

## Reiseklinikken - Oslo Travel Clinic Nature Conservation Fund

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Norwegian travellers spend billions of Norwegian kroner on journeying to exotic locations, polluting the Earth's atmosphere in the process. Travel medicine centres earn money on this traffic. As a "penance" we have decided to do our bit for nature conservation by supporting the World Wide Fund for Nature (WWF) and the Rainforest Foundation Norway.

WWF's ultimate goal is to build a future in which mankind lives in harmony with nature and safeguards the diversity of the environment, so that future generations are able to harvest and live on the Earth's resources. WWF has projects in over 100 countries worldwide, aimed at protecting forests, oceans, wildlife and endangered species.

The Rainforest Foundation is the leading European organisation working to prevent destruction of the rainforest. It supports peoples living in and around the world's rainforests, working to protect their environment and to safeguard their rights to land, life and livelihood. The work of the Rainforest Foundation spans all the major tropical rainforest regions, with projects in 18 countries.

If you visit Oslo Travel Clinic you will be asked if you wish to make a voluntary contribution of 100 Norwegian Kroner (NOK) or some other amount in support of our Nature Conservation Fund. Each month the collected donations are transferred to the organisations.

Our project started in April 2007, and to date we have collected over NOK 100 000 (Figure 1). There are considerable variations in the vaccinators' ability and willingness to collect donations from clients. Amounts collected can vary between NOK 1 and 50 per consultation (Figure 2).

Reasons given for low success rates in collecting donations for the Fund are that:

- Some vaccinators find it difficult to "beg" for money.
- Some feel that their credibility as health care providers is undermined by mixing the roles of health care and fundraising.
- Some find it unpleasant when clients say "no" when asked if they want to

support the Fund, and that the pleasant atmosphere of the consultation may be spoiled.

Nevertheless, all employees of Oslo Travel Clinic are in principle favourably disposed towards the Fund and believe that it is important to support these two organisations.

Reiseklinikken – Oslo Travel Clinic performs some 12 000 vaccine consultations per year. Potentially, we could collect NOK 600 000 from these clients. The challenge lies in finding a way to motivate our personnel.

