

**The Mitsubishi Corporation Fund for Europe and Africa announces its funding programme for environmental and developmental charities in 2009**

LONDON (15<sup>th</sup> May 2009) – Following its annual meeting of Trustees on the 6th April, the Mitsubishi Corporation Fund for Europe and Africa (MCFEA) has announced a program of £350,000 in new grants, including a 2-year grant to FARM-Africa, an initial 1-year grant to the Wildfowl & Wetlands Trust and support for the Zoological Society of London's new Animal Adventure Exhibit at London Zoo.

The 2009 funding programme also includes continued support to Bird Life International's "Spring Alive" project, to promote children's interest in nature and conservation through tracking the arrival of migrating birds in spring; to Concern Universal, for a project promoting the economic empowerment of small-scale agricultural producers in Guinea; to Fauna and Flora International, to promote environmental capacity building in Romania; to Peace Parks International, for sponsorship of natural resource management students at the Southern African Wildlife College; to the Regional Environmental Centre for Central & Eastern Europe, to improve education in conservation and biodiversity for local school children in Western Bulgaria; to Earthwatch Institute (Europe), including support of its annual events programme; to WaterAid, in support of three community organisations working to improve water supply and public sanitation and health in Maputo, Mozambique; and core funding to Botanic Gardens Conservation International for the 16th consecutive year.

Details of new grants for 2009 are as follows:

**FARM-Africa  
*Forest Conservation Project (Northern Tanzania)***

Since it was established in 1985, FARM-Africa has implemented innovative grassroots projects in East and Southern Africa, working directly with smallholder farmers, livestock-keepers and forest communities to alleviate poverty and food insecurity, achieve sustainable development, and protect vital natural resources.

FARM-Africa's forest conservation project in Tanzania will look to contribute to the long-term conservation of Tanzania's Nou Forest ecosystems through developing and implementing sustainable community-led forest management systems. They will also seek to develop strong community self help groups that support poor rural households in earning regular income through non-timber forest products.

The MCFEA will support this project with a commitment of £30,000 a year for two years.

**Wildfowl & Wetlands Trust  
*Saving the Madagascar Pochard (Madagascar)***

The Wildfowl and Wetlands Trust (WWT) is a leading UK conservation organisation

dedicated to saving wetlands and raising awareness of the issues that affect their survival. Founded in 1946 by the renowned naturalist Sir Peter Scott, WWT has a network of nine specialist wetland visitor centres in the UK as well as being engaged in a number of international conservation projects worldwide.

WWT has joined forces with the Durrell Wildlife Conservation Trust, The Peregrine Fund and the Madagascar Government in a major initiative to save the Madagascar Pochard – the world's rarest duck. Until recently the Madagascar Pochard was believed to be extinct, and though rediscovered in 2006 it probably only occurs at one site in the extreme north of Madagascar. With the support of the MCFEA, this project aims to establish a viable population of this species through a breeding and release programme. The project will integrate conservation with the needs and livelihoods of local communities and will hopefully serve to promote wetland and wildlife conservation throughout Madagascar.

### **Zoological Society of London *Animal Adventure Exhibit, London Zoo***

The Zoological Society of London (ZSL) is a registered charity devoted to the conservation of animals and their habitats. ZSL London Zoo plays a key role in this remit by educating the public on conservation and providing opportunities for them to interact with wildlife.

With a donation of £10,000 in 2009, the MCFEA is supporting the new Animal Adventure learning exhibit at the heart of London Zoo. This is a creative and interactive landscape aimed at young children that will highlight different habitats and the intrinsic links between humans, animals and ecosystems, with the key aim of engendering an emotional connection with the natural world. The exhibit opened to the public on Friday 3 April.

The MCFEA has enjoyed a long relationship with ZSL providing grants in excess of £200,000 since 1997.

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#### **About the Mitsubishi Corporation Fund for Europe and Africa**

The Mitsubishi Corporation Fund for Europe and Africa (MCFEA), a UK registered charity, was established in 1992 to promote environmental conservation, education and research into the environment and poverty alleviation, through funding from Mitsubishi Corporation of Japan, and its U.K.-based subsidiary, Mitsubishi Corporation (UK) Plc.

The MCFEA's sister charity, the Mitsubishi Corporation Foundation for the Americas (MCFA), based in New York City, was established with funding from Mitsubishi Corporation of Japan, and its U.S.-based subsidiary, Mitsubishi International Corporation. The Foundation has

dedicated nearly US\$4 million to environmental causes throughout the Americas since it began operating in 1992.

For more information about the Mitsubishi Corporation Fund for Europe and Africa, please visit [www.mcfea.org](http://www.mcfea.org), and for more information about the Mitsubishi Corporation Foundation for the Americas, please visit [www.mcfamericas.org](http://www.mcfamericas.org).

### **About Mitsubishi Corporation**

Mitsubishi Corporation (MC) is Japan's largest general trading company (*sogo shosha*) with over 200 bases of operations in approximately 80 countries worldwide. Together with its over 500 group companies, MC employs a multinational workforce of approximately 60,000 people. MC has long been engaged in business with customers around the world in virtually every industry, including energy, metals, machinery, chemicals, food and general merchandise. MC provides philanthropic spending through a variety of mechanisms, including donations to the MCFEA and the MCFA.

For more information, please visit [www.mitsubishicorp.com](http://www.mitsubishicorp.com).