

FROM MANKIND TO

EarthKind is more than an organization; it reflects a bold new attitude which recognizes that concern for the Earth and a compassion for all those creatures which inhabit it are absolutely inseparable. The name itself unites environmental issues—Earth—with a concern and compassion for its inhabitants—Kind. EarthKind also represents a way of thinking, acting, and living. The fundamental mission and purpose of EarthKind is to help people become “Earthkind,” to structure their priorities and agendas to give substance to a philosophy whose time has come.

—John A. Hoyt, president, EarthKind International

BY JAN A. HARTKE, ESQ.

Vice President-elect Albert Gore, Jr., has called the environment “the new organizing principle of civilization.” EarthKind is an organizational manifestation of that new principle in action. Our challenge is to shift away from unsustainable development practices that have put society on a collision course with nature. Our new responsibility is to fuse economics and environmentalism, creating an Earth ethic based on compassion and sustainability. As EarthKind (USA) Chairman John Taft has said, “We have placed ourselves clearly at the forefront of the last great battle that will determine the fate of thousands of nature’s children and, in the end, our own fate as well.”

Two years ago John A. Hoyt, then president of The HSUS, delivered a prophetic speech in London to members of an organization founded by the late Michael Fryer in 1955. The group had just changed its name to EarthKind. Mr. Hoyt presented a convincing thesis that animals could not be adequately protected if the great ecological life-support systems were degraded and destroyed.

Thus, EarthKind (USA) was formed as an affiliate of The HSUS in 1991, and with its sister organization in the United Kingdom, EarthKind International was created. Mr. Hoyt was named chairman and president. Margaret Cooper, chairwoman of EarthKind (UK), helped to launch EarthKind International, saying, “EarthKind must—and will—span the world.”

In its first year of operation, EarthKind has moved with a sense of urgency in the race to save the beauty, diversity, and life of the planet. EarthKind has advocated a proper sense of scale; for if, as Sen. George Mitchell has said, the “world is on fire” environmentally speaking, then it will take more than a couple of buckets of water to put out the flames of ecological destruction and extinction. If ever there was a time for imaginative leadership, this is it. The German philosopher Goethe said, “Business has its own beauty, power, and magic.” To redefine the human Earth relationship on both a practical and philosophical level will require the ascendance of the noblest attributes of our humanity: our courage, compassion, and love of justice.

In keeping with this new spirit, EarthKind has communicated the paramount importance of saving biodiversity to countries in Asia, Africa, Europe, and South America. The times are ready for our message. In Russia, EarthKind has the distinction of being designated the special adviser to the Supreme Soviet Committee on the Environment. We have been asked to provide advice and recommendations on Russian new environmental laws and new constitution. The work is vitally important. The

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of fully one-sixth of the world's land mass is at stake.

In Asia, EarthKind has worked to save endangered species, such as the barking deer, the dwarf chameleon, and the great sea turtle. We have provided training for local farmers who want to learn agro-forestry so as not to destroy the natural habitats animals depend upon for survival. In India, Nobel Peace Prize-winner Mother Teresa has expressed appreciation for the EarthKind philosophy, and Maneka Gandhi, former minister of environment for India, has indicated her willingness to help foster the goals and principles we have set forth.

In Africa, EarthKind has developed a project to afford more protection for the rhinoceros and elephant populations, which are being decimated by poachers. Richard Gould, M.D., a member of EarthKind's president's council, has pointed out, "The conservation officers of Zimbabwe are on the front lines of the battle to save the biodiversity of a unique region." EarthKind is undertaking several efforts to save biodiversity in Africa, for its medical and scientific value as well as for its intrinsic value as a part of the living web of life.

In the United States, EarthKind has set up an innovative and exciting program in Yellowstone National Park, called The Yellowstone Project, that will offer volunteers the opportunity to become citizen-scientists. Starting this summer, laypeople who care about helping animals and the Earth will have the opportunity to work under the guidance of trained scientists to inventory and monitor the beautiful Yellowstone area. It is hoped that The Yellowstone Project will become a model program for other national parks in America and around the world.

EarthKind is seeking to empower and strengthen local nongovernmental organizations around the world. While the fight for animal and environmental protection has broad themes and basic principles, the struggle's efficacy will turn on the ability of local groups and individuals to make their case to the larger community. EarthKind will help tell the stories of these environmental groups through its Eyes of the Earth project. Rock and roll's Beach Boys have teamed up with EarthKind to get broadcast-quality videocameras into the hands of local organizations. By showing the organizations' films to decision-makers, EarthKind will be able to effect positive changes in policies for the animals and the Earth.

EarthKind is also deeply concerned with the cause of environmental justice. For each issue we must ask: "Who is most vulnerable?" Theirs are the voices of greatest urgency; therefore, they have the strongest claim to moral authority. For this reason we have launched the Campaign for Environmental Justice.

EarthKind spreads the message through its *EarthVoice* publication and, with The HSUS, through *KIND News*, a children's publication of the National Association for Humane and Environmental Education. EarthKind is raising a new flag of compassion. In the words of Ms. Cooper, "EarthKind has the power to give new heart, new life, new purpose to this broken world."

Be EarthKind! ■

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EARTHKIND STATEMENT OF PRINCIPLES

Believing that the fate of planet Earth and its vast diversity of living organisms is being threatened with destruction and extinction as never before in history, we acknowledge our responsibility and affirm our commitment:

To preserve the biological support systems upon which all life depends, including but not limited to forests, topsoils, coral reefs, and wetlands.

To promote attitudes and policies which will seek to prevent the abuse and suffering of all living creatures and protect them from becoming threatened or endangered.

To stabilize the growth of the human population so that it will not exceed the carrying capacity of the land or displace other forms of life.

To choose a renewable energy path that will not destroy the forests, pollute the waters, degrade the atmosphere, or endanger wildlife.

To support an agricultural system that is sustainable, equitable, and humane.

To be conscientious in our dietary practices, ever mindful that our eating practices can have a major impact on both human and animal suffering as well as environmental degradation.

To do everything possible to promote pollution prevention by reusing, repairing, and recycling wherever possible.

EarthKind's Statement of Principles was approved by the EarthKind International Board of Directors on March 3, 1992, during its meeting in London, England.