowing and playing around our boat. I now know that 'Patagonia Fever' certainly is catching."*

**Kites Hill Reserve is the WLT's 'Window in the UK'**

Following the handing over of Kites Hill by Miss Pointer to the Trust, a Management Plan was drawn up and WLT was successful in raising grants to fund a woodland extension and tree planting programme. Some coppicing and thinning was also required. To supplement funds for this purpose WLT launched a "Trees for Peanuts" campaign whereby for every donation saving Six Acres of tropical forest the WLT would plant a tree at Kites Hill on behalf of the donor; a register of supporters is maintained on the reserve.

Over the years the Trust's former Chairman, Renton Righelato, together with WLT project staff, have organised BTCV work parties and the building and erecting of a variety of bird and bat boxes. A pond is planned for the future.

**Saving forests in Ecuador: the beginning.**

WLT first started discussing potential links with Fundación Jocotoco in 2000 and formed a partnership in 2001. FJ had been established in 1998 to save habitats in the Andean region of Ecuador, initially focussing on globally threatened birds. Its second objective was the protection of overall biodiversity in the rapidly vanishing forests of the tropical Andes.



## 10TH ANNIVERSARY PROJECT

**Summer 1999: 10th Anniversary Project is launched to protect the disappearing Patagonia Coastal Steppe.**

The new reserve, adjacent to the wildlife-rich Valdes Peninsula, where the sequence of Killer Whales and Sea Lion pups, seen in Sir David Attenborough's *Trials of Life* TV series, was filmed. The Estancia La Esperanza (Ranch of Hopes) now protects 15,000 acres (6,250 ha) of coastal steppe and 12 km of coastline.

**Top left:** First Project Brief for Patagonia.

**Below left:** Elephant Seals breed on the shores of the Estancia La Esperanza.

Sir David Attenborough sent the following message in October 1999:

*"This area of coastal steppe is one of the world's great wildernesses, with outstanding wildlife spectacles including Elephant Seals, Killer Whales, and Magellanic Penguins along the coastline, and Guanaco, Burrowing Owls and Rheas on the grasslands. The WLT's efforts to protect this wonderful habitat is to be applauded and the project deserves full support."*



**Spring 2000. Kites Hill: the Trust's first UK reserve, is donated as a 'Living Legacy.** Miss Jane Pointer had been a supporter of WLT ever since she visited the PFB forests on a trip in 1991, led by John Burton. In 2000 she donated her 40 acres of Cotswold meadowland and Beech woodland to the Trust to manage for conservation.

Located near Painswick (Gloucestershire), it is adjacent to the National Trust property at Pope's Hill and part of the reserve is a Site of Special Scientific Interest (SSSI).

**Top left:** Bird and bat boxes installed.

**Below left:** The Trust's former Chairman, Renton Righelato, acts as Project Manager and organises tree planting.



**Spring 2001: WLT partners Fundación Jocotoco in Ecuador.**

**Left:** In 2001 Fundación Jocotoco had purchased three reserves: at Tapichalaca, Yunguilla and Buenaventura. Reserves were added over the years, all protecting unique habitats and, where possible, connecting to other protected areas in order to safeguard species that migrate altitudinally. For instance, the Tapichalaca Reserve abuts Podocarpus National Park.



# Conservation in Action

## Creating partnerships for the future

**PROJECTS  
ONGOING -  
FUNDING NEEDED!**

**Right:** The discovery of a bird new to science, the Jocotoco Antpitta was the inspiration behind Fundación Jocotoco and its discovery site at Cerro Tapichalaca, became the first of FJ's reserves in 1998.

**Autumn 2001: Three more FJ reserves created** with funding assistance provided by WLT, at Utuana, Rio Canandé and Yanacochoa. By 2008, the 10th Anniversary of FJ, WLT had helped fund the purchase of additional land to add to existing reserves and also the creation of two new reserves at Narupa and Jorupe bringing the total to eight reserves.

**Right:** Dr Nigel Simpson, co-founder and funder of Fundación Jocotoco, and an FJ and WLT Board Member, visits the Ecuador reserves regularly and has discovered several plants new to science. He was awarded an OBE in June 2005 for *"his services to environmental conservation and the local communities in Ecuador"*.

### Autumn 2001: New Indian project

WLT partners Wildlife Trust of India to raise funds for the protection of Elephant Corridors.

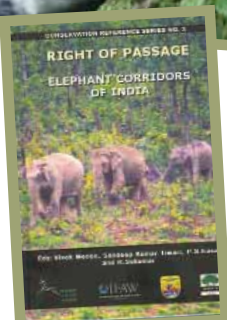
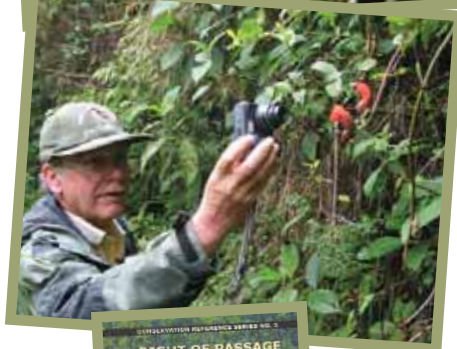
**Right:** WTI had recently published a book, funded by IFAW, identifying 88 corridors vital to the survival of Asian elephants.

**Right:** The first corridor funded by WLT was located in the Garo Hills of N E India and protects a vital crossing point for elephants across the Simsang River. This project is completed and WLT has been working with WTI to create another corridor, this time in Kerala. Located in the Wayanad District the purchase has been complex but is nearing completion. In 2009 WLT is investigating new corridors.

**Christmas 2004: The tsunami engulfs vast coastal areas of SE Asia.** WLT raises funds to assist project partners in restoring mangroves in areas where they had been lost. Mangrove restoration has subsequently taken place in the Philippines and India. WLT begins investigating coral restoration with WTI.

**Right:** Reef & Mangrove Appeal brief.

**January 2005: Back in Brazil.** In 1998 the WLT had provided 'seed' money for the newly created REGUA reserve in the Atlantic Rainforest. WLT reconfirmed its commitment to REGUA and has been supporting land purchase ever since. The reserve protects 55 mammal species, including Puma, Ocelot, Sloth and Woolly Spider Monkey and over 420 bird species.



Ecuador 2001 to the present day.

The Trust's commitment to saving critically threatened habitats throughout Ecuador can be demonstrated by the sustained fundraising efforts which have resulted in record funds being sent to any one project area.

Ecuador's 11 national parks cover 11% of the country and do not adequately represent its vast biodiversity. There is little protected land in the south and west and this is where many of Ecuador's rarest bird (and mammal) species are only managing to hang on in diminishing patches of unprotected habitat. FJ's reserves protect diverse habitats throughout the country. Reserves are being expanded as funding and land becomes available.

WLT has since formed partnerships with two other NGOs in Ecuador: Fundación EcoMinga and Fundación Pro Bosque, (see overleaf).

### Commitment to save Indian Elephants.

In India it is their habitats rather than the Elephants that are most endangered: Elephants live in family herds that travel vast distances using traditional migratory routes, but this is no longer compatible with India's burgeoning population. Elephant/human conflict is unavoidable and the clearance of forest to make way for settlements, agriculture, mining and timber means that natural habitats only remain in isolated patches.

The concept of the wild lands corridors is to work with the local communities who live within the corridors to identify alternative land and to relocate them, at their own request, away from the danger of elephant damage to their crops and houses. The corridors can then be protected for the benefit of not only Elephants but Tigers, Leopards and other wildlife threatened by humans and deforestation.

### The Guapi Assu Reserve in Brazil: A haven for wildlife.

Local partners, REGUA, currently protect 15,500 acres (6,300 ha) of wildlife-rich Atlantic Rainforest. The reserve also acts as an important corridor of protected land in the Três Picos National Park, which means that wide ranging species can move safely. An important lowland wetland has also been restored by REGUA and an astonishing number of species are returning, and the special vegetation type naturally regenerating. Over the last year WLT has concentrated on funding the purchase of the properties within the 'Matumbo Gap'.

# Two decades of saving habitats and their wildlife

## From One to Seventeen overseas Project Partners

### Saving Paraguay's habitats of contrast: Rainforest, Wetlands and Desert.

Alberto Yanosky, Director of Guyra Paraguay, had, for several years, been trying to encourage WLT to help save threatened land in Paraguay. In 2005 this became a reality when representatives of the Templer estate came to the WLT with an interest in creating a reserve in memory of Sid Templer. Executors Lee and Liz Harper visited Paraguay with John Burton and decided that Sid Templer would definitely have approved of a reserve being created in the Chaco-Pantanal in his memory; 'his' reserve protects 8,650 acres (3,600 ha) and this was the first of several land purchases funded by WLT. Today the Chaco-Pantanal reserve protects over 24,000 acres (10,000 ha) and WLT is also assisting in the conservation of the Atlantic Rainforest at San Rafael and the Gran Chaco.

**New Partnership in Ecuador with Fundación EcoMinga.** Botanist Lou Jost discovered a global hotspot for 'Teagueia' orchids on the summit of Cerro Candelaria and nearby mountains. Only six species in this genus had been recorded previously and Lou had found some 28 new species. The Candelaria Reserve was established to safeguard this unique diversity of endemic orchids and currently protects 6,611 acres (2,677 ha) of virgin forest. Two other reserve areas are currently being purchased, located between the Sangay and Llanganates National Parks in central Ecuador.

**Urgent assistance to save Orang-utans.** In response to the desperate plight of the Orang-utan in SE Asia WLT made a commitment to save sustainable habitats for Orangs and other critically threatened species of the region including Bornean Pygmy Elephant, Malayan Sun Bear, Clouded Leopard and Proboscis Monkey. The threat comes from the onslaught of oil palm plantations.

**PROJECTS ONGOING - FUNDING NEEDED!**



**November 2005: WLT exploratory trip to the Paraguayan Pantanal.** It was evident that Paraguay's diverse habitats, such as Humid Chaco, Atlantic Rainforest, Cerrado, Dry Chaco and Pantanal wetlands were all being lost to make way for plantation monocultures.

**Left: Summer 2006:** The Sid Templer Reserve is purchased - the beginning of the Chaco Pantanal Reserve: A mecca for birds, including the huge Jabiru Storks.

**During 2007: Work begins on the Three Giants Biological Station.** Funded by a WLT supporter, and named after the three 'Giants' found on the reserve: Giant Anteater, Giant Armadillo and Giant Otter. The station is built on the edge of the reserve and opened to visiting researchers in Spring 2008.

**11 March 2008:** The Paraguayan Government announce a three-way partnership with Guyra Paraguay and WLT to manage Dry Chaco Biosphere Reserve.

**July 2006:** WLT officially partners US organisation World Parks. Now known as WLT-US, (see back page).

**Spring 2007: WLT supports new project partner in Ecuador: Fundación EcoMinga**

**Left:** Lou Jost in the rainforests being protected with funding provided by WLT. As well as being a botanical hotspot the cloud forest and paramo habitats also protect Spectacled Bear, Mountain Tapirs and several monkey species.

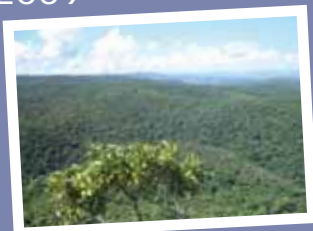
**Autumn 2008: Orang-utan Appeal launched with LEAP Conservancy.**

The project is located in the Lower Kinabatangan floodplain in Sabah, Malaysian Borneo, where 10% of Sabah's Orang populations occur. Pockets of privately owned land in need of immediate protection have been identified and by mid-2009 funds had been raised for the first land purchase and a second was being negotiated.

### More New Projects: 2009



**Kenya, working with Nature Kenya.** Saving Grasslands in the highlands of Kenya to benefit endangered bird: Sharpe's Longclaw.



**Working with Grupo Ecológico Sierra Gorda (GESG) in Mexico** to save a range of diverse habitats and endangered species.



**In Venezuela, working with ProVita on Margarita Island.** Saving the Yellow-shouldered Parrot. Land purchase and nest box programme.



**Misiones, northern Argentina.** Saving remaining Atlantic Rainforest and its biodiversity, working with Fundación Frontera Verde.

# Associated Activities that help save Biodiversity



**Between 1995 & 1999:** WLT becomes increasingly involved in addressing Climate Change, in association with PFB.

**January 2002:** WLT hosts **Carbon Sequestration Workshop** to discuss the implications for biodiversity.

**Spring 2005:** WLT's **Carbon Balanced Programme** launched.

**December 2005:** First restoration projects underway with Fundación Jocotoco at Yanacochoa and Buenaventura (right).

**2008:** Tree planting taking place on other Fundación Jocotoco reserves as well as with new Ecuadorian partners Fundación Pro Bosque on their Cerro Blanco reserve. Other restoration is underway in the Atlantic Rainforest with REGUA and Guyra Paraguay, and in Mexico, at Sierra Gorda.

**17 January 2008: Launch of Webcam in the Forest.** The Wildlife Focus live webcam and website is launched by Sir David Attenborough at the Linnean Society of London. The webcam shows unique, high quality moving pictures to transport you into the deepest, darkest rainforests of Ecuador - all with the click of a mouse.

At the launch Lou Jost from Fundación EcoMinga presented Sir David with a photograph of the flower of a tree new to science, recently found on the EcoMinga Candelaria reserve funded by WLT. The tree has now been officially named, *Blakea attenboroughii* in Sir David's honour.

**Spring 2000:** WLT launches **Internship Programme**. Since then 23 interns have worked with the Trust for a minimum of six months. Most have gone on to gain employment in their chosen field.

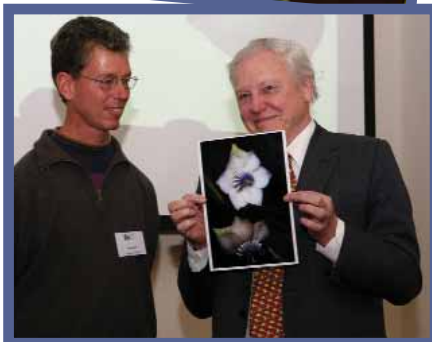
**Right:** Former interns Emma Page (left) and Molly St George organise an art exhibition.

**September 2005:** **Graduate Diploma in Conservation and Project Admin.** is launched: a collaboration between the University of East Anglia and WLT.

**Right:** Sir David with the three former Diploma students (l-r) Tracie Long, Martyn Griffiths and Natalie Evans.

**August 2007, WLT appoints first Education, Training & Outreach Officer.**

**Right: June 2008:** Kelly Jacobs (left) and Miranda Stevenson, Director of the British & Irish Association of Zoos & Aquariums (BIAZA), with Terry Willers, Director of Shepreth Wildlife Park in Hertfordshire. The Park is supporting the BIAZA initiative raising funds to purchase a reserve area in the Atlantic Rainforest through WLT.



## Carbon Balanced with WLT

Between 1995 and 1999 WLT was closely involved in the sustainable forestry work being carried out by Programme for Belize (PFB) as part of the Rio Bravo Carbon Sequestration Pilot Programme. It was a pioneering project combining CO<sub>2</sub> emissions mitigation, biodiversity conservation and sustainable forest management, in advance of even the signing of the Kyoto Protocol. The project continues and over the years has been instrumental in conserving thousands of acres of Belizean tropical forest and rehabilitated pine savannah, together sheltering a wealth of threatened wildlife.

In January 2002 WLT organised workshops at the Linnean Society of London to introduce the corporate sector to carbon offsetting and the need to provide individuals and organisations with a means of assessing and offsetting their CO<sub>2</sub> emissions. As a result of the workshops WLT developed its Carbon Balanced audit and offset programme in 2005. Offsets are provided through restoration ecology and the first field projects started in Ecuador following an exploratory field expedition co-sponsored by the Royal Geographical Society in conjunction with students from Quito University and staff from Fundación Jocotoco.

With funds provided by Scottish and Southern Energy, WLT has undertaken to plant over 450,000 native trees on behalf of their customers, in conjunction with project partners. Although not strictly speaking a carbon-balanced initiative, this major tree planting commitment is closely linked with the Carbon Balanced Programme and acted as a catalyst for the creation of the WLT Restoration Ecology Programme.

**July 2009: Which? magazine gives 5-star rating to WLT Carbon Balanced programme.**

[www.carbonbalanced.org](http://www.carbonbalanced.org)

WLT/University of East Anglia Diploma Course. A former student writes:

*"The course was brilliant. It gave us the opportunity to develop many useful and transferable skills such as fundraising, project management, report writing and research. As part of the course we spent time working with each different department of WLT, which gave us a real insight into how a conservation-focussed NGO works. The combination of theory at the Uni and practical application within WLT was ideal."*

Natalie Evans  
(Diploma Student 2007-2008)

# Tools for Conservation

## Saving Real Acres in Real Places



### Website & Publications

Vital to raising funds and public awareness over the years have been the website and the Trust's publications, in particular its newsletter: *WLT News*.

The website and *WLT News* have evolved greatly over the years and while the website has become an increasingly important way of communicating our work and raising funds online *WLT News* has kept non-web users up-to-date with projects and has also engaged other support, particularly from the corporate sector. *WLT News* has been published twice a year since 1989 and the website is updated every week. Regular electronic bulletins also give project updates without the need for paper.

### Posters & Greeting cards

Over the years WLT has been fortunate in attracting support from major artists and designers who have donated the use of images for a range of applications including Christmas and general greeting cards (right), *WLT News* covers and posters.

In the early days Bob Linney was hugely influential in raising awareness of WLT through his distinctive wall charts for Programme for Belize, Rainforest Action Costa Rica and Philippine Reef & Rainforest. More recently celebrated wildlife artists Andrew Haslen, Oenone Hammersley and Bruce Pearson have all generously donated wonderful wildlife images for WLT's use.

### Working with WLT in the USA



Keen not to fall into the trap of so many organisations who try and fail to work hand in hand across the world, John Burton, CEO of WLT, and Byron Swift, CEO of World Parks in the USA, knew only too well of the pitfalls, having been involved in international conservation for 30 years. Moving fairly slowly towards a shared vision World Parks became WLT-US in 2005, both organisations keeping their independence and having their own Board of decision-makers.

WLT-US started life as World Parks Endowment in the same year as Programme for Belize and shares the same project criteria, as well as sharing many project partners in South America.

[www.worldlandtrust-us.org](http://www.worldlandtrust-us.org)

### The Price of Land: starting at £25 for One Acre in 1989

When the Trust began fundraising for Belize in 1989 the land being purchased cost just under £20 an acre, leaving a little extra for its protection. For several years WLT was able to continue saving land for £25 an acre, except in the Philippines (Danjungan Island) where funds were raised as £25 *Green Shares*.

But by 2007 the price of land throughout the world had risen so dramatically that WLT was forced to increase the 'cost' per acre from £25 to £50. It is still possible to buy land with high biodiversity for, on average, £50 an acre, particularly in South America. In other countries, where habitats are critically threatened, but the cost significantly higher, WLT raises funds via Appeals to fund specific reserve areas.

### Books for Conservation

WLT has had links with the Natural History Book Service (NHBS), since 1989. One of the first sponsors of Programme for Belize NHBS and WLT developed the **Books for Conservation** programme in 2002. NHBS donates books surplus to their requirements to WLT who make them available to struggling NGOs throughout the world.

*"The Uganda Society thanks WLT for the generous donation of books to our library. We are a volunteer organisation and do not have funds for buying books. They are a significant addition to our library as we lost 4000 volumes during the period of civil unrest."*



use donated by Oenone Hammersley



use donated by Andrew Haslen



use donated by Greg Poole



use donated by John Norris Wood



use donated by Barry van Dusen



use donated by Bob Linney

In 1995 WLT launched *Authors and Artists for Conservation*, which later became *Green Ink*. This scheme involves writers and illustrators with books in public libraries who donate the Public Lending Rights in their books. With the help of WLT Trustee, Jonathan Self, this project raises several thousand pounds every year for the Trust and involves over 200 authors and artists from all genres. Members of Green Ink include Prue Leith, Tony Hawks, Antonio Carluccio, and Deborah Moggach as well as the Trust's Patrons: Sir David Attenborough and David Gower.

#### Photo credits:

Page 2: (top two) *Today Newspaper*; Page 4 (2nd) *Lee Dingain* (bottom) *Nigel Simpson*; Page 5: (top two) *Francisco Sornoza*, (4th) *Stacey Manley/Gareth West*, (bottom) *Alan Martin*; Page 6: (top two) *Lee Harper, Lou Jost, Chris Perrett/naturesart.co.uk*; (1-r) *Nature Kenya, GESG, ProVita*; Page 7 (bottom) *Shepreth Wildlife Park*; Back page: artists as indicated. All other images: WLT.

Designed by www.wearadrab.net

World Land Trust, Blyth House, Bridge Street  
Halesworth, Suffolk IP19 8AB, UK  
Tel: 01986 874 422  
Email: [info@worldlandtrust.org](mailto:info@worldlandtrust.org)

Registered Charity 1001291

Patrons: Sir David Attenborough OM CH FRS  
& David Gower OBE

[www.worldlandtrust.org](http://www.worldlandtrust.org)