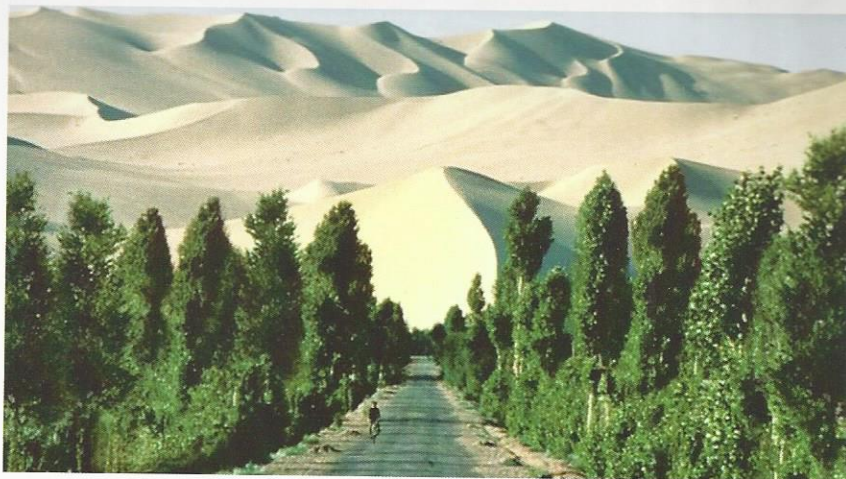
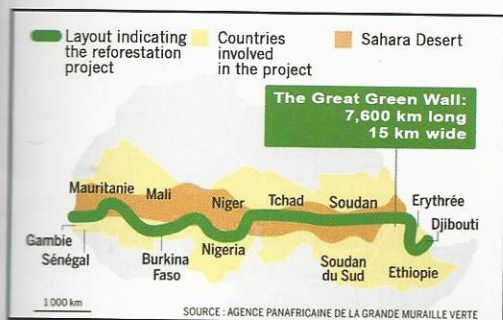


“The African Green Wall Project is a symbol of hope that humanity can reverse the effects of climate change.”

A UN report from 2007 estimated that if the desertification is left unchecked, 2/3 of Africa's arable land would be covered with sand by the year 2025. It is this rapid spreading of the Sahara that inspired the idea for the Great Green Wall of Africa.



them or introduce plants that would replace existing flora that provides food for existing animals and insects.



The Great Green Wall will be 4,750 miles long and 9 miles wide when it is completed. 11 African countries

are working together to make it happen: Senegal, Mauritania, Mali, Burkina Faso, Niger, Nigeria, Chad, Sudan, Eritrea, Ethiopia, and Djibouti. The International Perfume Foundation (IPF) that launched the World Heritage Program for its 20th Anniversary last year is very concerned about the way the wall will be done.

"The World Heritage Program is aimed at protecting biodiversity and saving ancient knowledge about the uses of fragrant plants in health preservation and human well-being. It will ensure sustainable use of natural resources and will contribute to maintaining local biodiversity while giving work to many people on earth." IPF, in accordance with groups such as UNESCO's International Union for Conservation (IUCN), and the United Nations Environmental Program (UNEP) and to begin our journey for the next 20 years, we have developed the World Heritage Program (WHP) focusing on the original sources for perfumes and fragrances with the objectives:

1. To identify, catalogue and develop heritage seeds, plants and flower varieties worldwide used in the production of fragrances as well as in medicinal and ornamental products.
2. To finance and assist in the replantation of forests and endangered fragrant flowers and plant species.
3. To develop sustainable and ethical natural fragrance production in key locations worldwide while teaching and preserving ancestral culture techniques including methods for proper flower and plant care.

The Sahara Desert is at least 2- 3 million years old and maybe even older. Deserts are not "dead" places. They have plants, flowers and animals that have adapted and lived there for thousands of years and we don't want to destroy

"The intent of the African Green Wall is great, but we need to avoid 'unintended consequences' that cause more harm than good," said Terry Johnson, IPF Vice Chairman. "The key is not to convert the Sahara to something else, but to prevent the Sahara from expanding any further south and to provide a buffer between the edge of the desert and human populations that is sustainable and beneficial to everyone and everything." IPF will contribute to the African Green Wall construction to eradicate desert expansion insuring that every action will be cautious in our perspective of the protection and preservation of the World Heritage. Before it was not possible to plant in deserts and eroded areas, unless irrigation was used, and this was not a sustainable solution.

The Sahara Desert has already swallowed North Africa, and is moving slowly south. It has found a major ally in climate change, which is reducing rainfall over the land it absorbs. If the countries currently designated as Sub-Saharan wish to keep that description, there is work to do. This is why the International Perfume Foundation includes this important project within the World Heritage Program (WHP) supporting local organizations. The WHP African Green Wall Project seeks to help plant a forest buffer to hold back the Sahara stretching 7,700 km across the continent from Senegal to Djibouti, 15 km wide and spanning 11 countries. It's easy to imagine a literal belt of trees, but the project is more complex than that. It will be a mixture of agricultural and forest areas, each section modified to the needs of the local communities so that the trees can contribute to food security, poverty alleviation, biodiversity as well as stopping desertification.

It will take time, but if the energy can be sustained and best practices shared, it will be a model of the fight back against desertification, climate change, and a significant and needed source of food and medicinal plants. Mediterranean Gardening and Outdoor Living magazine is adding its support, and with your support too plus those of our contributors and sponsors, the International Perfume Foundation will succeed bringing its expertise and knowledge to this project. Be part of it #OnlyTogetherCanWeSucceed www.perfumefoundation.org

