

COUNCIL OF EUROPE

No. 2

NATURE IN FOCUS

Winter 1968



Bulletin of the European Information Centre
for Nature Conservation



THE COUNCIL OF EUROPE

Established in Strasbourg (France) in 1949 as the first institution for overall European co-operation, the Council of Europe today groups 18 countries. It strives for greater unity among its members to safeguard and realise their common ideals and principles and to facilitate their economic and social progress.

The Council of Europe contains two main organs. The first is the 147-member Consultative Assembly, selected from national parliaments. The second is the Committee of Ministers, which is the executive body, composed of Ministers of Foreign Affairs or their Deputies.

Apart from contributing to the harmonisation of political attitudes among member countries, both in European affairs and towards the rest of the world, the Council runs a wide programme of inter-governmental co-operation. The harmonisation of laws and improvement of social welfare, educational research and teacher training, promotion of exhibitions, films and cultural television, the defence of human rights through a Commission of Enquiry and an international court—these few examples serve to illustrate the wide range of the Council's activities, which have given rise to over fifty international conventions.

EUROPEAN COMMITTEE FOR THE CONSERVATION OF NATURE AND NATURAL RESOURCES

The European Committee for the Conservation of Nature and Natural Resources is one of the specialist bodies which assist the Committee of Ministers in their work.

In 1963, the Committee of Ministers of the Council of Europe decided to set up a committee, composed of national experts, to advise it and propose action on all matters concerned with nature conservation. The institution of permanent inter-governmental machinery for this purpose implies a recognition of the fact that conservation problems have a European dimension and require inter-State co-operation if they are to be dealt with effectively.

The European Committee meets annually in Strasbourg. A number of international governmental and non-governmental organisations are invited to its meetings. Finland, Spain and Portugal, which are not members of the Council of Europe, are also invited to send observers. The Committee has set up several Working Parties and expert study groups to undertake preparatory work on the various questions it is dealing with.

The European Committee's aim is "investigation into and adoption of planned action to ensure that Europe's natural resources are properly managed and are not misused or destroyed so that Europeans may enjoy a balanced and wholesome physical environment".

The conclusions of the European Committee usually take the form of recommendations to the Committee of Ministers, but the Committee is also competent to draft agreements and international conventions. In general the role of the Committee is to cause action to be taken by governments and local authorities at national and European level with a view to improved conservation of nature, of natural resources, and of the landscape in Member countries.

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Cover photo: Litter Defence Volunteers in action clearing up litter. (Photo by courtesy of the Keep Britain Tidy Group.)

EDITORIAL

One often hears Nature Conservationists say that, because of technical and scientific progress, man is becoming alienated from NATURE, that element so vital to his well-being.

Moreover, one realises that their apprehension is well-founded when one sees Man, in the euphoria of his extraordinary scientific discoveries, take refuge only too easily in a new and artificial universe.

There already exists, in a Belgian suburb, a charming summer-house surrounded by a little garden composed entirely of flowers and shrubs in plastic! Is this a fore-runner of our future environment?

Yet, even if unconsciously, most people no longer feel secure. They are anxious and distressed, seeking calm, repose and their true place in this Nature, which by their own fault is dwindling every day.

An eternal contradiction of human nature, certainly, but above all a lack of physiological and psychological balance.

Carelessness? Yes. Indifference? Perhaps, because Man has always had the feeling of submitting rather than of participating. Ignorance? For many, yes.

Trying to conserve nature, in the present circumstances, is something of a gamble. It is endeavouring to sell a product considered as a luxury, but which is nevertheless a necessity of the first order to the under-developed.

The second issue of "Nature in Focus" incorporates some changes designed to improve presentation and has been increased in size to 24 pages.

The response to the first issue, in comments on the contents and presentation, were, in general, most encouraging. Next year, subject to approval, "Nature in Focus" will appear three times.

The major section in this issue is devoted to the study of Anti-Litter Campaigns based on material available to the Secretariat at the time of publication, most of it emanating from the Centre's National Agencies.

It is hoped that the third section in particular will be expanded and improved with time and experience.

John C. Robertson.

Henceforth, Nature needs to be known and appreciated by the public. Knowledge is essential—the survival of humanity depends upon it—and it must call upon the modern techniques of INFORMATION and PUBLIC RELATIONS. They are complementary—one aims at making something known, the other seeks also to convince.

If Information is addressed to the public in general and demands the aid of numerous techniques and disciplines, Public Relations are directed rather towards Man as a social being, with a view to helping him achieve equilibrium. It is therefore a question of presenting, in a manner favourable to his understanding, the different aspects of his natural environment, of showing him the relationship between cause and effect and the ties of inter-dependence between people and things.

But it is necessary to find a language which, to be understood, transcends biological and ecological facts. It must incorporate such facts in the economic and social reality which, if it is to be properly balanced, must embrace them.

The European Information Centre for Nature Conservation will be a meeting place for the exchange of ideas, of points of view, of judgments: raw material essential to the shaping of public opinion. But those who use it should not forget that they must do their utmost to enable Man to regard Nature in a new way and by learning to know it, understand it and by understanding it, love it.

G. Tendron,
Chairman Steering Committee.

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THE COUNTRYSIDE IS NO LITTER BIN

A study of Anti-Litter Campaigns in various countries



*"Five hundred tons of paper, three miles of broken glass,
And what with bags and packets of fags, you couldn't see the grass,
For far and wide the countryside was full of flipping tins.
The only place that was empty was the blooming litter bins." **

These words, the chorus of the Keep Britain Tidy Group campaign song, sum up by means of over-emphasis a steadily deteriorating situation which affects all member countries of the Council of Europe. While perhaps not an international problem in the accepted sense, valuable lessons can be drawn from the methods applied by various countries for its solution. Basically, everyone is responsible for litter, and it is doubtful if anyone has *never*, at any time, allowed a tram ticket to flutter to the ground or tucked away an empty bottle under a bush. It is the accumulation of these seemingly trifling acts, plus the greater faults of "moonlight flittings" to dump furniture and old cars, that demand an expenditure, in England and Wales alone for example, of £20,000,000 a year to clear it all up.

Keep Britain Tidy Group

This economic drain, and the eyesores created wherever litter abounds, were factors which contributed to the formation of the Keep Britain Tidy Group. This Group is a voluntary organisation maintained by subscriptions and donations, which also receives a small Treasury Grant. It is composed of organisations mainly connected with leisure, tourism and youth, but also includes industry and various government departments.

The aims of the Group are to make Britain a cleaner, tidier and more beautiful place; to obtain the support of individual members of the public; to educate the general public and to help all those concerned with local amenities. The Group is honoured by having Her Majesty Queen Elizabeth, the Queen Mother, as Patron.

National Anti-Litter Week

What kind of problem does the Group face? In the New Forest, a renowned beauty spot, for example. 700 tons of litter, excluding abandoned

* By courtesy of the Britannia Music Co. Ltd.

Berkeley waterfront which is built on garbage. (Photo by courtesy of AUDUBON magazine.)

cars, and 25,000 milk bottles, were collected during the 1966 summer season. However, it is not possible to prevent people leaving litter about solely by police, or other official, action. Only by spreading a feeling of personal responsibility can this disgrace be brought to a halt. Despite the efforts of the government, local councils and voluntary organisations to stem the tide of litter, the success achieved was limited. Therefore the week of 17th to 23rd July 1967 was set aside as "National Anti-Litter Week" and the whole country joined in a gigantic spring-clean.

The main objectives of the Week were:

To arouse public awareness of the litter problem as a national nuisance, the first step towards improvement;

To co-ordinate efforts already being made throughout the country and thus focus the nation's attention on the problem;

To organise a long-term "cleaning-up" programme as a result of increased national awareness;

To ensure better litter disposal facilities being made available, especially at "black spots";

To encourage a more vigorous enforcement of anti-litter laws, while at the same time hoping that the newly aroused awareness of the problem by the general public would make more prosecutions unnecessary.

This was a big operation and it was mounted with drive and enthusiasm. A letter was sent by the Lord Mayor of London to civic leaders throughout the country, announcing Anti-Litter Week. Many local authorities and voluntary organisations promised whole-hearted support. Campaign headquarters supplied participants with:

6,000 posters asking people to "Join the Tidy Set" or admonishing them "Don't be an untidy so-and-so";

150,000 litter bags, which were distributed by garages, shops and local enthusiasts;

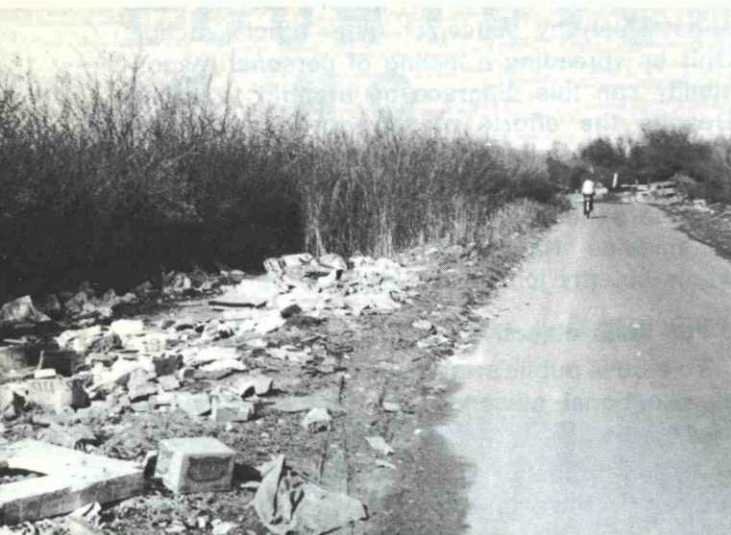
25,000 car stickers;

100,000 paper sacks (donated by the Paper Development Association) for use in cleaning operations;

2,500 T-shirts, supplied at cost price by a large department store;

During the Week, letters passing through all the main post offices were franked with the campaign symbol and, in addition, twenty-seven companies used the symbol to frank their out-going mail.

BEFORE.....



Many large stores throughout the country staged special window displays.

Press

During the preparatory months of April, May and June, editorial space devoted to litter increased perceptibly, but it was not until a Press Conference was held in London in July that the national and provincial newspapers really gave their support, aided by the radio and the television. The provincial press were particularly encouraging. Free advertising space was given by thirty-one newspapers and press cuttings received at campaign headquarters totalled 13,000 column inches. Articles were published in a number of house journals and in women's magazines. In general, the operation reaped the benefit of almost unanimous support from the press.

Glencoe

The first project undertaken in the context of the Week was carried out by the National Trust for Scotland, which encouraged young people working in Glencoe and at Auchenden to clear away all the litter and rubbish dumped in the vicinity. Considerable publicity was given to the scheme by the Press, which was in fact used as a way of asking for volunteers. Various schools and youth organisations both in the district and from

.....AND AFTER



considerable distances away soon offered their help. This is convincing proof that where a strong lead is taken an area of outstanding beauty can be cleared of litter and kept clear.

Litter Defence Volunteers

Following the Glencoe experiment, the most successful result of the week was the formation of Litter Defence Volunteer groups. These teams of young people, wearing special white T-shirts, white jeans or skirts and armed with brushes, shovels, litter prodders and paper sacks, went into operation in many areas. Youth officers, youth clubs, voluntary organisations and local papers encouraged the formation of these teams, who carried out useful clearing schemes in many parts of the country—at race courses, cricket matches, stately homes opened to the public, agricultural shows, etc. The London Group visited many areas, sweeping and clearing up the litter, handing out litter bags, being televised, interviewed, photographed and generally showing that the operation, besides being useful and popular, was fun. The team made a very great impact on the public.

Forming Litter Defence Volunteer Teams

Experience has shown that although exhortations and publicity efforts are useful in the campaign against litter, the most effective contribution is made when people are actually seen doing something. The idea of getting young people to

act brought lightness and gaiety to a subject which could easily become dreary, boring and priggish.

Litter Defence Volunteers should be adaptable, pleasant people of both sexes who are not afraid of activity in public or facing photographers. They should have a sense of purpose and responsibility—17 to 20 is the best age group. The most striking way in which they can help is by going into action at public events, such as carnivals and gymkhanas, which are held in the open and where there is always a lot of litter. The Volunteers should be seen clearing up, in particular, the litter that has just been dropped by an unthinking public. But they should not show any resentment—just a cheerful acceptance that many people are untidy and that by example they should be taught not to be so. This group participation cannot fail to be noticed by young people as well as by adults and it can become a "done" thing to join in, as it is fun as well as being real work which is of use to society.

Civic Amenities Act 1967

This Bill was passed through the House of Commons with support from all parties. Part III of the Act gives local councils, courts and private citizens the weapons required for waging war against the despoilation of town and countryside by the unsightly and offensive dumping of disused vehicles, equipment and other rubbish. The Act makes it a duty of local authorities to establish public disposal centres and gives power to an authority to collect and dispose of bulky refuse abandoned in the open air. The new penalties for abandoning cars and bulky rubbish are a maximum fine of £100 for the first offence, which if repeated could entail a fine of up to £200 and/or three months imprisonment.

Bristol "No Litter Week" 1968

As a prelude to the national "No Litter Week" of 1968 (it had been decided to change to a more strongly-worded title) a pilot Week was held in Bristol. The results were assessed and used as a basis for authorities and organisations who were contemplating action in the 1968 campaign. This local "No Litter Week" had two main aims: a) to focus public attention upon the general question of litter, including bulk refuse and scrap cars and b) to bring into greater prominence the fact that the local cleansing department provided

a free collection service for such items. The campaign was organised by the Bristol Transport and Cleansing Officer, Mr. H. M. Ellis. (Mr. Ellis has also carried out a study on solid waste disposal on behalf of the Council of Europe.*) The slogans adopted were "Don't drop litter" and "Keep the city shipshape and Bristol fashion" (a reference to the city's long tradition as a port).

The campaign was officially opened by a well-known television personality. The Chamber of Commerce, youth clubs and schools co-operated by asking for publicity material and organising localised cleansing schemes. Posters were exhibited on housing estates and annotated book-marks made available at the Central Library. Displays were mounted in the City Centre, the City Information Centre, the City Museum and in several large department stores. A decorated lorry toured the City each day broadcasting appeals. Pre-paid postcards enabling people to request the removal of bulk rubbish were made available. Television, radio and press gave maximum co-operation and the campaign slogan was flashed on the newscast at the City Centre at regular intervals during the Week.

Excellent results were achieved, particularly in the response of the general public, and a continuing effort will be made to keep clubs and associations in the community both interested and active.

No-Litter Campaign 1968

The aim of the 1968 campaign is that it should last throughout the year. However, the week from 1st to 7th July was envisaged as a climax, when the nation as a whole could really see what is being done to tackle the litter problem. It was nevertheless emphasised that local campaigns could be launched at any time convenient to the local authority concerned and guidance and assistance would be given by the Keep Britain Tidy Group.

The aim of the 1968 "No Litter Week" was that intensive publicity in the press and on the radio and television, together with national and regional press conferences, should inform the man-in-the-street of

- the facts about litter
- what is being done to combat it.

* Doc. CE/Nat (67) 16.

Bristol's No Litter Week 1968 - Photo (left) shows an example of dumping of rubbish in a lane on the outskirts of the City. Photo (right) shows same lane after clearance. (Photos by courtesy of H. M. Ellis.)

This particular aspect of the campaign was supported by the Minister of Housing and Local Government and many dignitaries throughout the country. Arrangements were made for expert publicity resources to be put at the disposal of individual local authorities and other bodies wishing to back up the Keep Britain Tidy Group's campaign.

A suggestion has been made to introduce a "new style Guy Fawkes". The 5th November is traditionally celebrated throughout Britain and commemorates the attempt to blow up the Houses of Parliament with the lighting of bonfires and the setting-off of fireworks. The Keep Britain Tidy Group suggest that a litter effigy should replace the traditional Guy Fawkes. This would help the fight against litter and a number of central bonfires would be safer than those "unofficial" ones usually lit on village greens or in back gardens.

The 1968 campaign is based on the slogan "Keep it to yourself—don't drop litter". Much of the material (some of it re-designed) used successfully in the 1967 campaign (posters, labels, sacks, etc.) is again in evidence, as are the Litter Defence Volunteers. There are some innovations such as the campaign song already quoted, which is issued as a record for use on public address systems. Printing blocks (stereos) for use in newspapers are available, with a choice of three messages about litter.

Guide-lines

A very important part of the Keep Britain Tidy Group's activities is giving advice to authorities organising local campaigns. This advice is based on experience already gained and still being acquired. For instance authorities are advised to:

- tell the Group as soon as possible that a campaign is being planned;
- nominate a responsible, publicity minded executive to take charge, in close liaison with the Group;
- order immediately the publicity material required;
- set up teams of Litter Defence Volunteers (the officers of most of Britain's youth organisations give constant support to the campaigns);

- encourage local newspapers, television and radio stations to publicise local litter problems;
- use every official means possible to launch the campaign;
- feature local cleansing departments, their staffs and vehicles, as far as possible;
- tell local residents how much it costs to clear streets and parks of litter and of the trouble it causes to both local authorities and public alike;
- while aiming at a spectacular and interesting approach, cater also for serious thought and debate on litter problems;
- make sure that any parish fete, carnival or public event held in the area is well supplied with "No Litter" publicity material and active demonstrations.

School Committees

At present, over 6,000 school committees in Britain are affiliated to the campaign. Representatives are appointed by each form. With the help of a national oil company, the Group supplies badges to the officers and members of the committees (visible signs of their authority). A leaflet suggests some of the many possible activities which could be carried out by the committees, e.g.

See that litter is not left round the school.

Arrange for a changing display of posters by pupils with the help of the Art Master, and a display of official posters.

Appoint special wardens on sports days.

Run word competitions, perhaps in the school magazine.

Write a Limerick or Lament about Litter.

Dramatise some anti-litter incident.

Design posters to support their campaign.

Include an anti-litter film in any film show organised around open-air subjects.

Arrange talks or discussions on the litter problem. Speakers could be invited from, for example, the cleansing department of the local council, youth organisations, voluntary organisations, amenity societies, national organisations, etc.



Best kept village competitions

Officers of the Keep Britain Tidy Group have been invited to judge a number of competitions. They were continually impressed by the high standard of tidiness and care which it is possible to reach when the whole community takes part in such a competition. Many villages were so beautifully cared for that not one piece of litter was found. This had meant the co-operation of the parish council, householders, young people and children, but the results justify the hard work involved and must be a joy to all those who visit the countryside.

Litter Bins

The right litter bin in the right place, providing it is well maintained, will do much to overcome the problem of litter. The Keep Britain Tidy Group issues a special leaflet (with financial help from the manufacturers of litter bins) giving details of

those which have been approved by the Council of Industrial Design.

Films

The Group have gathered together a series of films on litter which are in constant demand, particularly in schools.

(For further information, apply to: Schools Secretary, Keep Britain Tidy Group, 27 Queen Anne's Gate, London, S.W.1.)

There is also a colour television film, showing a litter dropper (Public Enemy Number One) being converted to good citizenship by the activities of a group of Litter Defence Volunteers.

Litter Defence Volunteers in action at the Salvation Army Rally at Crystal Palace, LONDON.
(Photo by courtesy of Keep Britain Tidy Group.)

Produced by the Central Office of Information in association with the Ministry of Housing and Local Government and the Keep Britain Tidy Group.

Keep America Beautiful

This American counterpart of the Keep Britain Tidy Group "Keep America Beautiful Inc." has been in operation since 1953. Financed by business and industry, labour unions and trade associations, it strives to preserve and improve scenic beauty, both rural and urban. It carries out a continuous programme of public education to stimulate individual responsible and pride in clean, safe, healthy and attractive surroundings. Many projects are undertaken, particularly among young people. These often gain awards (donated by large national concerns) for the most successful. There is fairly close liaison and continual exchange of ideas between the British and American Groups.

Country Code

Although only one of the maxims of the Country Code, drawn up in 1951 by the National Parks Commission (now the Countryside Commission) deals directly with litter, it has been a useful complement to the efforts of the Keep Britain Tidy Group.

One direct method used is that of printing the Country Code symbol and the message "take your litter home" on the 10,000,000 envelopes sent to motorists each year by the taxation authorities. A "sticker" with the same message has also been made available for display in public places and particularly on the bulkhead of public transport vehicles.

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Ireland: Mr. James Murrin, Superintendent of Cleansing, Dublin.

Netherlands: Dr. W. F. de Soet, Ministerie Lanbouw visserij, The Hague.

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Mr. Magre Midttun.

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National Trust for Scotland, Edinburgh.

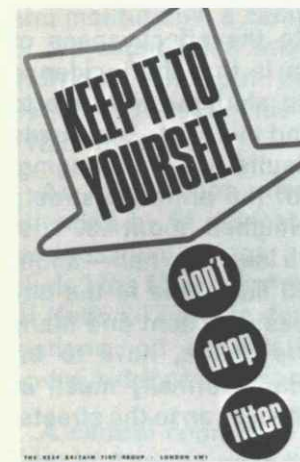
KEEP DUBLIN TIDY

An anti-litter campaign with the slogan "Keep Dublin Tidy" has been in operation for the last seven years and was intensified last year by the appointment of a full-time officer to assist in the work. The campaign is continuous throughout the year, but there is a greater amount of publicity during the months of June, July and August when the incidence of litter on the streets is highest. A special anti-litter week is held each year in July, during which there is a parade, shop-window displays and other features. During this week, the Boy Scouts and Girl Guides are on duty in the city, distributing anti-litter stickers and encouraging the public to use litter bins.

The campaign is directed towards all sections of the community, but last year it was specially slanted towards children, as it was felt that the litter problem was more likely to be solved by educating the younger generation. To achieve this object, a schools' campaign was launched. Special brochures were circulated to all schools, requesting that committees be set up and more than half of the schools in Dublin have co-operated. Moreover a Corporation Official visits the schools, shows anti-litter films and lectures on the subject.

In the general campaign, all publicity media are used. Over 6,000 posters are displayed on commercial sites, all city buses, and in factories, offices and canteens. Special vinyl stickers are supplied to shopkeepers. Corporation vehicles carry anti-litter posters. Free publicity is given on radio and television and in the press. Instead of placing formal advertisements in the newspapers, a series of cartoons is published in the evening papers. Slides are shown, free of charge, in cinemas. Franking dies carrying an anti-litter slogan are used on Corporation correspondence. The Cleansing Department enters decorated vehicles with the litter theme in the annual St. Patrick's Day Parade, which is viewed by an estimated quarter of a million people. A stand is also taken at the Spring Show and the Horse Show. A special feature of this is a "talking elephant litter box." By means of a microphone and loud speaker, "the Elephant" can hold a conversation with children who visit the stand.

KEEP EUROPE TIDY



Examples of Posters used in Anti-Litter Campaigns by various member states



This year, as an experiment, 25,000 polythene litter bags were supplied for the use of motorists. These were distributed at city beaches by Boy Scouts and were also issued by the Motor Registration Department. Moreover, the number of litter boxes in the city is being considerably increased.

A special campaign is carried out with regard to the four city beaches, using the slogan "Keep our Beaches safe and clean". Over 200 large litter containers painted primrose and yellow are placed at regular intervals on these beaches. Two dozen "shock" posters bearing a picture of an injured child with the words "Cuts cripple—tidy up" are displayed at strategic points. A decorated truck carrying anti-litter slogans parades the beaches during fine weather. When the campaign was initiated, there were over 300 accidents due to broken glass, tins, etc., on Dollymount Beach. The accident rate was reduced annually and last year there were only sixteen.

To help implement the State Law and City Bye-Laws regarding litter and cleansing, six uniformed litter wardens were appointed. Their main duty is enforcement of Bye-laws and the institution of prosecutions for breaches of them.

In the anti-litter campaign, the Corporation are seeking joint efforts from all sections of the community. So far there has been a good response. An essay competition was organised last year for school children, for which there were over 6,000 entries. Several large firms have also organised anti-litter competitions and one has donated 100,000 car litter bags to the Corporation. Others

have donated space in the newspapers for anti-litter advertisements. A city newspaper organised a competition entitled "Dublin's Fair City", with prizes for the tidiest areas.

The campaign is carried out by officers of the Cleansing Department at an estimated cost of £6,000.

It is difficult to evaluate the effectiveness of the campaign. One reason is that the incidence of litter is increasing at an alarming rate due to the packaging explosion and increased standards of living. Nevertheless, results are encouraging. The refuse found in one of the principal streets for one day in July 1961 weighed about 130 kgs. This year it was found to be less than half—about 60 kgs. Moreover, the 2,500 litter bins in the city are being used to an increasing extent and many of them, particularly in the centre, have to be emptied several times a day. Normally much of the litter would have found its way on to the streets.



Photo (above) shows decorated float with litter theme.

Photo (left) shows anti-litter wardens discussing a poster.



(Photos by courtesy of Dublin City Cleansing Department.)

"USE YOUR NATURE SENSE"

In 1961, representatives of a few out-door life organisations in Norway discussed what measures might be taken to prevent the countryside being spoilt by litter.

After contacting many national organisations and institutions, a campaign for the conservation of the countryside was launched, directed at the individual and put into operation during the period 1961-1963. This campaign was known as "Nature Sense".

An information meeting was held in Oslo, attended by 54 delegates representing 47 organisations, institutions and companies. These included the Ministry of Agriculture, the Directorate of National Forests, farmers' and motoring associations, oil companies, insurance companies and out-door life associations.

A central committee was elected with the Minister of Agriculture in the Chair. This central committee appointed a smaller working group and a number of committees with special informative tasks were set up.

His Royal Highness Crown Prince Harald graciously agreed to patronise the campaign.

A sum of about Kr. 500,000 was raised and a considerable amount of publicity material produced by co-operation between the special committees, with valuable support from a number of private companies. This included posters ("Take care when lighting fires", "The countryside is no rubbish bin", "No dumping"), letter stickers, textbook stickers (the ten forest commandments) and various pamphlets, appeals, etc. The campaign also financed the production of six short films which have been shown in about 300 cinemas throughout the country. Several screen advertisements were also exhibited, free of charge, by cinemas in a number of the larger towns. A series of pictures, mostly of things disfiguring the countryside, were procured and used in connection with publicity campaigns in the daily and weekly press.

The motoring organisations supported the campaign by distributing leaflets and posters—especially for use at camp sites—and included in their meetings lectures and films on "conservation of the countryside". Some insurance companies produced bags for carrying food, bearing a printed "Nature Sense" appeal, which were distributed to hotels. A number of other firms printed a "Nature Sense" appeal on the packaging of their products.

The Ministry of Health sent a circular to local health authorities, requesting them to ensure that regulations concerning the collection and disposal of rubbish were observed. The Norwegian Broadcasting Corporation supported the campaign and helped to disseminate its ideas and aims by broadcasts on national and local radio and television networks.

A match factory printed the emblem on one million matchboxes, free of charge. Oil companies printed "Nature Sense" appeals on their tourist maps (about 100,000 of these are produced annually), screen advertisements and on about 500,000 litter bags distributed to motorists.

A number of organisations, such as the Norwegian Travel Association, the Association for the Promotion of Ski-ing, the Norwegian Farmers' Union and the Norwegian Association of Hunters and Anglers gave valuable support, as did the Scout Movement and 4H Clubs.

The Ministry of Church and Education sent out reminders on "Nature Sense" to all schools, thus reaching both pupils and their parents. A number of elementary schools set essays on subjects connected with nature conservation to pupils taking the school-leaving examination. Nature Conservation has also been included in the nature study syllabus for secondary schools.

The National Roads Directorate drew up plans for roadside halts and issued regulations for the provision of rubbish bins and their emptying at regular intervals.

The "Nature Sense" campaign was directed mainly at the individual and stressed the responsibility of everyone in conserving the countryside, at the same time showing what could be done to help. Its aim was the *personal* conservation of nature. There were a number of successful results. Hardly anyone in the country can remain unaware of the problems and already people treat the countryside with more respect. Local cleaning and clearing up campaigns have produced a tidier landscape and waste removal has been improved in many places. Moreover, the campaign has had some influence in other countries. In conclusion, it was felt that the campaign has done a great deal towards creating a good atmosphere for the cause of nature conservation, though there was a tendency to regard conservation as "do not throw litter" and "do not break off live branches". It is the intention of the Norwegian '1970' secretariat to utilise the same methods for a campaign on a much broader front.

KEEP MALTA TIDY

In September 1967, the "Keep Malta Tidy Executive Committee" was set up for the specific purpose of launching an intensive campaign for more cleanliness in Malta.

The campaign is based on a three-point formula: adequate disposal and collection facilities;

formation of a public conscience regarding the litter problem;

adoption and enforcement of laws against littering.

Work began by establishing liaison with the various government departments which share the responsibility for the general cleanliness of the island.

A number of special surveys were made to assess priorities and draw up a programme of work. Men were equipped with tools and transport and detailed to clean up rubble dumps as a matter of urgency. It was then decided to concentrate attention on one particular district as it was felt that such a policy would provide better results than that of tackling the problem haphazardly.

Collection of house refuse is satisfactory and is carried out daily. However, the increase in population has necessitated the provision of additional vehicles for this purpose.

Waste building material and other heavy rubbish is dumped in quarries, but uncontrolled dumping of such material by the roadside is proving a problem, as it spoils much of the beauty of the countryside.

More litter receptacles have been provided, especially at bus terminals, beaches and recreational centres. Specially designed concrete litter bins, in different colours, have also been installed.

A special symbol, with the slogan "Thammgux" (Keep Tidy) was designed and widely distributed.

An anti-litter week, the first of its kind in Malta, was held in November 1967, with the whole-hearted support of the press, radio and television. The campaign slogan was given a great deal of publicity and articles and photographs on the campaign published. More than 5,000 posters were distributed all over the island by student organisations. Poster displays were held in various town and villages. Stickers with the slogan "Keep Malta clean" were distributed to car owners, commercial vehicles, etc. Large placards sponsored by local firms and bearing the same slogan were put up in prominent places.

The Litter Act of 1968 was approved by the House of Representatives. This Act provides more rigorous measures against the unlawful collection, dumping or disposal of refuse, rubbish or other material. Under the Act, a Public Cleansing Advisory Committee was set up, replacing the Keep Malta Tidy Executive Committee. The Committee's policy is aimed at both short and long term action. Short term action includes providing facilities for litter disposal, organising "Clean-up" days and enforcing the law. Long-term policy aims at educating the general public and making people more aware of the litter problem. Every possible medium is used. Special efforts are made to instill in children a sense of responsibility in this respect. To this end, a poster competition for school children was held and every effort is being made to induce schools to form their own anti-litter committees.

Many of the activities mentioned above did not entail any expenditure. However, where finance was necessary, this was provided by various government departments. Voluntary contributions from industries, national organisations and the press also helped to pay for other aspects of the campaign.

As the campaign is still in its early stages, it is not felt that any valid evaluation can be made of the results.

CYPRUS

Although so far there has been no national anti-litter campaign as such, talks have been broadcast by radio and television and the co-operation of teachers is sought in encouraging pupils not to leave litter at forest picnic sites.

The revised Forest Law (1967) includes the following article:

"Any person who in any state forest throws, dumps or stores any refuse or rubbish, shall be guilty of an offence and shall be liable, on conviction, to imprisonment for a term not exceeding six months, or to a fine not exceeding fifty pounds or to both such imprisonment and fine".

The Forest Department undertakes the cleaning of picnic sites throughout the summer season and has provided dustbins (though a large number of visitors do not place the litter in them). The cost of keeping the sites clean amounts to about £2,000 annually.

Recently, the Nicosia municipality launched a three-month anti-litter campaign, extending from 18th June to 14th September 1968. The aim of the campaign was to encourage people to keep ditches, roads, gardens, lawns, building sites, and the city in general, clean and tidy. Considerable press coverage was obtained and posters and banners displayed in public places. The campaign proved fairly successful, and involved an expenditure of about £8,000.

FEDERAL REPUBLIC OF GERMANY

In some districts of the Federal Republic, excellent anti-litter campaigns have been carried out. One was centred on the theme "Our village shall be more beautiful".

The pupils of Schnitshausen, under the teacher's leadership, cleaned up the local forest which had been used for many years as a dumping ground for refuse and waste. Now the forest boasts a recreational area with an ornithological centre and many tourist facilities.

NETHERLANDS

The Dutch "Stichting Recreatie" (Recreation Foundation) carried out for a few years an intensive anti-litter campaign, in co-operation with local committees and municipal cleansing departments. The campaign aimed at forming committees throughout the country and supplying them with posters, banners etc. Unfortunately, this method did not meet with a great deal of success and was subsequently abandoned.

Posters, issued by ANWB (the Dutch Touring Club), and containing particular warnings against leaving litter in woods and at picnic sites, are well known throughout the Netherlands.

A national anti-litter campaign, which may be compared with the United Kingdom "Country Code", was launched recently, with the distribution of one million copies of a pamphlet entitled "De Groene Tien", giving "advisory" rules for keeping the countryside clean and tidy.

It is the opinion of many public cleansing departments that propaganda will only achieve good results if backed up by police regulations. In some towns "cleansing police" forces have been set up, as the ordinary police have neither the time nor the opportunity to deal with the relatively minor trespass (in legal terms) of leaving litter about.

SWITZERLAND

International Day at Lake Constance

This publicity campaign is aimed primarily at teachers and pupils, sporting associations and local authorities, but it concerns all those living around Lake Constance. It is patronised by the "International Association for cleaning the shores of Lake Constance".

Last year the campaign met with enormous success. Cleansing action was taken by the communes around the lake. On 2nd December 1967, several thousand volunteers, from Austria and Germany as well as Switzerland, cleaned the summer's litter from the shores. It is hoped to organise similar campaigns each year.

In September and November this year efforts will be made to clean both the shores and the hinterland of Lake Constance. A local section of the "Ligue suisse pour la protection de la nature" has already launched a publicity campaign by disseminating a circular to local officials and school inspectors, asking for the collaboration of schools. It also sent out a brochure on water pollution, both to the above-mentioned persons and to high officials in the Canton of Saint-Gall (cost 2,000-2,500 Sw. Fr.). Communes are requested to co-operate in the campaign and to obtain the help of fishing, hunting and ornithological associations.

The "Ligue suisse pour la protection des eaux et de l'air" envisages the production of a film "Litter—the debit side of opulence". This will be in two versions (one of 12 and one of 25 minutes) and will be aimed at all sectors of the population. Total cost of production is estimated at 220,000 Sw. Fr.

NATIONAL ACTIVITIES

Belgium

The main subject will be:

"The role and importance of the preservation of open spaces in densely populated and heavily industrialised countries". This very wide subject covers urban parks, suburban woods, forest zones, nature reserves, national and provincial parks and all development of open spaces along roads and waterways.

The following aspects will be considered:

- regional planning
- social and recreational role of open spaces
- role in hygiene and public health
- education and behaviour of the public
- investment in and financial return from the development of open spaces, etc.

Activities will include:

- organisation of a National Trees Day in collaboration with the country's schools, on which a number of educational planting schemes would be carried out under the control of forestry staff and in collaboration with the Belgian Royal Forestry Society.
- national day of the Entente Nationale, focused on the subject for the European Year.
- issue of a complete series of postage stamps with an educational aim on the need for protecting natural sites
- publication of a nature conservation handbook in collaboration with all interested authorities
- organisation of a travelling exhibition on the conservation of open spaces.

Netherlands

The central theme will be "Conservation of nature in densely populated areas". Stress will be laid on the following:

- the protection of meadow birds
- the protection of the bird population of the Waddenzee
- the protection of birds of prey
- air and water pollution
- education and information on nature conservation.

With regard to wild geese, proposals have been made to protect some areas which are of special importance in this connection.

It is intended to pay special attention in nursery, primary and secondary schools, in 1970 to the conservation of nature.

Federal Republic of Germany

The task of putting the ECY programme into operation has been entrusted to the German Nature Protection League, which will organise a German Nature Protection Day, in co-operation with the Working Committee of German Authorities for Nature Protection and Landscape Conservation. Moreover, in 1970 "Tree Day" will

be celebrated in a particularly impressive manner. The transformation of natural parks into model countrysides, on the basis of plans either already formulated or under discussion should be brought forward into 1970. It is also proposed, during the "Green Week" in Berlin, and at a possible forestry exhibition in Munich, to lay stress on the importance of the conservation of nature in general and of forests in particular. All nature protection organisations will arrange suitable events, more or less at regional level. Special themes which will be dealt with by mass media, such as the cinema, television, radio and exhibitions are:

- Outdoor recreation;
- Tourism, in relation to education and recreational policies;
- Water conservation;
- Agricultural and land management policies;
- Implications of a national land-use policy based on multi-purpose and zoning principles;
- Citizen participation in the care of the countryside.

Furthermore, a programme of research into the influence of forests on water cycles, climate, soil, animals and men, has just been put into operation and it is expected that results will be available in 1970.

Approaches are being made to the Federal Ministry of Posts, with a view to obtaining an issue of special stamps. A Preparatory Committee will be set up shortly, after consultation with the "Länder". It will be composed chiefly of representatives of private bodies, who will collaborate with the governmental services.

Greece

A national committee has been set up under the chairmanship of the Minister of Agriculture.

National activities will comprise:

- A message by the Prime Minister to the nation.
- Radio-speeches by the Minister of Agriculture and other personalities.
- Lectures throughout the country.
- National Exhibition in the Zapion Hall.
- Issue of a special stamp.
- Issue of a special brochure for Nature Conservation to be distributed among the schools.
- Projection of films.
- Posters distributed through post offices etc.
- Green weeks (reafforestation) throughout the country, etc.

Exhibition material concerning erosion and afforestation problems can be provided. This consists of black and white photographs of which the Ministry holds the copyright.

Iceland

The five themes which Iceland considers should be dealt with in the "European Section" are, in order of preference:

- (a) Water conservation;
- (b) Information and education;
- (c) Protection of coasts;
- (d) National parks and reserves;
- (e) Soil erosion.

Exhibition material can be provided on national parks and reserves and soil erosion.

Material available consists of photographs, black and white, with commentaries in English and coloured slides.

Ireland

European Conservation Year has been the subject of preliminary discussion between the principal authorities concerned and it is certain that this country will participate in an appropriate manner. It is however, considered premature to prepare detailed plans at this stage in relation to the holding of conferences, seminars or other activities since there is considerable current activity in relation to various aspects of nature conservation and decisions taken at this stage in relation to the form of Conservation Year activities might well have to be completely recast in the interim.

Italy

The Ministry of Agriculture's General Directorate of Mountain and Forest Areas has begun to prepare Italy's full participation in the 1970 Conservation Year. A National Committee whose job it is to further this end and with the aim of co-ordinating the part to be played by administrations, agencies, associations and experts, meets under the chairmanship of Mr. Pavan.

Certain problems of very special concern to Italy and other European countries have been highlighted. They entail:

The forming of an international integral reserve in the National Parks of Grand Paradiso (Italy) and Vanoise (France);

Co-operation between the Parks of the Engadine (Switzerland) and Stelvio (Italy), for the protection of fauna;

Forest fire control;

Reafforestation;

A coastal protection survey, particularly important for Italy in view of the length of her coastline;

Steps to be taken with a view to obtaining uniform administration and effective legislation to govern national parks, nature reserves and natural parks;

General legislation for the protection of nature and natural resources, taking into account the relationship between nature conservation and the requirements of regional economic planning;

Soil conservation and river control;

Protection of biotopes, particularly in marshy areas, by means of closer co-operation between the central government and municipal, provincial and regional authorities;

The introduction of the study of nature conservation into the school curriculum, especially in primary and secondary schools, for the purpose of educating the new generation in these matters;

Study-leave courses on nature conservation for primary and secondary school teachers;

Practical courses for foresters on nature conservation, already started this year;

Radio and television programmes, throughout 1970, on nature protection.

Luxembourg

The Higher Council for Nature Conservation will be given the task of preparing European Conservation Year in Luxembourg.

At a recent meeting of this Council, the following proposals were retained:

- An issue of postage stamps (one on water conservation, and a series showing plants and animals which are protected in Luxembourg—in the context of decrees ensuring protection for certain plants and animals).

- An active campaign for cleaning-up the Luxembourg countryside, with the aid of local authorities and the general public.

- A poster competition on water conservation and nature in general (a competition which might be extended to schools).

- A travelling exhibition similar to that organised by the British Council for Nature Conservation "Nature Conservation in Great Britain". This exhibition would be organised by the State Museum and might include a series of posters dealing with nature conservation produced in different member countries.

- In the context of the plan for developing the German-Luxembourg park, a specimen municipality might be chosen as particularly suitable for showing the evolution of an urban site in the framework of nature conservation.

Norway

European Conservation Year will be organised by a national main committee with representatives from a number of official and private bodies, a working party and a Secretariat.

The terms of reference of this committee are:

- to make proposals for the organisation of Conservation Year in Norway.
- to request the necessary funds to be granted by the Government.

The following proposals were adopted:

- the establishment of a national main committee consisting of representatives appointed by different public and private bodies (one from each) plus 4 members personally appointed because of their great interest in the nature conservation field.

The Prime Minister, Per Borten, has kindly accepted the Chair of this committee.

- the establishment of a working committee of 6-7 members, the Chairman of which is to be the Chairman of the Council for Nature Protection.
- the establishment of sub-committees in the following fields of activities:
 - schools and education;
 - press, radio, television;
 - films and pictures;
 - printed material;
 - exhibitions.
- the establishment of a secretariat with a full-time qualified secretary, from the end of 1967 until the end of 1970.

Sweden

A national conference will be prepared (for about 500 participants) on the same lines as the European Conference, dealing with, as main points:

- the contaminated environment;
- leisure time activities and the need to preserve the landscape, coastline, etc.
- Other activities will include:
 - local nature weeks and nature trails;
 - a film about wetlands;
 - a nature conservation exhibition at the National History Museum, Stockholm;
 - television and radio programmes, press information etc.

Exhibitions

Five themes are proposed: Water conservation; Sea pollution; Wetlands and bird migration; Protection of coasts; National parks and reserves (European Diploma). Material of various kinds can be provided for these five themes.

Black and white or coloured photographs can be provided for the five subjects mentioned above.

Brochures in English.

Posters on birds of prey, the protection of flowers, etc.

Folders are available on national parks, against littering, etc.

Switzerland

The Swiss Nature Protection League has agreed to undertake the organisation, in Switzerland, of European Conservation Year 1970.

Preparatory arrangements have been entrusted to a small committee.

The following proposals have already been made:

At international level

Protection of nature and landscape in the Alps as a contribution towards the solution of the complex problems of preserving the Alps as a supranational region for relaxation.

At national level

Education of the public on the present role played by nature conservation.

Adaptation of legislation to modern requirements and to federal legislation.

Creation of direct links between each citizen and nature.

Creation of a "national park" in French-speaking Switzerland.

A campaign similar to President Johnson's "Beauty for America" campaign launched two years ago: calling for the co-operation of every citizen in combatting the deposit of rubbish in the countryside, moderating the impact of industrial activity on the landscape, establishing green belts including isolated farms, etc.

Various campaigns, films, broadcasts, exhibitions, brochures, etc., will be used to achieve these objectives.

Turkey

National Level

National conservation week.

Public conference.

Special broadcasts for a week, and periodically thereafter.

Pamphlets, etc.

Press campaign.

Posters.

Special stamp issues.

Slides and films.

Mobile exhibitions (possibly also a static one in Ankara).

Provincial Level (Provincial Committees)

Provincial radio programmes.

Activities in schools and other centres to show films and explain issues.

Distribution of pamphlets, etc.

Circular letter to farmers explaining the importance of the conservation of natural resources.

Drawing and essay competition in schools.

Provincial exhibitions.

Greece, Italy and possibly Yugoslavia may be consulted for joint action on a regional theme.

Exhibition material

Five themes are proposed: erosion and reforestation; landscape planning; conservation of nature and rural development; national parks and reserves; open-air recreation. Material on these themes can be provided.

Photographs: Black and white photographs on these themes can be provided, with commentaries in English.

Maps: in English.

Graphs and statistics: in English.

Posters and brochures: in Turkish with explanation in English.

United Kingdom

The main national conference will be held in November 1970 in London under the aegis of the "Countryside in 1970". Reports will be considered from the ten specialised bodies working under the auspices of the "Countryside in 1970" Conference:

Agriculture and land management; Industry; Information; Environmental Education; Impact of urbanism on

the countryside; Voluntary bodies; Refuse disposal; Environmental research; Professional and technical services; and the Parliamentary Group.

Similar general conferences are proposed for 1970 in Wales and Scotland to promote the objectives of the European Conservation Year and Steering Committees are being set up in these countries for this purpose.

Among a wide range of general activities already under detailed consideration are local exhibitions, nature weeks, articles in the press and programmes on radio and television. Additionally, it is hoped that there will be special seminars on conservation to which representatives from other countries of the Council of Europe will be invited, and open days at research stations dealing with various facets of the conservation of land, water and wildlife. The United Kingdom has already undertaken to sponsor a course on the training of youth leaders in nature conservation and a number of similar activities in connection with field studies and youth activities is being developed in co-operation with the International Youth Federation and youth organisations. A new national park interpretative centre for day visitors will be fully operative in 1970 in the Lake District.

Close co-operation is being maintained with the major voluntary bodies concerned with the environment.

A Council of Environmental Education is also being established and is expected to produce a significant report by 1970.

Spain

The Technical Services of the Ministry of Education and Science are preparing a report on Spain's participation in this event.

Spain has regularly sent an observer to meetings of the Preparatory Group.

Portugal

Portugal plans to undertake the following projects in the context of European Conservation Year:

Definition of the boundaries of the several reserves—nature reserves, tourist areas, protected landscapes—which will make up the great national reserve, to cover an area of over 30,000 hectares.

Complete delimitation of boundaries and drafting of a charter for certain reserves.

Organisation of symposia and projection of nature protection films in Lisbon, Oporto, Coimbra, Viseu, Evora and Vila Real.

Finland

The Finnish authorities are participating in Scandinavian regional preparations for European Conservation Year 1970.

Finland was represented at the 7th Session of the European Committee (June 1968) with observer status.

(To be continued)

The above texts were extracted from National Reports submitted to the Secretariat by member governments.

E.C.Y. NOTES

1970 Conference

At its Seventh Session in June 1968, the European Committee for the Conservation of Nature and Natural Resources studied the proposals made by its Preparatory Group for European Conservation Year (published in "Nature in Focus" No. 1, Spring 1968). After careful study and deliberation, the Committee amended some of these proposals, and in particular the number and titles of the themes to be discussed. These amended proposals will now be submitted to the Committee of Ministers.

Non-governmental organisations Conference—1969

It is proposed to hold a conference in Strasbourg in April 1969 (definite dates still to be fixed), attended by the Standing Committee of the European Committee for the Conservation of Nature and Natural Resources and representatives of various non-governmental organisations which have an impact on the environment, which are instrumental in providing for its protection and/or enhancement or have an education role.

Such organisations will include industry, youth movements, tourism, planning, sanitary engineering, etc. Mr. R. E. Boote (United Kingdom) Chairman of the Preparatory Group for European Conservation Year 1970, will present a paper on the philosophy of nature conservation. It is planned to set up two working parties dealing with:

- conservation of nature and natural resources
- education and information.

A list of organisations to be invited to the conference will be drawn up in the near future.

Symbol

The symbol of the European Committee for the Conservation of Nature and Natural Resources, the tree surrounded by twelve stars, is gradually becoming more familiar throughout the member countries of the Council of Europe. Given wide publicity on all documentation for the Water Conservation Campaign, it has also appeared in Swedish nature conservation newsletters and as part of the heading on official letters and documents of "1970" committees in Norway and the United Kingdom. It is also found on publications of the European Committee and on the brochures issued for the European Diploma. It is hoped that all member countries will continue to encourage the use of the symbol, particularly in connection with activities in the context of European Conservation Year 1970.

LAUNCHING CEREMONY

On 6th May 1968, in the Council of Europe Assembly Hall, the "European Water Charter" was officially proclaimed. At a ceremony attended by dignitaries of the member states of the Council of Europe, speeches were given by Sir Geoffrey de Freitas, President of the Consultative Assembly, Senator Georges Housiaux, Chairman of the Organising Committee for the Launching Ceremony for the European Water Charter and the Water Conservation Campaign, HRH Prince Albert of Liege, and Mr. Edgar Faure, at that time French Minister of Agriculture. The Charter was then signed by the principal speakers as well as by Mr. Peter Smithers, Secretary General of the Council of Europe. Then, in the words of HRH Prince Albert "The battle for water is taken up. It depends on the political courage of governments, on the will of administration and the discipline of citizens to win it".

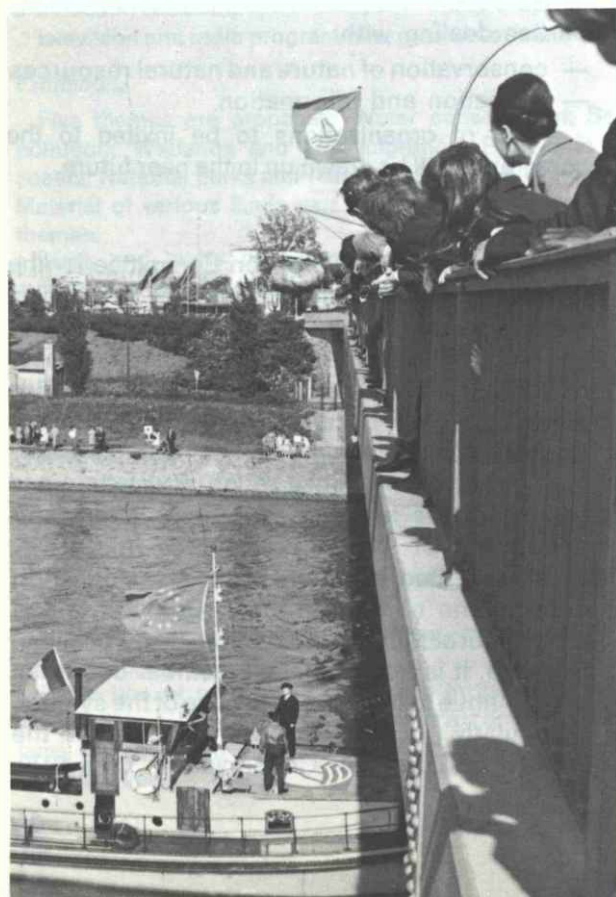


HRH Prince Albert of Liege signs the Water Charter with Sir Geoffrey de Freitas and Mr. Peter Smithers in attendance. (Photo - Council of Europe.)

MESSAGE IN THE RHINE

On 5th May 1968, 14,000 "messages" were thrown into the Rhine at the Pont de l'Europe, Strasbourg, during a ceremony presided over by Sir Geoffrey de Freitas, President of the Consultative Assembly of the Council of Europe. This ceremony was part of a campaign launched by a well-known European journal "Femmes d'Aujourd'hui" in the context of the much-larger "Message in the Sea" campaign (discussed in "Nature in Focus" No. 1), aimed at drawing public attention to the problem of water pollution. The "Message in the Rhine" was organised in the context of the launching of the European Water Charter on 6th May. Mr. Clebant of "Femmes d'Aujourd'hui" and Director of the "Operation Message in the Sea" was in attendance. The assistance of Mr. Clebant and the journal in publicising the Charter is gratefully acknowledged.

"Messages" being lowered to the waiting boat at the "Pont de l'Europe". (Photo - Council of Europe.)



Various views of the Strasbourg exhibition. Photograph above shows local Strasbourg officials admiring the Netherlands exhibit. (Photos - Council of Europe.)



STRASBOURG EXHIBITION

Prior to the Launching Ceremony an exhibition on water conservation problems was held in Strasbourg as part of the "Spring Fair 1968". This exhibition was under the auspices of the Council of Europe and several member countries contributed as well as some private firms. It was open to the public from 27th April-5th May, and also on the 6th May, as an integral part of the Launching Ceremony. The exhibition was seen by several thousand people over the ten days.

The two main exhibitors were the Netherlands and France. The Netherlands provided a spectacular "Delta Plan" (see photograph above) which had been used for the Montreal World Fair in 1967. Apart from the interest of the exhibit itself this stand also provided a model lesson in mobile exhibitions, specially designed for on-the-spot assembly.

The French stand represented a triumph of inter-departmental co-operation and organisation as it showed the work performed by, with contributions from, no less than twelve private and governmental organisations concerned with water pollution.

The contributions of Belgium, Denmark, Greece, Luxembourg, Turkey and the United Kingdom were

mainly photographic in character and provided an interesting European dimension to the water pollution problem and the measures used to tackle them.

Rounded off by one or two local private organisations, the exhibition provided the visual punch to the words that were being expressed with so much enthusiasm in the Assembly and showed that the problem was a very real one which concerned everybody.

For any further details concerning the material used at the exhibition, contact:

- | | |
|---|---|
| M. Antoine Deliyannis
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Greece. | Countryside Commission
1 Cambridge Gate
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London, N.W.1.
England. |
| Institut d'Hygiène et de Santé publique
Laboratoire des Eaux
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Luxembourg. | Comité belge pour la Diffusion de la
Charte européenne de l'Eau
Commissariat Royal au Problème de l'Eau
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Belgium. |
| Ministry of the Interior,
Copenhagen,
Denmark. | Voorlichtingscentrum
voor Natuurbescherming
Herengracht 540
Amsterdam C,
Pays-Bas. |
| M. Efdäl Deringil
Ambassadeur Extraordinaire et
Plénipotentiaire,
Représentant Permanent de la
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Paris 8 ^e . |

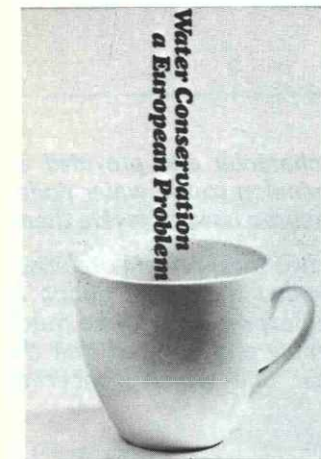
An international jury meeting in Strasbourg in April selected the winning entries in the Council of Europe's 4000 FF poster competition for the European Clean Water Campaign. The theme of the competition was "Water Conservation—a European problem". It was open to the pupils of art schools in the eighteen member countries. 160 poster designs were entered.



Mr. Denis LAPLATTE. Strasbourg, France. 1st Prize—French medal.



Mr. Rino CASALINI. Berne, Switzerland. 2nd Prize—Swiss medal.



Mr. Barry McGLONE. Ipswich, United Kingdom. Honourable mention—British medal.



Mr. Alain de la BROUSSE. Tours, France. Honourable mention.



Mr. Ben GOOSSENS. Brussels, Belgium. Honourable mention.

POSTER COMPETITION



Mr. Alain VAN MIGRO. Brussels, Belgium. 3rd Prize—Belgian medal.

PRIZEWINNERS

- | | |
|--|--|
| Mr. Denis LAPLATTE
Ecole Municipale des Arts Décoratifs,
Strasbourg—France. | 1st Prize
French medal |
| Mr. Rino CASALINI
Kunstgewerbeschule der Stadt Bern,
Berne—Switzerland. | 2nd Prize
Swiss medal |
| Mr. Alain VAN MIGRO
Ecole Nationale d'Architecture
et des Arts visuels,
Brussels—Belgium. | 3rd Prize
Belgian medal |
| Mr. Jean-Marc JOST
Ecole Municipale des Arts Décoratifs,
Strasbourg—France. | Honourable
mention |
| Mr. Barry McGLONE
Ipswich Civic College,
School of Art,
Ipswich—United Kingdom. | Honourable
mention.
British medal |
| Mr. Amadeus LORETAN
Kant. Kunstgewerbeschule,
Lucerne—Suisse | Honourable
mention |
| Mr. Denis GUESNIER
Ecole Municipale des Arts
Décoratifs,
Strasbourg—France. | Honourable
mention |
| Mr. Jean HAAS,
Ecole Municipale des Arts
Décoratifs,
Strasbourg—France. | Honourable
mention |
| Mr. Michel WODEY
Ecole Municipale des Arts
Décoratifs,
Strasbourg—France. | Honourable
mention |
| Mr. Alain de la BROUSSE
Ecole Régionale des Beaux-Arts,
Tours—France. | Honourable
mention |
| Mr. Michel RUBBENS
Ecole Nationale d'Architecture
et des Arts Visuels,
Brussels—Belgium. | Honourable
mention |
| Miss Denise MESSENGUY
Ecole Nationale d'Architecture et
des Arts Visuels,
Brussels—Belgium. | Honourable
mention |
| Mr. Olafur OSKARSSON,
The Icelandic College of
Art and Crafts,
Reykjavik—Iceland. | Honourable
mention
Icelandic medal |
| Mr. Ben GOOSSENS
Hoger St Lukasinstituut
Brussels—Belgium. | Honourable
mention |
| Mr. Ulf WESTERMAN
Anders Beckmans Skola,
Stockholm—Sweden. | Swedish medal |

JURY

- The members of the jury were:
- the Representative of the Secretary General (President),
 - Mme. de Prelle de la Nieppe, Editor-in-Chief of "Femmes d'Aujourd'hui" (Belgium),
 - Mlle. Cécile Henry, Editor of "Paris-Match" (France),
 - Mr. Gillhausen, Deputy Chief Editor of "Stern" (Federal Republic of Germany),
 - Mr. Claude Lefort, Professor at the Ecole des Beaux-Arts of Angers (France).

NATIONAL ACTIVITIES

Council of Europe

European Water Charter

- 1 There is no life without water. It is a treasure indispensable to all human activity.
- 2 Freshwater resources are not inexhaustible. It is essential to conserve, control and, wherever possible, to increase them.
- 3 To pollute water is to harm man and other living creatures which are dependent on water.
- 4 The quality of water must be maintained at levels suitable for the use to be made of it and, in particular, must meet appropriate public health standards.
- 5 When used water is returned to a common source it must not impair the further uses, both public and private, to which the common source will be put.
- 6 The maintenance of an adequate vegetation cover, preferably forest land, is imperative for the conservation of water resources.
- 7 Water resources must be assessed.
- 8 The wise husbandry of water resources must be planned by the appropriate authorities.
- 9 Conservation of water calls for intensified scientific research, training of specialists and public information services.
- 10 Water is a common heritage, the value of which must be recognised by all. Everyone has the duty to use water carefully and economically.
- 11 The management of water resources should be based on their natural basins rather than on political and administrative boundaries.
- 12 Water knows no frontiers, as a common resource it demands international co-operation.

English and Dutch versions of European Water Charter Poster. (Photo - Council of Europe.)

Raad van Europa

Europees Handvest voor het Water

- 1 Zonder water is geen leven mogelijk. Het is een kostbaar goed. Water is onontbeerlijk voor alle menselijke activiteiten.
- 2 De zoetwaterbronnen zijn niet onuitputtelijk. Zij moeten zorgvuldig worden beheerd en waar mogelijk worden vergroot.
- 3 Waterverontreiniging is een bedreiging voor de mens en voor alle leven.
- 4 De kwaliteit van het water moet geschikt blijven voor alle gebruik. Zij moet in het bijzonder voldoen aan de eisen van de volksgezondheid.
- 5 Het water dat na gebruik in het natuurlijke milieu terugkeert, moet zo zijn dat verder gebruik ten algemene nutte niet onmogelijk wordt.
- 6 Het is van belang om een adequate planten- en dierdekking te behouden, met name in bossen, voor het behoud van de natuurlijke waterbronnen.
- 7 Inwaardigheids van de waterbronnen is noodzakelijk.
- 8 De overheid dient voor een doelmatig beheer van de waterbronnen een plan op te stellen.
- 9 Het behoud van water vereist meer wetenschappelijk onderzoek, de opleiding van onderzoekers en een goede voorlichting.
- 10 Iedereen moet ervan doorzichtig worden dat het water ons allen verrijkt is, een leeuwruim en verantwoord gebruik ervan is ieders plicht.
- 11 Het beheer van waterbronnen moet men rekening houden met natuurlijke afstromingsgebieden welke niet met politieke of administratieve grenzen.
- 12 Water kent geen grenzen. Als gemeenschappelijk goed vereist het nauwe internationale samenwerking.

Belgium

A Belgian national committee has been set up, and its Secretariat is provided by the Office of the Royal Commissioner for Water.

Production of an illustrated folder: 100,000 copies bearing the nature conservation emblem were printed for the promulgation of the Water Charter.

Drawing competition: the rules of the competition have been sent to the Belgian art schools (both day and evening schools).

A circular letter has been sent to all state school inspectors in the 150 largest Belgian municipalities with educational autonomy, asking the teaching staff to co-operate.

Teachers have prepared study plans for model lessons at various levels.

The Committee attended the National Conference on Water Conservation and the exhibition held simultaneously in Brussels, from 6-11 February 1968.

A lecture was given by Mr. Georges Housiaux on the European aspect of water pollution and the Water Charter;

films were shown at the lecture and during the exhibition;

a "water charter" stand was set up at the exhibition.

The French-speaking Belgian television has given considerable assistance:

In "Topics of the Day" the television newsreel included an interview with General Crahay;

In the programme called "At your service", practical advice was given on how to make the best use of drinking water;

"The Curious Garden", a programme for which Mr. Kesteloot, Vice-Chairman of the Belgian Committee, was responsible, devoted fifteen minutes to various aspects of river and water pollution.

Denmark

Questions connected with publicity for the European Water Charter are handled by the Ministry of the Interior.

The Danish European Movement has made itself responsible for translating, printing, publishing and distributing the Council of Europe's booklet on the Water Charter.

A number of articles have been prepared for the Press. A television programme is being prepared on water resources and the European Water Charter.

A bill is before the Folketing, for the revision of the Act concerning control of the water supply.

France

The French National Committee has set up a working party, consisting of members of the National Committee and other persons or associations interested, under the

Chairmanship of Mr. Tendron, who will provide the liaison between the Council of Europe and the National Committee.

Posters and brochures have been distributed.

The issue of a special stamp is under consideration.

Educational activities at various levels and of a kind yet to be determined are also under discussion.

Italy

The Ministry of Agriculture—URI Office and Directorate General of Forests—has set up:

An Honorary National Committee composed of outstanding persons in science, technology, administration and publicity, with special expertise in water uses and conservation. Ambassador Magistrati is the chairman.

A National Executive Committee to co-ordinate Italy's participation in the event.

The Directorate General of the Mountain and Forests Administration in conjunction with the Ministry of Education, set a subject relating to water conservation for three school levels, namely elementary, lower middle and upper middle. The best essays, selected by provincial and regional committees, were passed to the National Committee with a view to presenting prizes to the winners at the "Tree Festival" in November 1968.

The Ministry of Education has reproduced the photographs illustrating the twelve principles of the Water Charter in a folder prepared by the Secretariat of the Council of Europe and translated; 60,000 copies were distributed in all schools immediately after 6 May 1968.

Radio and television programmes

On 6 May the Directorate General of the "RAI Giornale Radio" arranged a 5-man discussion.

A programme on the promulgation ceremony for the Water Charter was broadcast in one of the televised news bulletins on 6 May 1968.

A Press Conference was also held.

Luxembourg

With the collaboration of Radio Luxembourg a round table discussion on the purpose of the campaign was held. Time was reserved in the programme "Owes-magazin" to show some special aspects of the water problem in Luxembourg. Problems of water conservation will also be dealt with regularly in Saturday programmes. It was hoped that the most popular programme would also be interspersed with short but striking slogans on water problems.

The publicity campaign would be inaugurated by a Press Conference. The Fishermen's Association intends to bring out a special number of its journal "Letzeburger Sportfischer" devoted to the campaign.

Lessons on water problems are to be given in all the classes of the country's primary schools, on the theme "Water Means Health". A model lesson will give the teachers an outline of the subjects to dealt with. Council of Europe posters will be displayed in Luxembourg schools, town halls and stations. Their distribution has been placed in the hands of a specialised firm.

An application is to be made to the Directorate of Posts for all postal items to be provided with a cancellation mark, such as "Pure Water Means Health".

Netherlands

On 7 May the Netherlands television showed the Shell Company's film on water pollution. It was introduced by the former Prime Minister, Mr. Marijnen, who is the Chairman of the National Committee of the Netherlands for the Water Charter, and by Mr. Salverda, of the State Institute for Nature Conservation Research (RIVON).

The May issue of "Natuur van de Maand" was devoted entirely to the European Water Charter. This is a monthly which is sent to several thousands of primary school teachers.

Norway

The Working Party responsible for the preparation of European Nature Conservation Year 1970 is also in charge of matters connected with the European Water Charter and the publicity campaign.

It is chaired by a member of the Storting, Professor Olav Gjaerevoll. The text of the Water Charter has been translated into Norwegian and sent together with background material to the Norwegian television and radio as well as to the Norwegian Press Agency for distribution to the daily Press.

Sweden

A National Committee has been set up to co-ordinate affairs.

The brochure has been printed in Swedish and widely distributed.

Switzerland

The review "Cours d'eau et énergie" of the Swiss Water Association (Association suisse pour l'aménagement des eaux), published a double April/May 1968 issue, giving the text of the Water Charter and including seven articles dealing with various problems of water pollution.

The Neue Zürcher Zeitung of 19 May 1968, carried a long article by Professor O. Jaag, Chairman of the Swiss League for Pure Water and Air (National Committee for Switzerland), commenting on the twelve principles of the Charter and on action taken by the Council of Europe in connection with water conservation.

United Kingdom

Press notices were issued announcing the European Poster competition, the date of the launching of the Charter, the winners of the European Poster competition and the launching of the Charter, its twelve precepts and supporting statements.

The Countryside Commission is at present studying the possibilities of reproducing the poster which received the United Kingdom medal at the recent competition, as part of the publicity campaign.

Some 30,000 copies of the European Water Charter Poster were distributed to government departments, local councils, river authorities, water and sewage authorities, the police, schools, libraries and voluntary open air and youth organisations. 30,000 copies of the European Water Charter leaflet were sent to Strasbourg and 20,000 issued in the United Kingdom.

A stamp franking machine die bearing the slogan "Safeguard Water Supplies" was used in post offices in each of twelve towns during May and June. In addition six dies bearing the same slogan have been made available to organisations operating their own stamp franking machines.

Television and radio authorities were covered by the press notices and efforts made to stimulate interest. The educational planners of the British Broadcasting Corporation have been supplied with all the material available. There was widespread distribution of press releases and separate approaches to editors of magazines and journals likely to consider features on the Charter.

The Water Resources Board produced a mobile exhibition dealing with water conservation.

In the November issue of the "Countryside in 1970" newsletter there will be an illustrated article on the campaign and an article by Mr. Gerald Boulton of the Water Resources Board.

Spain

On the occasion of the launching ceremony of the European Water Charter, the Spanish Government made provision for the following activities:

Relay on Eurovision of the launching ceremony of the European Water Charter. A special programme on which the Director General for Hydraulic Works spoke.

Three programmes on schools' television.

Press conference with people interested in the question. A reportage on the activities of the Institute of Hydrology and other centres, as well as information and news.

Relay by the National Radio of its Paris correspondent's programme on the Strasbourg ceremony.

Two commentaries on the importance of water.

Discussions with interested persons. Throughout the month of May news bulletins included news items on the question.

Illustrated propaganda included.

Publication of folders in Spanish according to the model and with the photos received from the Secretariat of the Council of Europe

printing of colour posters for distribution to schools, barracks, public centres, etc.

There will be a prize offered for work done by pupils, which takes water problems as the theme.

A series of lectures were given during May in Madrid by specialists who went into the individual points of the European Water Charter.

EUROPEAN DIPLOMA FOR NATURE CONSERVATION

The Diploma was created in 1965 and is awarded for landscapes, nature reserves or natural features of European interest, where measures of protection reach the necessary standard. It is granted for a renewable period of five years and the holders, the private or governmental authorities in charge of ensuring protection, are required to send in annual reports to the Council of Europe on the management and protection of the area concerned.

1968 Presentations

Luneburg Heath (Federal Republic of Germany)

Presented by Professor Fadil H. Sur, Director of Economic and Social Affairs of the Council of Europe on 29th May 1968 to Mr. Alfred Toepfer, President of "Vereins Naturschutzpark" at a ceremony that took place on the Heath itself. The European Committee was represented by its Chairman, Mr. E. P. Dottrens (Switzerland).

Swiss National Park

Presented by Mr. Peter Smithers, Secretary General of the Council of Europe on 29th June 1968 to Mr. J. Jungo, General Inspector of Forests and President of the Federal Commission of the Swiss National Park, in the presence of Professor H. P. Tschudi, Head of the Swiss Department of the Interior and other personalities, at Zermatt. The European Committee was represented by Professor M. Pavan, Director of the "Institut d'entomologie" at the University of Pavia (Italy).

Muddus, Sarek and Padjelanta National Parks (Sweden)

Presented by Mr. Peter Smithers at a ceremony held at Staloluokta on 27th August 1968. The official who received the Diploma was Mr. P. Sköld, Director of the National Board of Crown Forests and Lands. Mr. E. Holmqvist, Minister of Agriculture and Dr. V. Poulsson, Director-General of the National Nature Conservancy Office were also present. Mr. E. P. Dottrens represented the European Committee.

Operation Habitat Rescue

A new scheme to reverse the retreat of wildlife from farming Britain has been launched in London by the Conservation Corps Operation "Habitat Rescue", which will be manned by parties of young volunteers and organised by the Soil Association and the Council for Nature. These young conservationists will create conditions for the survival of wildlife in intensively farmed areas by conserving hedgerows and river banks, ponds and ditches, and planting small copses as refuges.

Recent efforts by conservationists in the United Kingdom have been concentrated on nature reserves and Conservation Corps volunteers have worked more than 37,000 man-days during the past 8 years to help manage such reserves throughout Britain. But wildlife cannot survive only in nature reserves; it must continue to exist in agricultural areas also. This is where it is most threatened as economic pressures lead to the adoption of new farming techniques which destroy habitats and pollute the environment.

("Habitat", April 1968. Published by the Council of Nature, Zoological Gardens, Regent's Park, London, N.W.1.)

Council for Environmental Education

A Council for Environmental Education is being set up by the Standing Committee of the "Country-side in 1970" in the United Kingdom. Over thirty national organisations, in the fields of education, conservation, recreation and land use are being invited to nominate representatives. The new Council will have three main fields of action. First, there is a need to give children and young people up to the age of eighteen a wider understanding of the natural environment and to encourage a fuller use of the educational opportunities offered by the countryside. Secondly, higher education will be considered, especially the structure of school examinations. Thirdly, there is a wide range of problems relating to the contribution of specialist bodies providing knowledge techniques and facilities such as residential and day field courses, nature trails, educational nature reserves and museum services. The Council for Environmental Education thus hopes to promote a wider understanding of the part that the natural environment can play in education and to advise on techniques and the provision of facilities. ("Habitat" *op. cit.*)

Forestry Exhibition

To commemorate its 50th Anniversary the Forestry Commission, Britain's national forest authority, is to arrange a Forestry Exhibition on the Bush Estate, near Edinburgh, on 5th, 6th and 7th June 1969.

This comprehensive Exhibition will cover all aspects of the work of the Forestry Commission and the forest industry, including timber production and the use of forestry machinery. The place of forestry in the countryside will be explained, with emphasis on Public Recreation and the Conservation of Wild Life.

The Exhibition will provide a shop window for British forestry. Apart from marking the Forestry Commission's Jubilee, its organisation is timely for other reasons, for forestry has become a major rural industry, providing great economic and social benefits.

Private forestry, too, which will be represented at the Exhibition, is expanding fast and is playing its full part in the development of the countryside.

Forestry and public recreation go hand in hand. Thus, camping, walking, picnicking, opportunities for nature studies and pony trekking, some of the forest's attractions, will be incorporated in the Exhibition.

Full details will be announced in due course. Meanwhile any enquiries to: The Secretary, 1969 Exhibition, Forestry Commission, 25 Drumsheugh Gardens, Edinburgh 3 (CAL. 4782).

Biological Conservation

A quarterly international journal devoted to scientific protection of plant and animal wildlife and all nature throughout the world, and to the conservation or rational use of the biotic and allied resources of the land and fresh waters, sea and air, for the lasting cultural and economic welfare of mankind.

Edited by Nicholas Polunin (Geneva, Switzerland).

The main purpose of this pioneering journal is the widest possible dissemination of original scientific papers dealing with the preservation of wildlife and all nature, and with the conservation or wise use of biological and allied natural resources throughout the world.

For further information contact Nicholas Polunin, 1249 Avusy, Geneva, Switzerland or Elsevier Publishing Co. Ltd., Barking, Essex, England.

Mr. DAVID LEWIS



Mr. David Lewis, seen above with Mrs. Lewis and Mr. Emile Dottrens, Chairman of the European Committee for the Conservation of Nature and Natural Resources, relinquished his duties as Secretary to that Committee on 14th June 1968 to take up a post as Assistant Professor of Languages at Lakehead University, Port Arthur, Canada. He had been with the Council of Europe for ten years, the last four in the Nature Conservation Section. His energy and enthusiasm was reflected in a great deal of the work of the Section, not the least of which was the valuable assistance he rendered in setting up the European Information Centre. His duties as Secretary to the European Committee have now been taken over by Mr. H. Hacourt.

ACKNOWLEDGEMENT

The acknowledgement given in earlier issues of the booklet on Sarek and Padjelanta National Parks was unfortunately incorrect. It should read:

"The text of this booklet is a condensed abstract from a work by Mr. Kai Curry-Lindahl, 1968:

'Sarek, Stora Sjöfallet and Padjelanta—Three National Parks in Swedish Lapland', published by the Swedish Forest Service through Rabén & Sjögren, Stockholm (141 pp.)."

Any inconvenience caused by this error is regretted.

STEERING COMMITTEE OF THE CENTRE 1968-69

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At its Seventh Session, held in Strasbourg in June this year, the European Committee for the Conservation of Nature and Natural Resources examined the question of the composition of the Steering Committee of the European Information Centre for Nature Conservation. The European Committee decided that in future the Steering Committee should be composed of four of its own members and three representatives of National Agencies. Furthermore, the Committee agreed that for the year 1969, those countries whose National Agency should be invited to nominate a representative to meetings of the Steering Committee should be the Federal Republic of Germany, the Netherlands and the United Kingdom.

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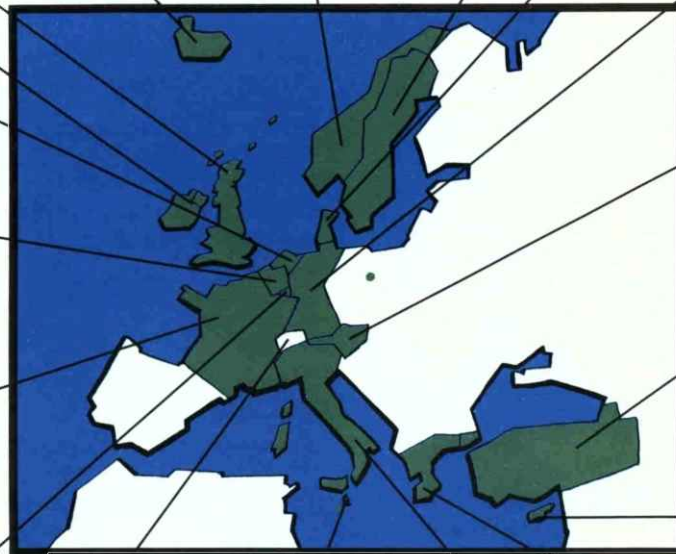
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