

A GROUNDBREAKING APPROACH TO CONSERVE PERUVIAN NATURE



In response to a rapidly changing environment, increased threats due to an economic boom, and the need to diversify its portfolio WWF Peru has created a comprehensive plan to tackle the most relevant environmental issues nationally, under a global and integrated approach.

WWF has almost 45 years of track record in Peru. Its accomplishments are numerous. As highlights we can mention contributing to the designation of the Pastaza Complex as a Ramsar Site, which was the first step towards recovering the largest wetland in the Peruvian Amazon. WWF also supported decisively the establishment of the Alto Purus National Park and Purus Communal Reserve which are part of the largest conservation landscape in Peru, across 10 million ha. Lately WWF contributed to the creation of the Gueppi Sekime National Park which is the core of a tri-national conservation complex with Ecuador and Colombia.

WWF has also assisted in the certification of almost 1 million ha of forests, including indigenous territories and small scale operators, and has implemented a pioneering REDD+ program, supporting the development of environmental and social safeguards for the full deployment of REDD+ in Peru, and the promotion of Amazon Indigenous REDD+ nationally and internationally.

However, the office's narrow focus in forestry and protected areas exclusively in the Amazon, albeit of great importance, limited opportunities for further contribution such as footprint reduction or sustainable fisheries.

In response, WWF Peru developed its new Conservation Strategic Plan (2013-2017) in alignment with WWF's Global Program Framework. With this new and strong approach built upon the undeniable accomplishments of WWF in Peru, as well as the current favorable political, social and economic factors, conditions are in place for WWF to provide great contributions to the country's development agenda.

Our vision for Peru

WWF Peru embraces our global mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

Our national vision is that by 2020 Peru conserves its biological diversity in priority landscapes and maintains its environmental and cultural contribution to the world, in a framework of equity, enhanced livelihoods, and reduction of ecological footprint.

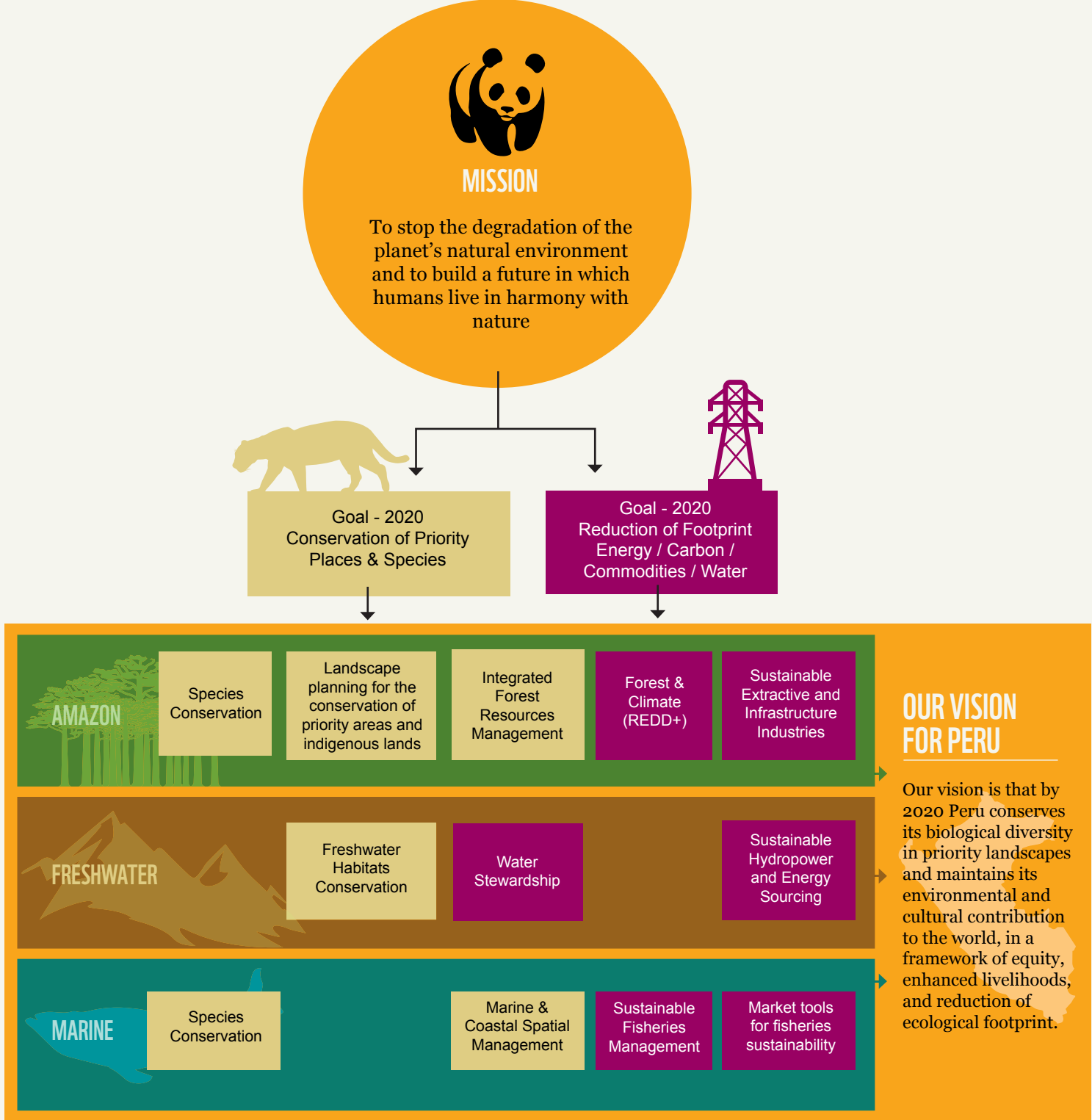
Our work is based on the principles of collaboration and strategic partnerships with multiple implementing agencies and stakeholders to include national and regional government agencies; indigenous peoples and their representative institutions; bilateral and multilateral institutions; leading private companies; the conservation community and society as a whole.

Goals and strategies

Based on a thorough technical analysis, WWF Peru has organized its work within 3 geographic programs: Amazon, Freshwater and Marine that encompass both biodiversity and ecological footprint goals. In addition, given the high vulnerability to climate change of Peru, solid mitigation and adaptation strategies have been incorporated across our portfolio.

Also, priority species are addressed within priority landscapes and strategies. In the Amazon they include the pink river dolphin (*Inia geoffrensis*), broad leaf mahogany (*Swietenia macrophylla*), and jaguar (*Panthera onca*). In marine ecosystems although our focus is fisheries we also address bycatch as a strategy that affects turtles, sharks and other marine fauna.

PERU STRATEGIES IN ALIGNMENT WITH GLOBAL PROGRAM FRAMEWORK



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Why we are here
To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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STRATEGIC PLAN SUMMARY

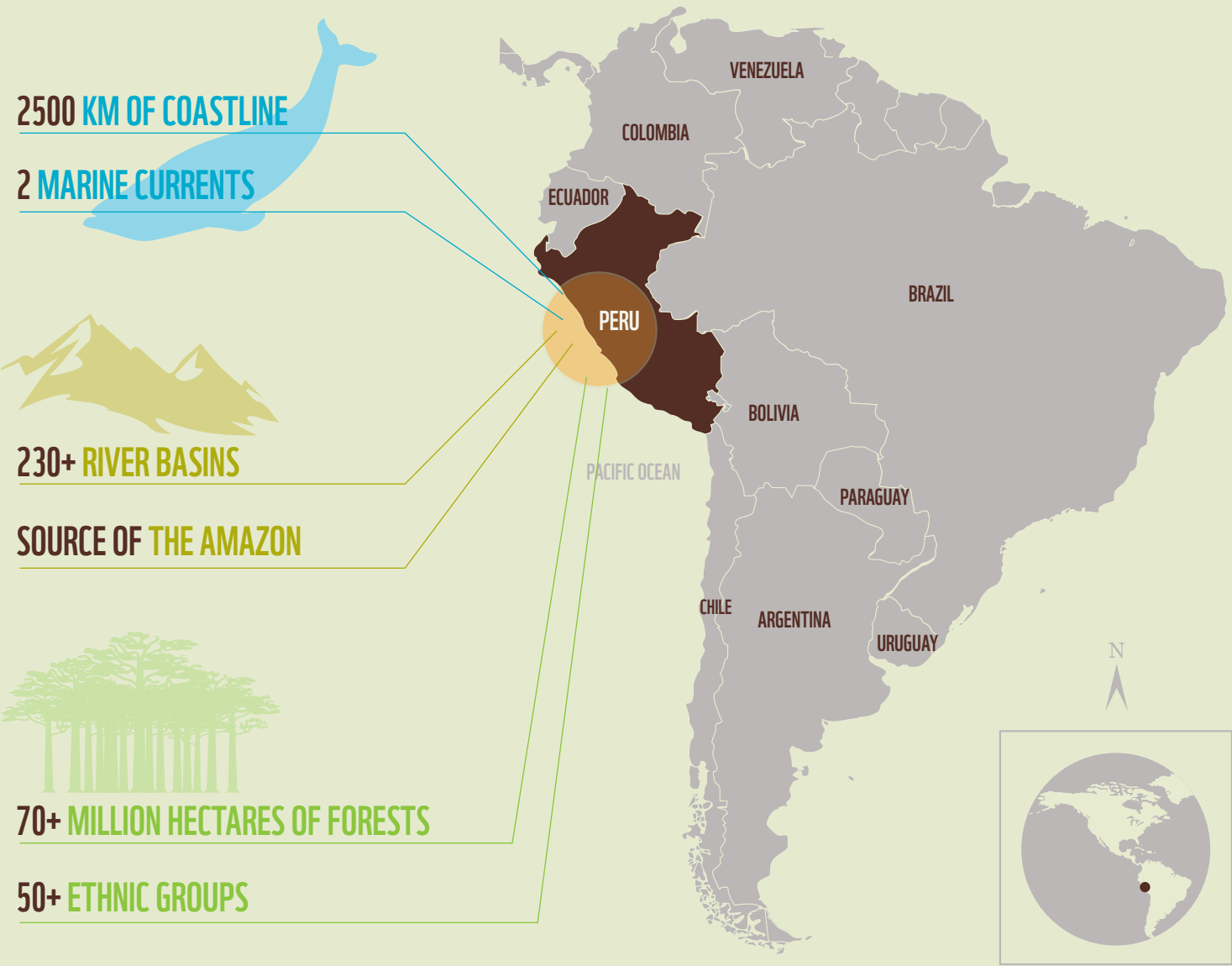
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2013 - 2017

BUILDING A GREEN FUTURE FOR PERU

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PERU AT A GLANCE



1969 - WWF IN PERU

PRIORITY SPECIES:

RIVER DOLPHINS

JAGUAR

MAHOGANY

MARINE TURTLES

MARINE PROGRAM

2020 GOALS

Biodiversity

- At least 80% of critical marine and coastal habitats are ecologically functioning and support healthy populations of marine fauna (birds, seals, etc.)
- Peruvian dolphins maintain viable populations within conservation areas and abroad

Ecological Footprint

- Key fisheries in Peru are managed sustainably with emphasis on anchoveta, mahi-mahi, tuna and jack mackerel
- Measurable reduction of bycatch in key fisheries
- Reduction of impacts from infrastructure and industrial activities and pollution in marine ecosystems

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Peru has one of the world’s most productive oceans, contributing to 10% of global catch annually. In response, WWF Peru focuses on promoting the sustainability of key fisheries including anchoveta, mahi-mahi and tuna through a market transformation approach.

WWF Peru has also developed strategies to promote best practices amongst artisanal fisheries to reduce impact on marine ecosystems and lessen bycatch of important species such as turtles. In addition fosters marine biodiversity conservation initiatives, such as the efficient management of marine protected areas, as well as best spatial planning and management practices for activities within marine-coastal sites, in benefit of all Peruvians.

Strategy	Strategic Objective
Marine and Coastal Spatial Management	By 2017, candidate sites for a representative network of marine conservation areas have been identified and a national strategy for marine and coastal development has been approved by the Government of Peru
Sustainable fisheries management	By 2017, Fishery Improvement Projects and Right Based Management are applied to the main Peruvian fisheries (anchoveta, tuna and mahi mahi)
Market tools for Fisheries Sustainability	By 2017, at least 20% of the national consumption and 50% of volume for export of mahi mahi have been produced sustainably, striving towards MSC certification
Conservation of Marine Species	By 2017, a preliminary diagnostic for the identification and prioritization of critical areas for viable populations of emblematic marine species has been developed

FRESHWATER PROGRAM

2020 GOALS

Biodiversity

- Priority watersheds and riverine systems necessary to maintain ecosystem services have management plans that include adaptation strategies with buy-in from local populations

Ecological Footprint

- At least 10% reduction in urban water and energy footprint in Peru
- Energy matrix of Peru incorporates strategies towards 2050 all renewable energy goals

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In Peru, people and water are not equally distributed. Almost 70% of Peru’s 30 million inhabitants live along the desert coast, which harbors less than 2% of the country’s hydrological resources. Moreover, a large portion of the national population faces lack and pollution of water sources, which intensify in the context of climate change. Therefore, through groundbreaking schemes, WWF involves authorities, communities and the private sector in pilot experiences for payment of hydrological services, participatory watershed management and reduction of water ecological footprint.

Moreover, it promotes better standards for hydropower infrastructure, and works together with local communities by fostering the sustainable management of hydrobiological resources.

Strategy	Strategic Objective
Water stewardship	By 2017, a public private partnership has been developed to work towards the reduction of the water and energy footprint of a main Peruvian city
Freshwater habitats conservation	By 2017, the priority watersheds and riverine systems necessary to maintain critical ecosystem services have been identified and are being integrated into a Water Reserves Network with a strong institutional framework and the possibility of sustainable finance through Payment for Water Services schemes

Sustainable hydropower and energy sourcing	By 2017, public and private sectors and the civil society are engaged in the development of best management practices for hydropower operations based on the IHA protocol
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AMAZON PROGRAM

2020 GOALS

Biodiversity

- 50% of territory in WWF’s Living Amazon Initiative priority sites is under categories of protection that ensure healthy populations of priority and emblematic species and the continuous provision of ecosystem goods and services

Ecological Footprint

- All regions encompassing priority sites embrace green development
- Adoption of sustainable infrastructure, hydrocarbon and extractive practices

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The Amazon River originates in Southern Peru, a country which harbors almost 13% of the Amazon biome. Whether supporting the participatory management of natural protected areas, assisting Shipibo and Ashaninka communities towards forest management certification, recovering wetlands of international importance alongside Kandozi people, promoting best extractive practices, or leading a research on the ecology of jaguars, pumas and macaws, WWF works alongside authorities, communities and the private sector in order to ensure the sustainable development of the Peruvian Amazon and the local people’s wellbeing.

Moreover, WWF works at the highest technical level, contributing towards the development of local and national policies, which promote sustainable development models based on the valuation of environmental goods and services, within a context of climate change adaptation.

Strategy	Strategic Objective
Landscape planning for conservation of priority areas and indigenous lands	By 2017, the continuous provision of environmental goods and services from priority Conservation Areas and Indigenous Lands is ensured
Integrated forest resources management	By 2017, forest management in the Madre de Dios and Ucayali Priority Landscape has been improved and its contribution to the legal national wood markets has grown in 50% in a framework of governance, sustainable resources management and social inclusion
Promotion of Best Management Practices in extractive, infrastructure and hydropower industries	By 2017, at least one major sector (hydrocarbons or infrastructure) has adopted environmental and social safeguard criteria and it is actively pursuing their implementation among active projects in the Amazon Region
Forest Carbon (REDD+)	By 2017, the Madre de Dios region has reduced its emissions from deforestation and degradation in 50%, its experience is informing the Peruvian Government and it is being replicated in other Amazon regions
Species conservation	By 2017, effective management instruments are being used to improve the conservation status of healthy wildlife with a significant ecological, economic and cultural role in the Amazon, with emphasis in priority landscapes