

RE-WILD THE WORLD

Trees are for life not just Christmas*

That's why every purchase with us this Christmas will help protect and re-wild over 10 million square metres of forest in England and Armenia as part of our World Bio-Bridges Mission.**

Why we're building bridges with Nature

Nature grounds us and makes us feel alive. We've been building bio-bridges all over the world to help protect animals and their natural habitats. 'Bio-bridges' are restored wildlife corridors in damaged landscapes that help endangered species to reconnect, breed and thrive again.

Our World Bio-Bridges Mission aims to enrich biodiversity around the world by protecting and regenerating 75 million square metres of habitat and building 10 bio-bridges by 2020.

BIO-BRIDGES WE ARE FUNDING WITH EVERY PURCHASE THIS CHRISTMAS

1.8p from every transaction with us during November and December will be donated to our partners The Woodland Trust UK and World Land Trust to be shared to fund the protection and re-wilding of at least 10mil sq m of land in the Wye Valley and Forest of Dean, UK and the Caucasus Wildlife refuge in the Ararat province, Armenia. To ensure that this is achieved, The Body Shop has committed to donate a minimum total of £100,000 to World Land Trust and £150,000 to The Woodland Trust respectively, regardless of total donations collected from customer transactions

OUR MISSION IN ENGLAND***

With new partners the Woodland Trust, we're giving a minimum of £150,000 to build multiple mini bio-bridges in the Forest of Dean and Wye Valley, an ancient woodland on the English-Welsh border. Without action the wildlife here will become increasingly isolated and restricted to small pockets of disconnected woodland.

This project may also benefit one of the UK's rarest mammals, the pine marten. A reintroduction of this iconic species is planned in the near future

OUR MISSION IN Armenia

With our partners at World Land Trust, we're giving a minimum of £100,000 to support the protection of the Caucasus Wildlife Refuge, a reserve located in a biodiversity hotspot in the Ararat province, Armenia.

Created by leasing lands from surrounding rural communities, the reserve protects crucial habitat for some of Armenia's most threatened species, including the Caucasian lynx and leopard. This project will benefit community development as well as biodiversity conservation.

WHAT BIO-BRIDGES ARE WE FUNDING WITH OUR LIMITED EDITION HEMP & BRITISH ROSE HAND CREAM

For every purchase of our Limited Edition Hemp and British Rose Hand Cream, we'll donate £1 to help re-wild the world through our World Bio-Bridges Mission. We want to support organisations like new partners Fauna & Flora International (FFI) and the Queensland Koala Crusaders.

OUR MISSION IN KYRGYZSTAN

With Fauna & Flora International (FFI), we aim to plant around 10,000 trees in the wild fruit and nut forests of Kyrgyzstan. These forests help provide sanctuary for key bird species, including the endangered Egyptian vulture. This project will also engage hundreds of locals living in the region in forest health and improving the sustainability of forest harvests



OUR MISSION IN QUEENSLAND

With the Queensland Koala Crusaders, we aim to plant 12,000 trees and restore over 30 hectares of cleared land in Queensland, Australia. This project will help turn the tide against the loss of habitat in the area, which is recognised as a biosphere reserve. Reconnecting and restoring this former timber plantation will help the threatened koala population to eventually thrive again.

WHERE ELSE ARE WE BUILDING BIO-BRIDGES?

OUR MISSION IN TANZANIA

In Tanzania, we are working with a local partner, Mpingo Conservation & Development Initiative (MCDI), to create connections between forests, wildlife and rural communities. We will support rural communities to benefit from sustainable FSC-certified timber sales, with the revenues generated providing incentives for forest and wildlife habitat conservation.

BUILDING BIO-BRIDGES IN INDIA

With World Land Trust and Wildlife Trust of India, we're building a bio-bridge to help protect endangered elephants at risk from the destruction of their habitat. The World Land Trust (WLT) protects the world's most biologically important and threatened habitats. Our relationship dates back many years.

BUILDING BIO-BRIDGES IN VIETNAM

Here we are helping fund the protection of the Khe Nuoc Trong forest. Funds are also allocated to species surveys and community engagement projects to raise local awareness of the endangered species in particular the Red-shanked Douc like our pal Reggie.

BUILDING BIO-BRIDGES IN INDONESIA

In the Batang Toru forest on Sumatra, we're supporting the establishment of a Forest Management Unit to help protect the southernmost population of critically endangered orangutans and endangered species like the Sumatran Tiger. Here, we work with the Orangutan Land Trust, which help ensure there are safe forest areas set aside for orangutans and the species that accompany them.

**Slogan 'Trees are for life, not just for Christmas' used with kind permission of Dogs Trust.*

***8th November 2018 – 7th January 2019: Greece, Russia, Malta, Italy, Spain, Bulgaria and Cyprus 1st November 2018 – 31st December 2018: all other participating countries.*

****The Woodland Trust is a charity registered in England and Wales (No. 294344) and in Scotland (No. SC038885). World Land Trust is a charity registered in England and Wales (No. 1001291).*