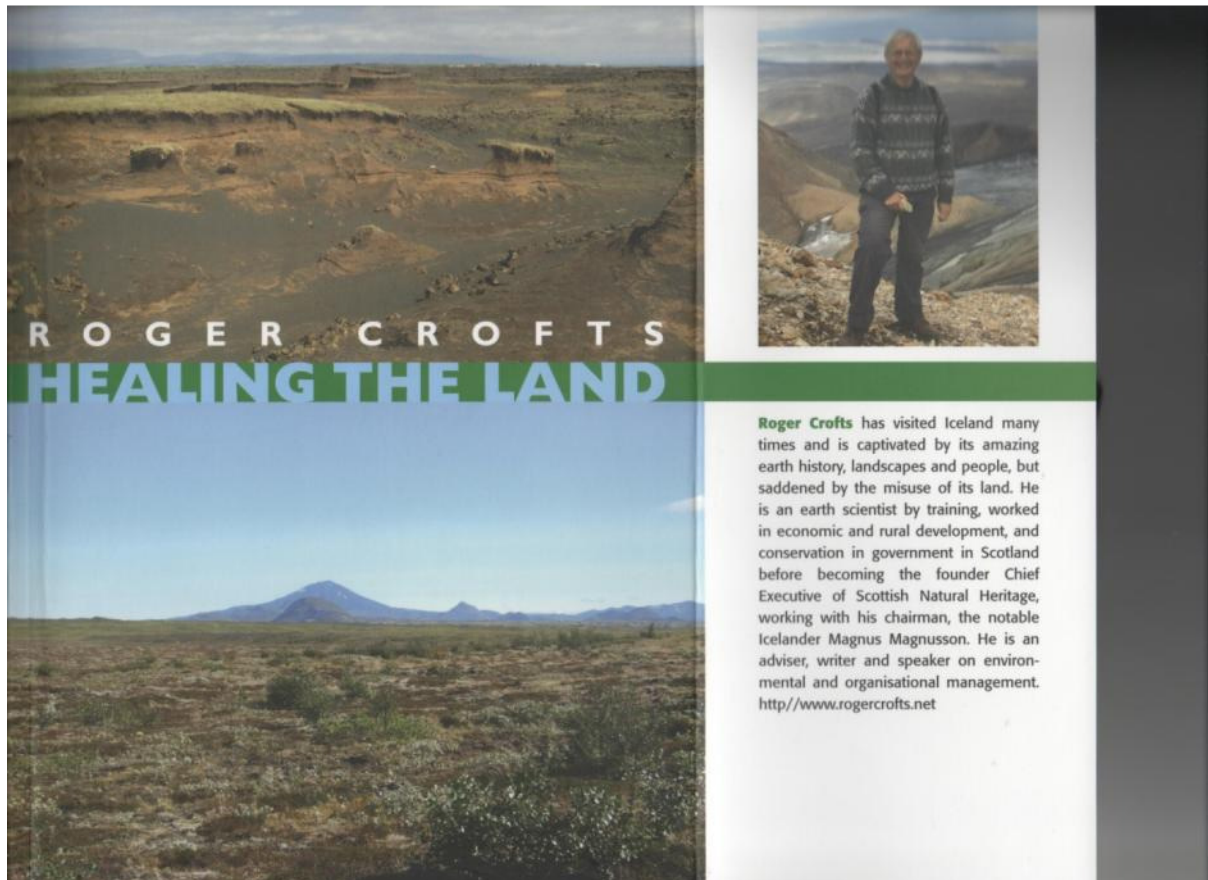


Roger Crofts awarded Icelandic Soil Conservation Medal for his new book "Healing the Land"



Roger Crofts has visited Iceland many times and is captivated by its amazing earth history, landscapes and people, but saddened by the misuse of its land. He is an earth scientist by training, worked in economic and rural development, and conservation in government in Scotland before becoming the founder Chief Executive of Scottish Natural Heritage, working with his chairman, the notable Icelander Magnus Magnusson. He is an adviser, writer and speaker on environmental and organisational management. <http://www.rogercrofts.net>

At a launch event for the book in Reykjavik, Iceland on 11 November, Roger was presented with the rarely awarded Icelandic Soil Conservation Medal by Sveinn Runólfsson, the Director of the Soil Conservation Service of Iceland, for his work on soil conservation in Iceland, culminating in publication of the book "Healing the Land".

Writing in his Foreword to the book, the President of Iceland Ólafur Ragnar Grímsson, said "This English version, rewritten and edited by Roger Crofts, is particularly welcome, since collaboration between Icelandic specialists and this renowned expert and enthusiast has greatly enhanced the development of successful soil conservation strategies in Iceland.

The Icelandic Minister for the Environment, Svandís Svavarsdóttir, added "This book by Roger Crofts, a well known expert on Iceland and its environment, will add to this. It is well written and informative and will certainly be of a keen interest to a wide audience within diverse fields of land use and conservation of natural resources. The book also adds greatly to the Icelandic effort to sharing the experience and accumulated knowledge from a century of combating land degradation and healing the land with other countries of the world."

Sveinn Runólfsson declared that "Roger Crofts has, at my invitation, produced this new version. He is a specialist in environmental and organisational management and has visited Iceland many times. He has transformed the original work into a new book with a structure of history, action, analysis and assessment with a great deal of new material, many insights from his own observations and his deep, practical experience of how organisations work, the role

of political processes and the value of science and policy. To him I extend my grateful appreciation for all his excellent work, co-operation and guidance throughout the years and for producing this outstanding English language version of our story.”

HEALING THE LAND: THE STORY OF LAND RECLAMATION AND SOIL CONSERVATION IN ICELAND ROGER CROFTS

**Published by The Soil Conservation Service of Iceland 2011
ISBN 978-9979-9295-5-0**

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