

# Products as good for the Planet as they are for your Soul

Wildlife Works is putting the power of the global consumer to work for conservation programmes around the world. It's called *Consumer Powered Conservation*, and it's working!

UNEP selected Wildlife Works to be its official merchandise partner because of its activities to protect wilderness while creating sustainable development for communities in Africa. Together, Wildlife Works and UNEP are proud to bring you examples of world-class products that we hope will provide inspiration and show that the environment can be protected without sacrificing beauty or quality. Better yet, all of the products just happen to be made from materials that represent the best in sustainability - and they are all made in fairtrade conditions.

In Kenya, Wildlife Works' **Rukinga Wildlife Sanctuary** has opened a key migration corridor for endangered elephants, cheetahs, wild dogs, zebras and 43 other large mammal species. At the same time, by creating jobs and



photo: Bert Weisbart/UNEP/Topham

building schools, Wildlife Works helped the people living near Rukinga to see wildlife in a new light. Today, these precious animals represent an economic asset to the local community.

Building on this success, Wildlife Works has set its sights on new conservation projects in other parts of the world.

In **British Columbia**, it is actively pursuing a plan to support the Great Bear Rainforest Agreement initiative, which aims to create alternatives to the intensive logging of this ancient Canadian rainforest.

Wildlife Works is also exploring ways to bring *Consumer Powered Conservation* to the **Nepal border region within India**, where the red panda is critically endangered, and to **Uganda**, where mountain gorillas are under threat of extinction.

And it won't stop there. Wherever wildlife is endangered by hunting, loss of habitat or other threats, Wildlife Works believes there's an opportunity for change - an opportunity to help create an enduring economic basis for wildlife survival.

Examples of Wildlife Works official UNEP merchandise



Ten per cent of every purchase goes to UNEP to help it fund programmes around the world that promote sustainable development.

So wear your UNEP merchandise with pride knowing that you helped promote the goals of the United Nations Environment Programme!

UNEP Official Merchandise Store by Wildlife Works

[www.wildlife-works.com](http://www.wildlife-works.com)

# Pulling together

Last summer **Matthew Pinsent** powered his way to a hair's-breadth victory in the Olympic final of the coxless rowing pairs, providing one of the summer's most exciting sporting moments. It gave him his fourth rowing gold medal in four consecutive Olympic Games – to go alongside his ten World Championship golds.

The victory was especially sweet as it followed a troubled run-up to the Games: victories were hard to find, the crew changed, and then – just seven weeks before the Games – Alan Partridge, a key crew member and friend, had to withdraw after puncturing his lung. On the winners' rostrum in Athens, Pinsent was clearly overcome with joy, relief and not a little exhaustion.

He has another less well-known passion – recycling. 'I've always been a big believer in recycling and it's something that I do all the time without really thinking about it', he says. 'I use the local collection services when I'm at home in Henley, UK, which makes it really easy to recycle all my empty glass bottles and cans every week.' And he even recycles his worn-out rowing gear.

Now Pinsent is backing RecycleNow, a campaign run by the Waste Resources Action Programme, a not-for-profit organization supported by the UK Government. He says, 'We're encouraging more people to recycle more things more regularly.'

'It's a real winner, reminding us how easy it is to recycle and showing what amazing things recycled rubbish is being made into. It really grabs my imagination and inspires me to do more.'

He adds: 'Through the campaign, I am determined to give everyone the

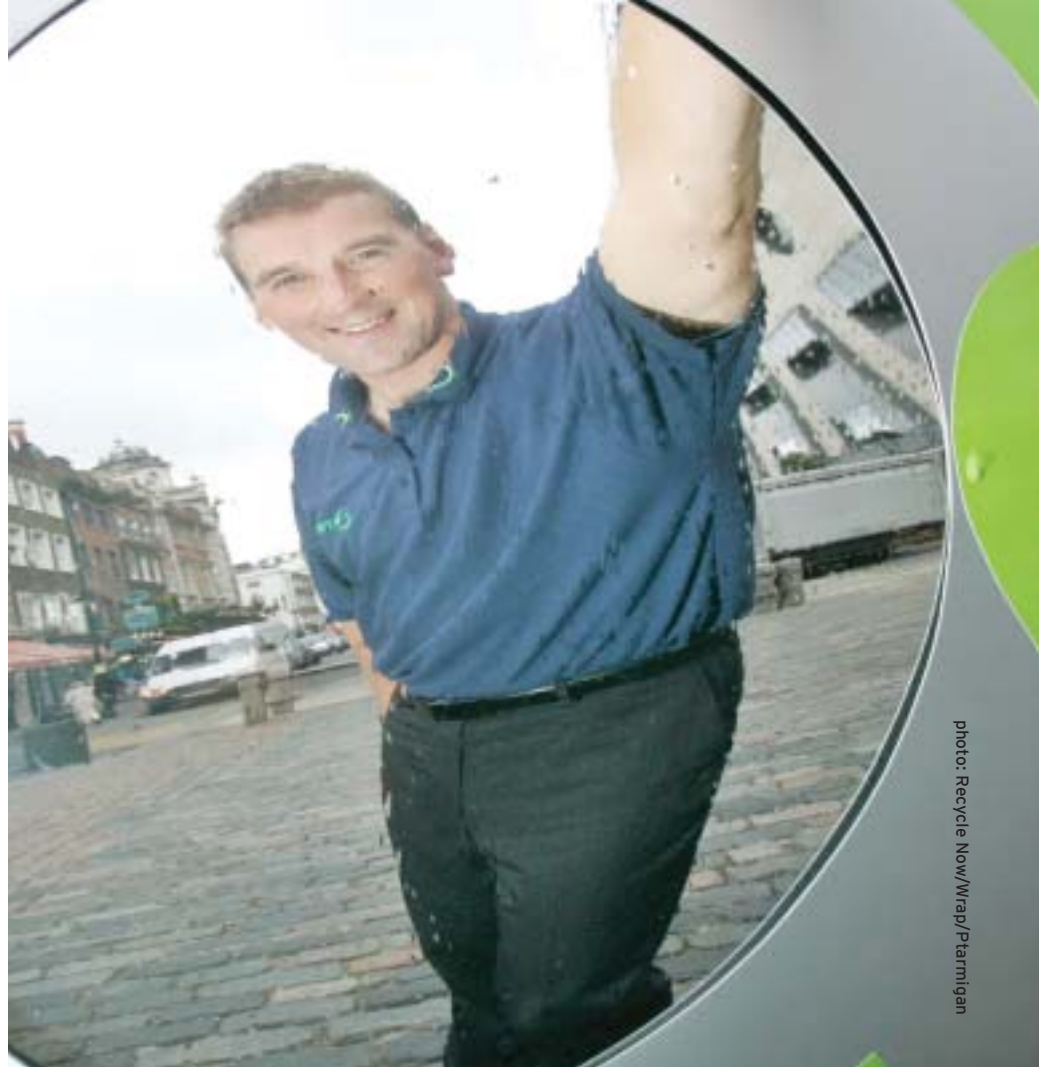


photo: Recycle Now/Wrap/Parmigan

rational and emotional reasons to recycle more things and get them to change their behaviour in favour of the environment.' Without it, the UK, like many other countries, is just going to run out of space to dispose of its rubbish, ending up a gigantic garbage mountain.

Pinsent has just ended speculation as to whether he

would go on to another Olympic challenge, and try to equal Steve Redgrave's phenomenal record of five golds in five Olympics. 'I'd like to have some involvement with the Olympics, but the chances are that it will be as an administrator rather than a coach, and not as a competitor.' But he will certainly go on saving resources through recycling.

## Matthew Pinsent's **RECYCLING TIPS**

- Make recycling part of your family's weekly shopping trip.
- Take your recyclable items to the recycling banks or to the local household waste recycling centre.
- Remember to recycle your glass jars as well as bottles.
- If you've got a garden, why not set up a home compost bin for your kitchen and garden waste such as fruit and vegetable peelings and garden clippings. It cuts down on what needs disposing of and helps the garden too.
- Try to buy fruit and vegetables loose, not pre-packed, to save putting more stuff in your bin.



# A green answer

At 15, I decided I wanted to get involved in an environmental organization that was acting directly to prevent environmental destruction. I found it in 'Green Action' – the name says it all. I'm currently on the Board and Coordinator for International Cooperation for Green Action/Friends of the Earth Croatia.

Having worked on local and national projects for three years, in 2001 I travelled to Borgholm in Sweden to attend the World Youth Conference on Environment and Development. Soon I found myself reading the final draft Declaration in front of the 280 delegates from 110 countries who adopted it. I then decided two things: to focus on sustainable development and to work more at a global level.

I started a huge regional campaign in southeastern Europe to raise youth awareness about sustainable development and the importance of the upcoming World Summit on Sustainable Development in Johannesburg. As a result, the Croatian Government included me in its official delegation for the Johannesburg Summit as a representative of civil society. In South Africa I chaired the International Youth Summit held prior to the main Summit, while at the Summit itself I was one of the coordinators of the Youth Caucus (an informal coalition of youth leaders advocating for sustainable development at international conferences).

I have chosen to work with capacity building – training youth leaders in high-level international processes related to the environment. By doing this I am helping these young people to express their environmental concerns, to make a difference and to influence decision makers.

When I was elected as a Tunza Youth Advisor in 2003, as a link between youth

and UNEP, my mission to advocate for youth became even stronger. By June 2004 I was leading the Tunza Youth European Network and a lobbying team of around 30 youth delegates at the European Conference on Health and Environment in Budapest, Hungary. This was the first time young people had been involved in this process but at the end of the conference European ministers decided to create a youth seat on the permanent committee.

I'm currently focusing my energy on climate change and environmental education: climate change because I find it the biggest environmental challenge and environmental education because I see here the greatest added value of youth organizations – using the peer education concept.

As we enter the UN Decade of Education on Sustainable Development it will really make a difference if young people are educated on sustainable development issues – and empowered to act. Young people up to 25 make up almost half of

**'Young people could give a much needed boost to sustainable development by changing their consumption habits'**

the world population so they can have great influence, not just on political leaders as citizens, but also on companies as consumers. If unsustainable consumption patterns continue young people will pose a big threat to sustainable development while, on the other hand, young people themselves could give a much needed boost to sustainable development by changing their consumption habits.

My message to the readers of this magazine is a favourite quote from Leo Buscaglia: 'Don't spend your precious time asking "Why isn't the world a better place?" It will only be time wasted. The question to ask is "How can I make it better?" To that there is an answer.'

**Tomislav Tomasevic** is a Tunza Youth Advisor for Europe.

# fashio

Models sashayed down runways at the Ethical Fashion Show in Paris in late November 2004, showcasing collections from 20 designers around the world.

Meanwhile, in a Rio de Janeiro shanty town, the 150 craftswomen of the Coopa-Roca initiative create unique fashion and home products using traditional Brazilian forms of crochet, knotting and patchwork.



# ning fashion



And in Ventura, California, an outdoor clothing company called Patagonia sells warm, colourful fleece vests, jackets (like the one on the right) and trousers all made from recycled plastic soda bottles and hemp.



Sustainable style is catching on – from catwalks to sidewalks across the globe, people are turning to fashion that respects the social and natural environment that it comes from.

People who love haute couture, grunge or outerwear can all now dress to be both cutting edge and ethically conscious. Some purchase vintage outfits from second-hand shops, while others order clothes made from recycled materials over the Internet. Some may select the latest trends from upscale boutiques; many more sew original creations by hand.

Increasingly people are starting to consider the life behind the product as well as appearance, quality and price in their quest for personal style. They learn who made the item, and out of what materials. In response, a growing number of people in the fashion

industry are working to produce clothes and accessories that are simultaneously beautiful, socially responsible and environmentally friendly.

Organically grown cotton, linen and other fibres are now available: choosing natural fabrics means they will biodegrade at the end of their useful lives.

Sustainable living need not be bland. With creativity and craftsmanship, individual tastes can thrive. The Seattle-based Sustainable Style Foundation (SSF) encourages people from all walks of life to 'look fabulous, live well and do good'. It says that true style is an expression of imagination and individuality, rather than a cycle of conformity and consumerism.

More and more people see clothes as a way of letting those around them know who they are and what they stand for. They don't need to choose T-shirts with bold slogans across the chest. From feathered fedoras to wool beanies, top hats to baseball caps, sustainability wears many hats. So let sustainable – and individual – style shine through.



## **Gary Ang**, 19, United States

'With a good eye and a good thrift store, \$20 can go a long, long way! It's not like any other store-buying experience - you have to be willing to hunt around for the right sizes and styles. But I'm happy with my purchases and before long I'm sure I'll be back for more!'

## **Erzsebet Szilagyi**, 18, Hungary

'Second-hand shops are wonderful because you can buy unique, fashionable clothing, like this shirt - that you might not be able to find in regular stores - at affordable prices. All you have to do is use your imagination and lots of creativity to create your own style!'