

## *Executive Directors Summary Report for 2008*



The Earth Organization (TEO) had a bumper 2008 and 2009 looks like it is going to be off the charts. From my position I wanted to give everyone an overview of our accomplishments for the year. We appreciate all the tremendous support we have received from our staff, volunteers and donors alike. We look forward to creating an even greater impact over the next 12 months.

Thank you for all you have done to make our planet a better place. We need your support.

Up and onwards...

*Yvette Taylor*  
*Executive Director International*

### HEAD OFFICE ACCOMPLISHMENTS

**NORTHERN WHITE RHINO RESCUE:** Lawrence Anthony, Founder of The Earth Organization, attended the White Rhino conference in March of 2008 hosted by the IUCN in The Democratic Republic of Congo. In attendance were senior scientists from all over the world. The conference lasted two days and various professionals presented their information on the possible extinction of the Northern White Rhino. Lawrence presented a proposal on handling the problem of the potential extinction of the rhino. Lawrence's proposal was accepted in principle.

**WILDLIFE IN WAR ZONES RESOLUTION:** The Wildlife in War Zones Resolution was presented to the contestants of the Miss Earth finals in the Philippines in November. The National Director (listed as an Ambassador on the website), Catherine Constantinides, presented the resolution to the finalists along with a t-shirt and an implementation pack. The bill was met with incredible enthusiasm. An article has been written for the Miss Earth newsletter to drive this initiative through.



*Three of the Miss Earth finalists in the Earth Org t-shirts after the briefing*



### **WASTE MANAGEMENT IN INFORMAL SETTLEMENTS:**

A large event was held in one of the impoverished black settlements in the greater Durban (South Africa) area. The goal was to educate the local people in the treatment of pit latrines and the importance of looking after the environment. The event was a huge success and was promoted in a National newspaper and reported on afterwards. The event introduced the public to the use of Efficient Microbes for waste management. The Earth Organization also sponsored The Way to Happiness booklets (a

common sense booklet which includes a chapter covering the importance of safeguarding one's environment as a moral imperative). These were handed out to the public, free of charge. The event had rave results, with many members of the community thanking TEO for caring about the environment and coming to teach them about what they can do to help.

### **NEW TEO NATURE CONSERVANCY:**

Another incredible project that we are working on is the creation of a nature conservancy around Kyalami Castle in Johannesburg, South Africa. Working with local conservation groups and city councillors The Earth Organization will rehabilitate the indigenous fauna and flora of this environment. Various buck and other plant, bird and animal life will be introduced to the area. The ED International has been working with the local community on the planning of this project.



*Kyalami Castle – note all the natural vegetation around it.*

**LAWRENCE SPEAKS AT KEY CONFERENCE:** The Institute on Religion and Public Policy invited Lawrence to speak at their annual international conference held in Scranton, Pennsylvania in the USA. The purpose was to discuss human rights, the environment and how churches and religions can have a positive impact on the challenges related to these issues. There were approximately 200 key religious leaders and parliamentarians representing 15 different countries.

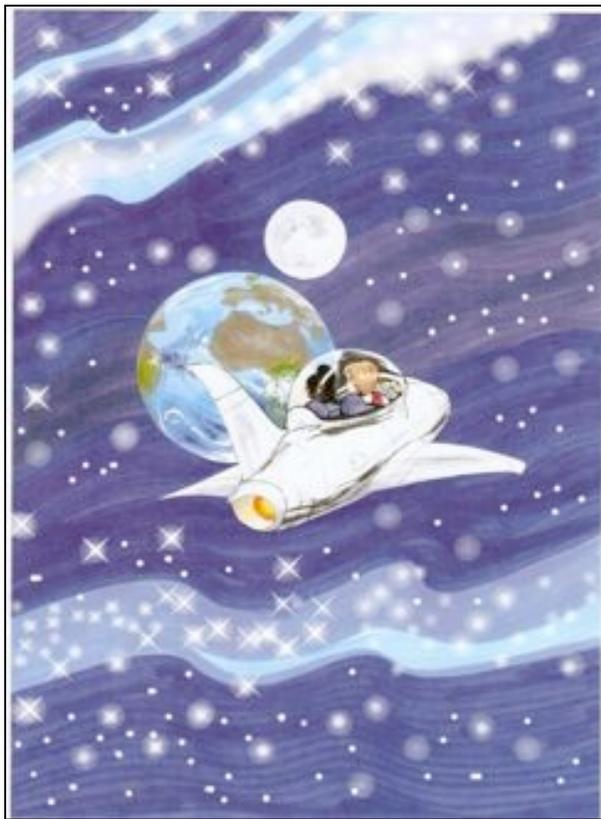
They asked to hear about the Baghdad Zoo rescue initiative and he utilized that opportunity to describe how he was kept safe by the local religious leaders (Imams) spreading the word throughout their areas that he was a person of goodwill and was to be protected. Additionally, he drew attention to the

extremely important role that churches must play in solving environmental problems. TEO's introductory DVD was played at the end of his talk. It opens with a scrolling list of current endangered species with over 1000 names on the list and is a very moving and powerful presentation. Monsignor Anthony Frontiero, who was moderating the panel, turned to Lawrence about half-way through the scrolled names and said (off microphone) "I had no idea. I had no idea it was this bad."



*Left: Lawrence Anthony, Barbara Wiseman and Joe Gribowski (Secretary General of Institute on Religion and Public Policy)*

The other panelists asked Monsignor Frontiero if he would be willing to share this information with other high-level members of the Vatican, including the Pope, requesting they take an even more active part in resolving these issues, and he requested a copy of our DVD. Barbara Wiseman, who attended the conference with Lawrence commented that "The Earth Organization hi-jacked the conference after the attendees heard Lawrence and saw our video, as it seemed like TEO was the main topic of interest for the rest of the three day conference.

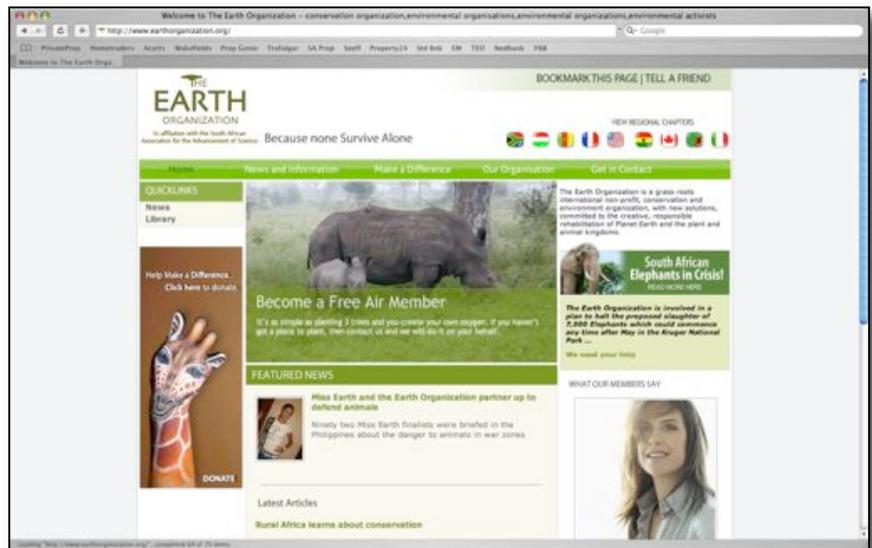


**NEW EDUCATIONAL BOOKLET FOR CHILDREN:** The Earth Organization now also has its own conservation training tool for children! The conservation booklet is aimed at young people of between 9 and 12 years old. It gives them grounding on conservation pointers that they can apply in their homes. The booklet contains a simple checklist of steps. It teaches young people that conservation can be done by everyone with very little effort. Pilots will be done in a number of schools on the implementation of this booklet and we are targeting that it will be available for broad publication by the end of February.

*A proposed cover for the booklet designed by Mr. Craig Howarth*

**SOUTH AFRICAN FOR THE ADVANCEMENT OF SCIENCE:** TEO has formed an alliance with the oldest scientific association in South Africa. Yvette and Lawrence attended The South African Association for the Advancement of Science Annual General Meeting. The meeting was held at the University of Pretoria. Lawrence addressed the scientists present and explained the value of an affiliation between our two organizations. The matter was put to vote and the proposal was voted in. TEO has always prided itself in having a strong scientific base and this success was a big win for the group.

**WEBSITE:** Our TEO International website has been completely revamped. Surveys and research were completed regarding some of the new features and the designers used cutting-edge programming technology to re-write the code. The website has generated a great deal of interest with its re-launch.



## THE UNITED STATES



*A game ranger teaching the visitors about the environment.*

**ECO SAFARIS:** Barbara Wiseman, President TEO US Int, currently establishing the US offices, has created and piloted the first Eco Safari. In April of 2008, she brought 20 key business executives and civic leaders from a Chamber of Commerce in Nevada to Thula Thula, Lawrence Anthony's private game reserve. The attendees returned with 1) a greatly increased awareness of their symbiotic relationship with all life and how their choices as individuals and business owners affect the planet; and 2) simple, defined steps that they can take to help safeguard and enhance the environment in their own communities.

The trip included 4 days at Thula Thula and 3 days in Cape Town. The attendees enjoyed educational bush walks, game drives, and seminars related to how the choices they make affect the world and how they live a more environmentally friendly life. These Eco Safaris will now become a regular activity for the US, as they provide a marvelous opportunity to bring people to the South African bush in high-style, and to raise their awareness of environmental issues and solutions, while creating important friends for The Earth Organization.

### **ENVIRONMENTAL CURRICULUM:**

With an understanding of the vital need to raise mankind's awareness of his vital partnership for survival with the natural world and the importance of the conservation of our natural resources, The Earth Organization US has developed one of the first environmental curricula for Kindergarten through 12th grade and adults in the US. These courses cover a wide variety of topics from a scientific view: pollution; renewable and non-renewable sources of energy; endangered species; climate change; conservation of our natural resources; the ozone layer, etc.



*Barbara and her team at the launch of the new curriculum at the Green California Schools Summit*

In early December, TEO US had a booth to promote our new curriculum, at the massive Anaheim Convention Center, participating in the Green California Schools Summit. As a result, over 35 teachers, principals, school district superintendents, and school board members have expressed interest in incorporating our curriculum into their private and public schools. Several schools have also asked Barbara and her team and other organizations to create additional curriculum tailored to their specific needs.

Once piloted in the US, translated versions of this curriculum will be used worldwide in our other chapters to implement in their local schools, after-school programs and community activities. This will be a tremendous asset to TEO as a key method of getting accurate information out to enormous numbers of students, helping them to learn how to look for themselves and analyze information.

**POLICE PROGRAMS FOR UNDER-PRIVILEGED YOUTH:** TEO US has joined forces with the 77th Street Police Precinct, creating an environmental educational program to educate low to moderate income kids who have gotten themselves into the police system. The first two session pilot with 50 kids was completed in November. Most of these kids had been court ordered to the Boot Camp program - many on the verge of getting into gangs, drugs, and crime. Even though we had a short period of time with them, the surveys we got back at the end showed that we had made a surprisingly significant impact on the majority of them.



Working with the natural affinity that most people have for animals, they were introduced to the concept of how exotic animals don't make good pets, how trash negatively impacts wildlife, and how litter harms wildlife and eventually themselves. Included in the program was a field trip to an exotic animal rescue center where they got to see animals that most of them would never, otherwise, have seen.

*Barbara and some of her team with a member of the LAPD.*

The final practical application of what they learned was to go out as a group and pick up litter around the neighborhood. The Earth Organization staff picked up trash with them to demonstrate that this wasn't punishment, but that it could be fun and that it was done with the purpose of helping their neighborhood and animals.

*Young people from the 77th Street Police Precinct Boot Camp*



The staff were surprised to see that many of them were quite proud of what they had done, competing with each other to see who had the bag that was most full. Some even excitedly talked about going out the following weekend with friends and doing it on their own to raise money from the recycling center!! It was also interesting that some of the best surveys were from kids who the police had been having the most difficulty with. It was really amazing to see how well they related to environmental issues. TEO has now been asked to implement this program in several other police precincts around the Los Angeles area.



**ENVIRONMENTAL TIPS:** In line with raising awareness of environmental solutions, TEO US implemented a weekly Environmental Tips that is emailed to all of TEO's members and website newsletter subscribers. This is a bit-size bit of information on a different topic each week with a specific solution that they can implement.

**ESSAY CONTEST:** TEO US created an essay contest for high school students which is being piloted in both Nevada and California. The question to be written about is "Why We

Should Protect Animals and Our Natural Resources." Hundreds of students are participating in the contest as they are very excited about the Grand Prize: A one-week, all-expenses-paid Eco Safari to Lawrence Anthony's game reserve with one of their parents!

## FRANCE

**TEO FRANCE HELPS OPEN TWO NEW CHAPTERS:** Led by Noelle Saugout, the French chapter has built a strong base of active members. They were instrumental in the opening of the chapters in both Ghana and Cameroon and have been very influential in liaising with a number of other French speaking countries.



**MAKING ALLIANCES:** An important part of this past year's activities has been making alliances with other groups.

They are part of the Alliance for the Planet (working together with WWF, Friends of the Earth, Greenpeace, and Green Cross, etc.) to help government to choose ecological solutions. Additionally they are a member of Défi pour la Terre, the program established by the French green leader Nicolas Hulot, to spread the data about saving energy.

**RAISING AWARENESS:** TEO France has completed several projects in alignment with TEO's overall purposes. (Go to their website to see the pictures of their tree planting).

In keeping with the goals of TEO our French chapter's work has included:

- Tree-planting projects where they have helped to plant 160 trees.
- Sent out 1000 "Stop pub" stickers asking people to stop the printing of junk mail. This saves 40 kg of paper each year per letter box, TEO France has saved about 80 000 kg of papers in the past 2 years.
- They created tissue shopping bags with the logo to promote TEO and to stop people using the plastic bags which are dangerous for the environment
- Flyers are regularly distributed on "things to do for the environment" and "biodiversity", to encourage people to DO their share.
- They circulated a petition to promote products not tested on animals and to not use products tested on animals
- They put together a petition to stop the elephant cull in South Africa.
- TEO did several articles on the environment in some famous citizen websites
- They held a big event in their town to educate people on recycling
- They also promoted an oven which cooks food with solar power. The French chapter sponsored a village in Morocco to get ovens for each large family.

*For more information about their activities, check their new website at: [www.earthorganization.fr](http://www.earthorganization.fr)*



## HUNGARY

**TREE PLANTING:** The Hungarian chapter, headed by Laszlo Lange, focused heavily on tree planting this year. They organized a tree planting event in November, at the NOE (Noah from Noah's Ark story) Animal Home Foundation: <http://www.noecatotthon.hu/>. This foundation saves dogs, cats and other animals and is in fact, the biggest organization in Hungary in this field. TEO also held a tree planting with them the year before. They are very constructive and cheerful people who really love animals.



*The Hungarian team gets started*



*Many holes had to be dug for the tree planting*

They planted a great many trees, bushes and shrubs. People were encouraged to bring their own trees for which TEO Hungary provided a list of types for them to choose from, ensuring that only indigenous trees were used.

Additionally, they conducted or were involved in several other programs for children like paintings, contests, etc. including having "animal adoption" program where visitors could adopt pets. The event was very well attended and thoroughly enjoyed.

## CANADA



TEO Canada, run by Rebecca Davies, has had an organizational year and is poised for a big take off in 2009. Yvette Taylor had the opportunity to meet with Rebecca and a new volunteer, Yvonne Catala, in late December. The chapter is in the process of becoming fully registered as an NPO. They are also completing the set-up of their internet blog.

*Meeting of Yvette Taylor and Rebecca Davis, ED of The Earth Organization Canada.*

*Top: Yvette Taylor.*

*Bottom: Left – Rebecca Davis.*

*Middle – Yvonne Catala and her daughter Anneke*

**SHORELINE CLEANUP:** The Canadian chapter has developed a great reputation after tackling the Vancouver coastline in 2007. They assembled a task team and hit the coast, cleaning up a large amount of litter. The city of Vancouver is right on the coast and is rightfully proud of their beautiful shoreline. The Earth org's efforts to handle this were very much appreciated.



*Rebecca Davies with her shoreline cleanup team*

## CAMEROON



**REFORESTATION:** Early in the year 2008, TEO Cameroon held their launch in conjunction with a large tree planting. They also launched their first project which is one of reforestation. Present were students of the Provincial Delegate of the Ministry of Forestry and Wild Life, representing the Minister, as well as Cameroonian TV.

*All the children with their trees ready for the big event. On the left in white is Jérôme Medjo, Executive Director of The Earth Organization Cameroon*

The event was a great success with a great many trees planted. TEO continued with tree plantings throughout the year in a number of schools, in collaboration with the GLOBE PROGRAM. Jerome Medjo, ED TEO Cameroon, continued promoting the necessity of understanding and protecting the environment. Jerome also takes daily meteorological readings. Jerome has continued the Reforestation Campaign in the School campuses in his sub division.

He was then invited to be part of the Delegation from Cameroon during the next GLOBE LEARNING EXPEDITION, which took place at the University of Cape Town in June 2008. Due to all the hard work of TEO Cameroon for and in the GLOBE PROGRAM, Jerome and one of his students were officially registered and sponsored to attend the summit. Jerome's student was in fact a keynote speaker at the event. Jerome must be a good teacher, indeed!

*The opening ceremony with all the official delegates*



After the summit and the success thereof, Jerome was appointed Senior Discipline Master in charge of the Multimedia Resource Centre in his school, at the beginning of the new school year. This position will definitely enable him to continue all his environmental activities.

*Jerome, (far right) the Cameroonian delegation, along with the Argentinean delegation, at the GLOBE summit in Cape Town.*

## SUMMARY

With TEO's goals of reversing the dwindling spiral of Earth, we have a large task ahead of us. We have made a very solid start and we have some very dedicated people around the globe helping us with this task. We have started the race and we are winning. With the good start that we have had, it is just a matter of running harder and faster. All our dedicated volunteers know what is at stake and are willing to go the extra mile to get there. I would like to thank you all for your contribution over the last year and to thank you for the contribution still to come.

In closing off 2008, it is worth mentioning that we have two more chapters well underway. These are TEO Ghana, who are in the process of registering their chapter, and TEO Zambia, who is working on a large government contract to handle waste management. TEO Italy is also underway and should be up and running later in the year. Our team is growing and we will win!

