

**YOUR PUBLIC LENDING RIGHTS COULD  
BE SAVING THIS...**

**AND THIS...**

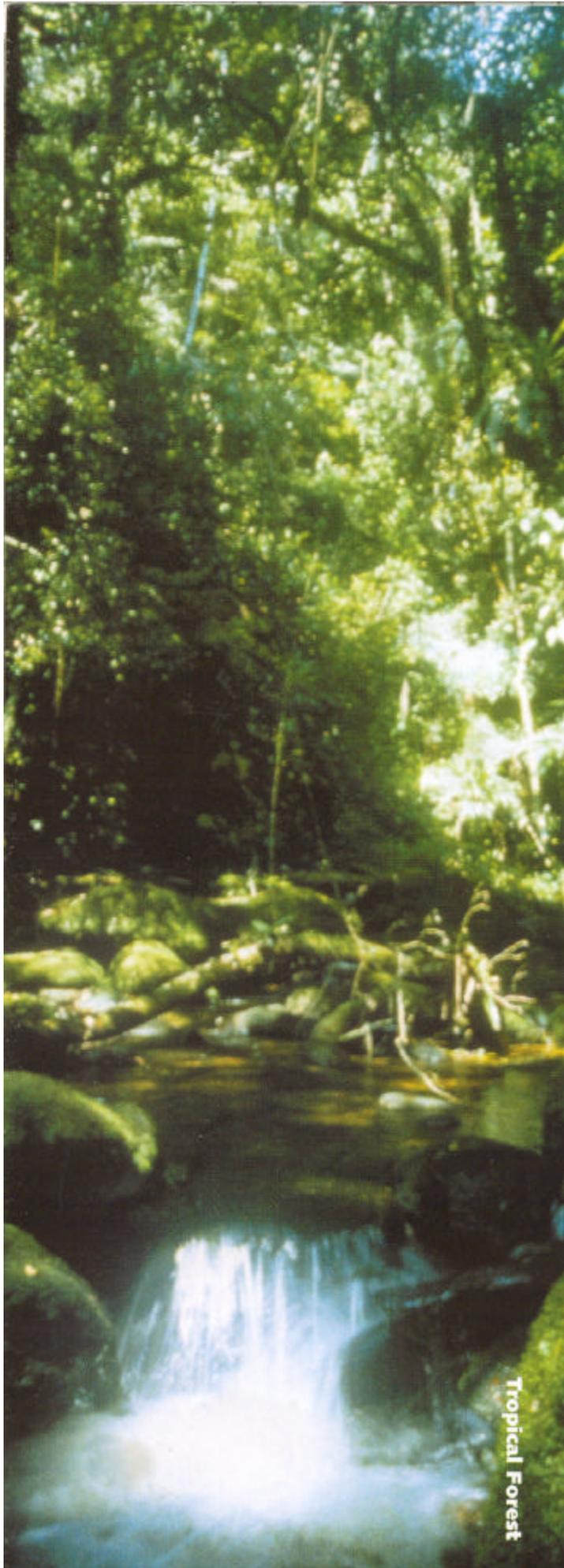
**AND THIS...**

**AND THIS...**

**GREEN INK**



Authors, Artists & Publishers Helping The Environment



## Please can we have your annual Public Lending Rights (which you may not even be claiming) to conserve wilderness land?

**Green Ink is an initiative set up by some of the country's leading authors and artists to help conserve rainforest, coral reef and other wilderness areas under threat.**

**Members of Green Ink agree to assign the Public Lending Rights from at least one of their books to the World Land Trust for the purchase of endangered land. It is a simple, inexpensive and effective way of supporting valuable environmental work.**

**If you are a writer, illustrator, editor or translator we hope very much that you will join us.**

*Please note **we** will handle the paperwork! All you need to do is advise us which title or titles we may have the rights to. On average the Public Lending Rights for a book will be worth in the region of £20 - £50. The amount is directly linked to the number of times a book is requested in public libraries. Public Lending Rights are unconnected to royalties or whether or not the book is still in print.*

### **WHAT IS GREEN INK?**

Green Ink is a group of authors and artists who have agreed to assign some or all of their Public Lending Rights to the World Land Trust for the purpose of conserving land.

Under the Public Lending Rights scheme every time a book is taken out of a public library the author and/or illustrator is entitled to a percentage of a cash fund allocated by the government for this purpose. The amount that an author is likely to receive is typically in the region of £20 -£50 a year - with a maximum figure of £6000.

Many authors are unaware that they are entitled to Public Lending Rights. Others, due to the relatively small sums involved, do not bother to claim.

## WHY IS THIS WORTH DOING?

The Public Lending Rights (PLRs) for a specific title may not be worth a huge sum of money but collectively PLRs provide a valuable and regular stream of income to the World Land Trust. £25, after all, will save an acre of rainforest, wilderness steppe or coral reef.

## WHO HAS SIGNED UP?

Before Green Ink had even been officially launched over 150 authors had agreed to join. Founding members include David Attenborough, Terry Pratchett, Pru Leith, Ken Livingstone, David Gower and Will Self.

## WHO QUALIFIES?

The conditions are straightforward:

- You must be a writer, illustrator, photographer, translator or editor.
- You must have a book in the public library lending system.
- Your name must normally be printed on the title page of the book.
- You must be resident in the EU.

## HOW DO YOU JOIN?

All we need to know is which book or books we may have the rights to. We will then complete all the paperwork on your behalf and send it to you - with a stamped addressed envelope - for your signature.

You can contact us by telephone, fax, email or post (by printing out the coupon at the end).

### Please come to our Annual Reception...

Members of Green Ink are invited to an Annual Reception - a very jolly affair which is normally held in spring. We hope, as membership grows, to arrange other social events during the year.

### You won't receive any junk mail!

We promise that we won't harass you for funds; send you any junk mail; pass on your address detail to anyone else; or ever make public the amount your Public Lending Rights have earned us. We will, however, send you an occasional newsletter updating you on our various projects.



HOWLER MONKEY



SCARLET MACAW



OCELOT



DANJUNGAN ISLAND

**Tropical Forest saved with  
the help of Green Ink**

## ***AN APPEAL FROM DR. DAVID BELLAMY, TRUSTEE OF THE WORLD LAND TRUST***

### **What makes the World Land Trust worthy of your support?**

Firstly, we fill an important environmental niche. Our expertise is in identifying and conserving vital wilderness areas under threat. Our strategy is to purchase this endangered land and then to work with local non-governmental organisations to manage it in the most environmentally sensitive way.

Secondly, we have an excellent track record. Some recent successes include saving:

- ◆ A coral island in the Philippines which would otherwise have been turned into a holiday resort;
- ◆ A 15,000 acre sheep ranch in Patagonia to provide a refuge for guanaco, puma and sea lions;
- ◆ A tropical forest in Belize that was being destroyed to create farmland (which in turn would have been chemically fertilised and sprayed with damaging pesticides); and
- ◆ A corridor of virgin rainforest in Ecuador which was in danger of being logged.

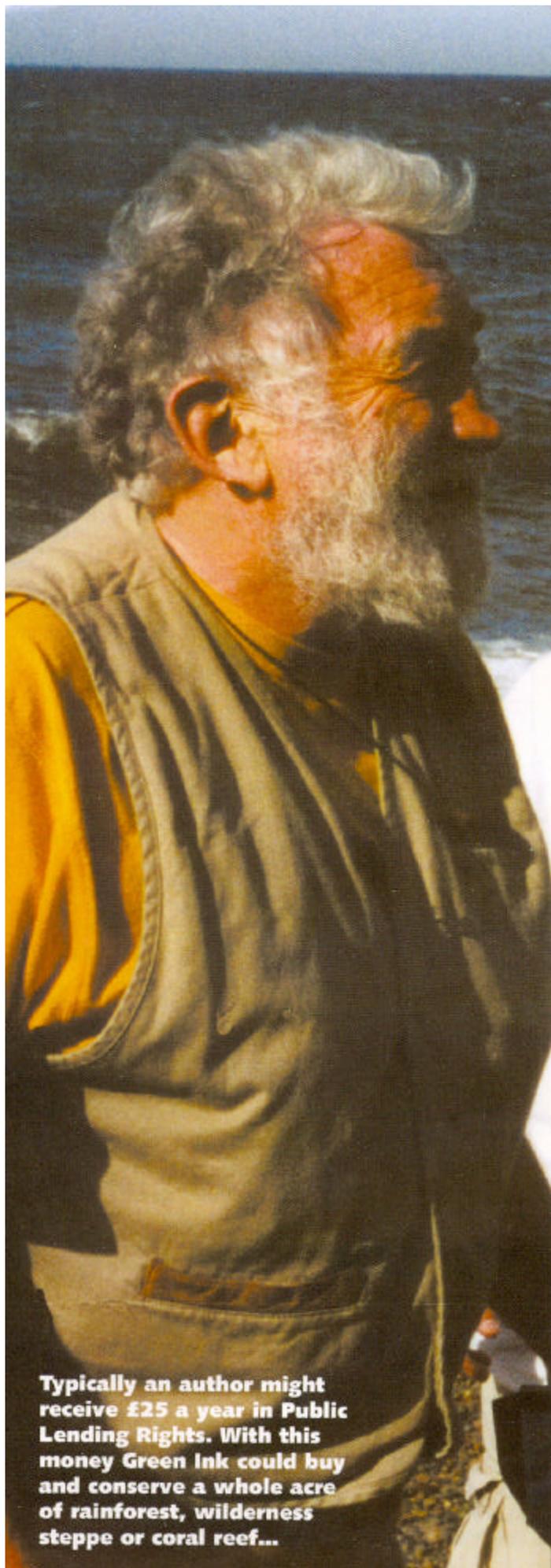
Thirdly, we will make optimum use of every penny you give us. The Trust overheads are kept low because we only employ three full time members of staff (depending instead on volunteers) and our offices are located not in London, but in Suffolk.

I think of the World Land Trust as being the environmentalist's environmental charity. We may not be large, but we have an excellent reputation and our work has been endorsed by household names such as Gerald Durrell, Bill Oddie and David Gower. I hope very much that you, too, will decide to assist us by joining our Green Ink programme.

**Dr. David Bellamy, OBE**

### **A Special Message to Publishers & Agents ...**

We are particularly keen to attract publishers and agents as members of Green Ink. We would be grateful to forward our literature to your authors, illustrators, editors and translators.



**Typically an author might receive £25 a year in Public Lending Rights. With this money Green Ink could buy and conserve a whole acre of rainforest, wilderness steppe or coral reef...**



## CURRENT PROJECTS...

**Your Public Lending Rights will go to supporting the following projects.**

### *Top Priority*

Patagonia Steppe Project  
Fundacion Jocotoco Ecuador Project

### *Ongoing Commitments*

Philippine Reef & Rainforest Project  
Danjungan Island Support Fund  
Friends of Belize  
Rainforest Action Costa Rica



### **World Land Trust**

Blyth House  
Bridge Street  
Halesworth  
Suffolk IP19 8AB

**Tel:** (01986) 874422

**Fax:** (01986) 874425

**Email:** [viv@worldlandtrust.org](mailto:viv@worldlandtrust.org)

### **Trustees**

Dr. David Bellamy OBE  
Dr. Gerard A Bertrand  
Gil S Child  
Jane Krish  
Christopher E Parsons OBE  
David Pedley  
Adrian Penrose  
Prof Renton C Righelato

### **Patron**

David Gower OBE

### **Chief Executive**

John A Burton

### **Special Adviser**

Jonathan Self

### **VISIT OUR WEBSITE:**

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

Company registration number 2552942  
Registered charity number 1001291



**PLEASE PRINT OUT & RETURN  
THIS FORM BY POST OR FAX ...**

**OR EMAIL US AT THE  
ADDRESS BELOW**

**Please send completed forms to:**

**World Land Trust, Blyth House, Bridge Street,  
Halesworth, Suffolk IP19 8AB, United Kingdom**

**Tel: (01986) 874 422 Fax: (01986) 874 425**

**Email: [viv@worldlandtrust.org](mailto:viv@worldlandtrust.org)**

**YES!** I would like to become a member of Green Ink

**NAME:**

**ADDRESS:**

**POSTCODE:**

**CONTACT TELEPHONE:**

**EMAIL:**

If you are a publisher or agent please tick box

I am interested in assigning my Public Lending Rights  
from the following titles to the World Land Trust.

1.

2.

3.

4.

5.

6.

7.

8.

**Do you know anyone who might be interested in  
joining or assisting Green Ink? If you do, please let  
us have their name and address so we can forward  
them details. Thank You.**

**NAME:**

**ADDRESS:**

**POSTCODE:**

**CONTACT TELEPHONE:**

**EMAIL:**

**Donations always welcome!**

I would like to make a donation of £

I enclose a cheque for £

Please charge my Mastercard / Visa / Switch \*

*\*Please delete as appropriate*

Name on card:

Card number:

Expiry date:

Issue No. (Switch)

**THANK YOU FOR YOUR SUPPORT.**