



FIG. 3. General map of the Western Pacific.

dated September 1988, a lengthy, unsigned article entitled 'Garbage by the Ton?' That article described a plan, apparently well-advanced and agreed to by the Iroij, chief of this part of the Marshall group, to use this fascinating atoll as a gigantic 'landfill' or garbage dump. Its lagoon would be the receptacle of an estimated 25,000,000 tons of solid waste 'biomass' [=garbage] a year, until the lagoon became filled.

Then the plan is to use the resulting new land to build a 'sports fishermen's retreat', including, for example, 'harbour, docks, boats, service facilities, hotel accommodation, golf course and other amenities'. It is stated that 'it is essential that the total development of the Ralik chain [of the Marshall Islands Figs 2 and 3] be paramount.'

We are assured that 'no toxic or hazardous waste would be involved.' We are apparently expected to believe that the 25,000,000 tons each year would be carefully sorted over to eliminate anything of this serious nature!

The profits to the corporation promoting this, from the first year's operation, are estimated to be 'more than \$27 millions'. If this operation were to prove successful, it would certainly only be a beginning of such desecration. The plan, as presented, only accounts for the waste from the western United States—a fraction of that produced by the world. Many more lagoons would eventually be needed.

We wonder if the people of the new Marshall Republic would really care to think of their country as the world's garbage dump. Of course, for at least a few of them it would be profitable.

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The (British) Conservation Foundation

Aims and Launching

The Conservation Foundation was established in 1982 to create and manage sponsorship schemes for all environmental interests.* The Foundation grew out of a scheme which had been created for the office equipment company Pitney Bowes entitled 'Elms Across Europe'. Using a strain of disease-resistant elm that had been developed in Wisconsin, this tree-planting campaign not only proved a great success for its sponsor but indicated to the company, and to Dr David Bellamy and the undersigned who created the campaign, that industry and commerce could be useful to help a variety of environmental causes.

The Foundation was launched at the Institute of Directors and was covered 'live' by BBC TV's 'Pebble Mill at One', who were involved with one of the Foundation's first schemes—the Ford Conservation Awards. Originally these awards, covering the natural environment, heritage, young people, and conservation engineering, were limited to the UK; but after two years they were extended into Europe and now involve fourteen countries. Another early sponsorship programme was the Community Chest scheme created for Trusthouse Forte. This gives grants to a wide range of local schemes aimed at improving their local environments.

Breaking New Ground

In gathering its sponsors the Conservation Foundation was anxious to break new ground by invoking companies that are not immediately involved with the environment, rather than such obvious ones as Shell or Imperial Chemical Industries. But getting support from the not-so-involved was not easy. The Foundation's initial sponsors,

Pitney Bowes, for example, were neither a household name nor involved in environmentally sensitive operations.

Meeting a new prospect's bankers, the undersigned explained the aims of the Foundation and reported Pitney Bowes' support. 'But why are they doing this?' enquired the banker, 'Pitney Bowes don't pollute the atmosphere, do they?'

But times change and now some seven years later the Foundation is developing environmental schemes for no less than three major banks. 'The first one to support us was the National Westminster, who sponsored our Environmental Entrepreneurs' Guide. We get a constant stream of ideas from people and inventors who still believe that with just a couple of thousand pounds, their idea could really take off. We have a guide-booklet which is very simple, but it means that we can give away something with some good examples, useful contacts, and a bit of advice; and every National Westminster Bank Manager has a stock of the Guide. We published the first edition of 10,000 during 1988, and by the end of the year we were printing a second. It has been a great success and now the Bank want us to do more.

When a third bank contacted the Foundation, I explained our links with the National Westminster and another as yet remaining secret. The reply was 'Great—that makes my job much easier—it's much more difficult to get money out of my bosses to take the bank into a completely new area.'

Mixed Bag of Ventures

Since its beginning in 1982, the Foundation has got into a mixed bag of ventures—award schemes, board games, records, books, magazines, calendars, mail order, and newspaper appeals. Frequently we were travelling through uncharted waters, often without a great deal of support. Other environmental groups viewed the Foundation sus-

* See the welcoming note published in our Vol. 9, No. 1, Spring 1982, p. 9.—Ed.

piciously—some were obviously highly distrustful of its links with industry and the public relations business. Yet others were naturally concerned about its potential competition in their jealously-guarded empires. Some, however, saw the arrival of the Foundation as the answer to their financial problems and bombarded it with sponsorship opportunities.

Indeed very few schemes offered to the Foundation by environmental groups have been able to find sponsors, although back at the planning stage finding them for worthy concerns had been the Foundation's original intention. Instead the undersigned found that, often, sponsors had already been approached about the same schemes and turned them down. What they wanted, and still want, are schemes tailor-made for their specific requirements—hence the Ford Awards and the Trusthouse Forte Community Chest—schemes which often do support and encourage environmental groups of all sizes, but still retain the sponsors' image and ultimate control. It is even the case that many of the Foundation's schemes have not found a sponsor, and so the Foundation has financed them itself from funds generated through marketing, royalties, and donations.

One anonymous donor asked us and several others what we would do with £100,000 to encourage ethno-medical research in tropical rain-forests. Our idea was chosen but we still do not know where the money came from. We did not even get a cheque. We had a telephone call saying that we would not be able to determine whether it was a practical joke but that the money would be paid into our account some time the next day, whereupon a call came to say that our deposit account had just gone up by £100,000! Since then we have been able to send suitably-qualified young scientists to Indonesia, Madagascar, China, and South America, to carry on the work.

Corporate Membership Campaign

How does the Conservation Foundation raise its finance? Like many environmental organizations, it receives a Special Grant from the Department of Environment towards its administrative costs, and the rest is made up in a variety of ways. The main sources are management fees charged to all its sponsors, but these can often be the result of an individual's whim—useful while it lasts but leaving a big hole when it is over.

That is why the Foundation is launching a Corporate Membership scheme to enable a wide variety of companies to become more involved in its activities. Members will have access to information facilities of various forms, consultancy services including environmental assessments, seminars, and special rates for marketing, public relations, and sponsorship, services. Companies will be encouraged

to publicize their membership, and the Foundation has already an impressive list of Founder Members which is being publicized to support the general membership campaign.

This certainly seems to be the time to launch such a venture and the Foundation feels that it now has a track record to match the current interest in the subject. It is even including a facsimile of a letter from the Prime Minister in its direct-mail package to potential members. This was received in 1982 to record the Prime Minister's support for the launching of the Foundation—just to prove that neither the Foundation nor Mrs Thatcher has only just discovered the environment!

The Foundation has always sought to break new ground and has never intended to set itself up as an independent environmental concern. Thus, although we have been responsible for planting quite a lot of trees, we still see ourselves as principally helping those who do the practical work. Ours is much more a public relations role—creating opportunities to publicize and finding support for the work of others—and we are always prepared to give advice and help, if we can, to groups who lack public relations or marketing skills. We would like to think that we also support the concept of Partnership in Practice—partnership with sponsors and partnership with environmental organizations.

Two of the Foundation's latest schemes are proof of that last point. One is a schools recycling scheme which will have the backing of two major sponsors working together—something still quite unusual in the sponsorship business—to raise money for environmental projects. The other scheme, sponsored by British Petroleum, is the Media Information Service which includes a monthly diary of environmental events. Hopefully it will enable organizers to avoid clashing dates with one another, and also give even the smallest group with limited resources the opportunity to put details of its activities and needs to some 300 environmental journalists, producers, and interested parties. Of such matters the Foundation produces the monthly diary on behalf of the Media Information and Press Officers Group, of which the Nature Conservancy Council is an active member. The diary is one of the ways in which the group works to help promote a better understanding among full-time professional communicators who are working in the environmental world, and which constitutes a unique and effective Partnership in Practice.

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Summer School for Multidisciplinary Assessment of Environmental Risks for Human Health

With due attention to contaminants in the environment, the University of Siena, Italy, is again organizing a two-weeks' 'Summer School' during 9–23 October 1989, dealing with the following main topics:

- distribution, levels, and fate;
- comparative aspects of metabolism and toxicity;
- detoxication strategies;
- damage to biological structures; and
- pesticides and risks for human health.

Food, lodging, and travel expenses, will be provided for 15 Italian students; food, lodging, and part of their travel expenses, will be provided for 15 foreign students.

A Degree in Medicine or Biology is normally required,

but holders of Degrees in related fields will also be considered. The Official Language will be English.

Please forward your application as a matter of urgency, with *curriculum vitae*, list of publications, letter(s) of recommendation, and a brief abstract focusing on one of the above Summer School topics (or else your personal research) for possible brief presentation during the School, to the undersigned: telephone 0577-298831, telefax 0577-298860, telex 572459 UNIVSI I.

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