

THE TREE OF LIFE PROJECT
FOR THE EARTH SUMMIT 1992

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Mr P Malychef
Sahel's Pharmacy
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Dear Mr Malychef

I am writing to you, as a fellow award-winner of the Global 500 Roll of Honour for Environmental Achievement, to seek your support for an important project linked to the 1992 Earth Summit in Rio de Janeiro in June next year.

The basic idea is a simple one: to persuade as many people as possible to make a personal pledge to help protect the environment, and simultaneously to step up the level of political lobbying to ensure that the world leaders gathered in Brazil at that time will commit themselves to some substantive policy action for the future.

I am enclosing an Action Pack containing the Tree of Life initiative which has been produced here in the UK. As you will see, we have gathered together an impressive list of non-governmental organisations to support the project in this country, and they are now being joined by many more. Similar coalitions are being built in other European countries, the US, Japan and Australia. The project has also received the official blessing of both the UNCED Secretariat and the Brazil NGO Forum. The BBC and other broadcasting companies in Europe have also decided to take it up as their main action oriented initiative in the One World season of environmental programming preceding the Earth Summit in May next year.

The end product will be to construct a Tree of Life on the site of the Earth Summit in Rio during the conference itself. I attach a rough of the design which we currently have in mind. The idea is to have one central tree surrounded by as many trellises as we need to carry the millions of individual leaves sent in by supporters throughout the world. On the central tree will be hung leaves representing pledges of support from non-governmental organisations from around the world. This will demonstrate the degree of collective concern in the non-governmental sector. In

addition we should also like this tree to carry individual pledges from all those who have received the Global 500 awards. And that, of course, is why I am writing to you at this time.

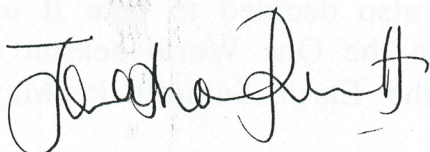
I very much hope that you will be able to support the Tree of Life project by making a personal pledge and sending your leaf back to us. The pledges in the attached Action Pack are, of course, geared to a UK audience, so please feel free to vary your pledge as you think appropriate. NGOs worldwide will be devising different pledges appropriate to their own situation and, just as long as they all end up on a leaf of one kind or another, they will all help to strengthen the Tree of Life.

The whole Tree of Life project is being launched here in London on September 30th, and I would be enormously grateful if your leaf/pledge could reach us by 25th September. This would allow us to build your involvement into the publicity surrounding the launch itself.

We are hoping that all the winners of the Global 500 award will pledge themselves collectively to this initiative to demonstrate the enormous degree of concern that exists out there to ensure the Earth Summit produces a successful outcome.

Thank you in advance for your cooperation.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jonathon Porritt', with a stylized, cursive script.

Jonathon Porritt