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Prince Sadruddin Aga Khan releasing two vultures in the Alps.

Alp Action is the brainchild of Prince Sadruddin Aga Khan. Prince Sadruddin lists the main challenges facing the Alps: "Alarming decline in animal and plant habitats and bio-diversity, air quality, natural water supply and the loss of mountain agriculture. Already 100 million tourists and 73 million tonnes of goods transit yearly by road through the Alps and that figure is anticipated to double by the year 2010".

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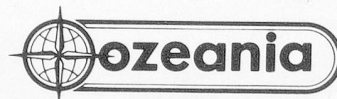
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In 1990 the Prince launched ALP ACTION in the place he was most likely to find practical help - at the World Economic Forum's annual meeting in Davos. Alp Action relies heavily on its "Media Partners" - Newsweek International, Reuters, Reuters Television and Financial Times TV - to publicise its own and its corporate partners' actions. In addition, it bestows its symbol, a protective hand over the Alps, as an endorsement for such environmentally-friendly consumer products as the Procter and Gamble/Laboratoire Pantène "Pump & Spray", which uses common air as a propellant instead of harmful CFCs and inflammable gases. The Zurich-based Mondaine Watch has, for its part, developed "Alp Action recycled I & II", the world's first 100% recycled watches made from ordinary household metallic waste (see Helvetia Feb/March 1994 issue).

Actions within Switzerland include the Geneva construction company Zschokke Holding's long-term partnership to preserve ancient crafts and restore high-pasture chalets, while Tetra Laval International and Banque Unigestion are working on the rehabilitation of traditional mountain agriculture. Swiss Bank Corporation and Credit Suisse have completed respectively a nation-wide campaign in favour of endangered mountain species and the protection of threatened bat colonies in the canton of Fribourg. The Swiss Association of Master Bakers and Pastry-Makers is helping in the campaign to rehabilitate the cultivation of traditional mountain cereals in the Lötschental.

Finally, stretching across all the Alpine countries, is the biggest privately funded international tree-planting cam-



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campaign in the high Alps - christened a "Green Roof for Europe". This campaign, launched by Alp Action in partnership with Zurich-based Kraft Jacobs Suchard, is now in its second phase, with a target of half a million trees to be planted by the end of 1995. Grants from government forestry authorities have complemented the private funding. Furthermore Kraft Jacobs Suchard has now decided to use only unbleached paper in its offices and, starting this year, will plant a tree for every child born to an employee of the group throughout Europe.

Prince Sadruddin himself says that, stimulated by a new awareness of the global environmental threats that so concern the public, the private sector - with its human and managerial resources - is sometimes even ahead of government legislation in order to maintain its leadership and competitiveness. His instinct for approaching the right people at the right time is enabling him to harness just those resources.