



for a living planet

acting as one



... from ambition to action

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James P. Leape
Director General
WWF International

May 2008

Dear Colleagues

Our fundamental goal – to build a future in which humans live in harmony with nature – is more powerful and more urgent than ever. WWF's great potential lies in our ability to leverage action on many levels, and in many dimensions.

That belief leads us to three ambitions for the Network:

To catalyze change on a large scale – conserving the Earth's most extraordinary places and species, and reducing humanity's footprint. This is the heart of our change agenda – to find ways to capitalize on the extraordinary strengths of our global Network to deliver conservation impacts on a scale commensurate with the threats facing our planet.

To inspire and engage individuals, communities, companies and governments to join our cause. No other organization can match our ability to engage all types of people – in communities, governments, and board rooms – and to enlist them to our cause. We are capable of mobilizing immense forces.

To act as "One WWF" – a flourishing network that is a powerful global force for conservation. We value our diversity, and also recognize that we must be able to act as one – to bring the full force of the Network to bear on key priorities and to speak with one voice in important global debates.

Turning Ambition into Action

These ambitions are embodied in the Network Initiatives – our commitments to truly joining forces to save the Earth's most extraordinary places and species, and to lighten humanity's footprint - and will also guide our work on other priorities. To succeed, we must also commit ourselves to growth – in revenues, in supporters, and in the power of our brand. We must make WWF the best place to work in conservation. And, very concretely, we must mobilize an all-out Network effort on climate change.

This booklet outlines the compelling conservation agenda we have set out for ourselves. I look forward to working with you to make it happen.



HERBERT LUST/Magnum



*... to build a future
in which
humans
live in
harmony
with nature ...*

GLOBAL PROGRAMME FRAMEWORK

WWF MISSION

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity;
- ensuring that the use of renewable natural resources is sustainable;
- promoting the reduction of pollution and wasteful consumption.

WWF'S MISSION underpins all our conservation work and is the foundation for the **GLOBAL PROGRAMME FRAMEWORK**.

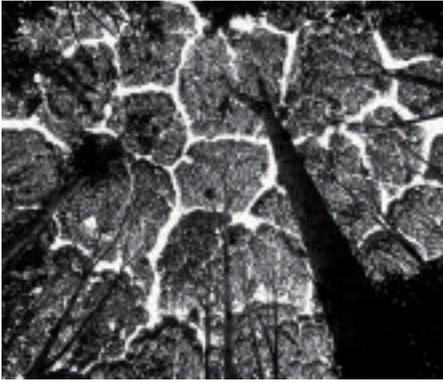
THE GLOBAL PROGRAMME FRAMEWORK defines our collective conservation priorities and provides the basis for measuring our progress.

THE GLOBAL PROGRAMME FRAMEWORK guides the development of a portfolio of programmes that delivers on WWF's goals by conserving priority places and species and by addressing humanity's Ecological Footprint and priority drivers.

THE WWF NETWORK will invest a minimum of 80 per cent of its programmatic expenditure in priority programmes that deliver on the Global Programme Framework.

THE GLOBAL PROGRAMME FRAMEWORK was developed under the auspices of the Conservation Committee, WWF's main decision-making body on conservation issues. Scientists, programme managers and technical experts across the WWF Network provided input into the assessments and analyses that led to the identification of our global priorities: places, species, footprint areas and drivers.

STUART FRANKLIN/Magnum



By 2050, the integrity of the most outstanding natural places on Earth will be conserved, contributing to a more secure and sustainable future for all.

WWF biodiversity meta-goal

Global programme framework – biodiversity

In order to achieve its mission, WWF will focus its global conservation programme around two meta-goals – goals that address issues of biodiversity conservation and the Ecological Footprint, the impact of people on the natural environment.

To deliver the meta-goals by 2050,

WWF will focus the majority of its efforts on conserving priority ecoregions and species, reducing humanity's Ecological Footprint and tackling a set of priority global drivers that affect our planet's biodiversity.

WWF BIODIVERSITY META-GOAL

By 2050, the integrity of the most outstanding natural places on Earth will be conserved, contributing to a more secure and sustainable future for all.

To measure and assess progress along the way, we have set ourselves two biodiversity goals, to be achieved by 2020.

WWF 2020 BIODIVERSITY GOALS

Places

Biodiversity will be protected and well managed in the world's most outstanding natural places.

This goal will be delivered through conservation of WWF's 35 priority places (see page 6).

Species

Populations of the most ecologically, economically and culturally important species will be restored and thriving in the wild.

This goal will be delivered through conservation of 13 flagship species (see page 7).

Priority places



WWF-Canon/Martin HARVEY

WWF'S SCIENTIFIC ANALYSIS of the most biologically diverse and representative ecoregions on Earth resulted in the selection of the Global 200 ecoregions: 238 terrestrial, freshwater, and marine ecoregions that conserve more than 95 per cent of all species and most habitats on Earth, across all the major realms and ocean basins.

To make the most effective use of its resources, WWF will focus its work on 35 terrestrial, freshwater and marine ecoregions (or complexes of ecoregions) that are representative of the world's major biomes and biogeographic realms and are of "outstanding significance".

WWF PRIORITY PLACES

- 1 African Rift Lakes Region
- 2 Altai-Sayan Montane Forests
- 3 Amazon-Guianas
- 4 Amur-Heilong
- 5 Arctic Seas plus Boreal/Tundra
- 6 Atlantic Dry Forests
- 7 Borneo
- 8 Cerrado-Pantanal
- 9 Chihuahuan Deserts and Freshwater
- 10 Choco-Darien
- 11 Coastal East Africa
- 12 Congo Basin
- 13 Coral Triangle
- 14 Eastern Himalayas
- 15 Fynbos
- 16 Galapagos
- 17 Greater Black Sea Basin
- 18 Lake Baikal
- 19 Madagascar
- 20 Mediterranean
- 21 Mekong Complex
- 22 Miombo Woodlands
- 23 Namib-Karoo-Kaokoveld
- 24 New Guinea and Offshore Islands
- 25 Northern Great Plains
- 26 Orinoco River and Flooded Forests
- 27 Southeastern Rivers and Streams (US)
- 28 Southern Ocean
- 29 Southwest Australia
- 30 Southwest Pacific
- 31 Sumatra
- 32 Southern Chile
- 33 West Africa Marine
- 34 Western Ghats
- 35 Yangtze Basin

WWF will also continue working in a limited number of regional priority areas. See map p24.

Priority species

WWF WILL FOCUS its work on species (and higher taxa) that are among the most ecologically, economically and culturally important in the world.

PRIORITY SPECIES are therefore:

- a small sample of the biodiversity found in each of the world's major biogeographic realms and biome types;
- representative of global threats to biodiversity and/or representative of global opportunities to conserve biodiversity;
- symbolic of the importance of conservation;
- among the most ecologically, economically and culturally important species in the world.

WWF will primarily concentrate its conservation work on flagship species, and secondarily, on footprint species.

Flagship species are those that can provide a focus for raising awareness, stimulating action and funding for broader conservation efforts.

In addition to work on flagship species, the species goal will be delivered through the conservation of 23 footprint species primarily impacted by overexploitation.

WWF FLAGSHIP SPECIES

- 1 African elephant
- 2 African great apes
- 3 African rhinos
- 4 Asian big cats
- 5 Asian elephant
- 6 Asian rhinos
- 7 Giant panda
- 8 Marine cetaceans
- 9 Marine turtles
- 10 Orangutans
- 11 Polar bear
- 12 River dolphins
- 13 Threatened kangaroo species



WWF-Canon/Martin HARVEY



By 2050, humanity's global footprint will be, and remain, within the Earth's capacity to sustain life, and the natural resources of our planet will be shared equitably.

Global programme framework – footprint

WWF FOOTPRINT META-GOAL

By 2050, humanity's global footprint will be, and remain, within the Earth's capacity to sustain life, and the natural resources of our planet will be shared equitably.

To measure and assess progress along the way, we have set ourselves one footprint goal, to be achieved by 2020.

WWF 2020 FOOTPRINT GOAL

Humanity's global footprint will fall below its 2000 level and continue its downward trend, specifically in the areas of:

- energy/carbon footprint;
- commodities (crops, meat, fish and wood) footprint;
- water footprint.

The Ecological Footprint is a measure of the human impact on the natural world, pioneered through the *Living Planet Report*. WWF will primarily focus its efforts on reducing humanity's carbon, commodities and water footprints, as these have the greatest impact on the biodiversity that forms the building blocks of life on Earth.

Throughout, WWF will focus on equitable resource use. We will work to reduce the footprint of industrialized nations sharply, while ensuring that emerging and developing economies are allowed the environmental space they need for sustainable development.

WWF's ultimate aim is that all people live within the Earth's capacity to sustain them and nature.

From ambition to action

Increasing the focus

The priority places, species and footprint components and drivers identified in the Global Programme Framework are of prime importance to WWF. They will be the focus of 80 per cent of the organization's collective programmatic investment and a focus for mobilizing others to take action. For all identified priorities, WWF accepts responsibility over the long-term for positive conservation results through its own efforts and through mobilizing others.

Addressing priorities

Within this global framework WWF will mobilize coordinated Network conservation efforts. Ecoregion Action Programmes will deliver large-scale conservation in priority places. Species Action Programmes will work to conserve priority species and their habitats. Other priorities will be addressed, for example, through policy and advocacy work aimed at tackling drivers and changing the minds and actions of key stakeholders to favour of longlasting conservation.

For selected priorities within this framework, we will commit ourselves to bring the full force of the Network to bear in a concerted effort to bring about truly transformational change – in the conservation of a priority place like the Arctic or Borneo, for example, or on an issue like climate change or overfishing. These **NETWORK INITIATIVES** will form the heart of our collective conservation agenda. Our initial portfolio of Network Initiatives is described in the pages that follow.



A M A Z O N

THE MAJESTY OF THE AMAZON lives on.

About 80 per cent of the world's greatest tropical forest, around 6.7 million km², remains largely intact, a major success in which WWF has played a pivotal conservation role. But continued vigilance is needed if the Amazon, home to at least 10 per cent of all species and more than 30 million people, is to retain its integrity and continue its role as a global climate modifier.

WWF 2030 GOALS

- 1 The diverse terrestrial and freshwater ecosystems of the Amazon Biome will be conserved to ensure the survival of the species that live there and the continued provision of environmental goods and services to local peoples, the countries of the region, and the wider world.
- 2 The quality, quantity, and timing of flows in priority rivers and headwaters will be maintained at levels that will ensure the integrity of aquatic ecosystems and the continued provision of ecological services that sustain local livelihoods and regional economies.
- 3 Sufficient forest cover will be conserved in a configuration appropriate to maintain regional rainfall and build resilience to climate change, ensuring a healthy Amazon that will continue to regulate climate regionally and globally.

WWF 2012 GOALS

- 1 **Radical emission reductions that safeguard Arctic human and natural systems will be agreed and implemented by all nations.**
- 2 **Ensure methane degassing from vulnerable Arctic carbon pools remains below 1990 levels.**
- 3 **Eliminate immediate threats to vulnerable and valuable Arctic areas from fishing, oil and gas extraction, and shipping.**
- 4 **Establish “resilience” as the fundamental basis for Arctic ecosystem management.**

A R C T I C

WWF/FITZ POLKING



THE ARCTIC is on the threshold of unprecedented ecological change. It is the first region in the world where climate change is leading to rapid, visible and large-scale ecological shifts, threatening the integrity of natural systems that have endured for tens of thousands of years.

Recent observations and studies project that Arctic summer sea ice is likely to disappear within 20 years or earlier, opening new shipping routes and possibilities for oil, gas and other mineral extraction, but threatening ice-dependent species such as seals, polar bears and walrus, and increasing the risk of changing ocean circulation.

Scientists, governments, the business community and conservationists have consistently underestimated the impacts of climate change on the Arctic, and the consequences of Arctic climate change for the world.

Already changes are happening far more rapidly than predicted, and at more than twice the speed than in the rest of the world.

In response to the challenges facing the Arctic environment, WWF is advocating a two-pronged strategy to:

- reduce global emissions of CO₂ equivalent gases to levels that will avoid the complete melting of the Arctic and disruption of global climate systems; and
- simultaneously reduce the vulnerability of social and environmental systems of the Arctic by addressing immediate threats and building inherent resilience.



C H I N A f o r a S H I F T

CHINA IS THE WORLD'S FASTEST GROWING ECONOMY. But to fuel this, China relies on huge raw material imports, mostly for conversion into consumer goods for export to industrialized nations.

The Government of China is expressing concern that ill-planned and unsustainable development could undermine development gains. In cooperation with key Chinese authorities and partners including other national governments, certification agencies and corporations, WWF will work to improve China's resource use and introduce innovative principles and standards for its economic and human development.

WWF VISION

China and its partner countries will take joint responsibility to show how

economic development and an increased quality of life can be achieved within the ecological limits of one planet. The global Ecological Footprint will have been redistributed and reduced.

WWF 2020 GOALS

- 1 Reduce China's national Ecological Footprint to a sustainable level compared to a business-as-usual scenario, using 2003 as the baseline.**
- 2 Drive effective and viable new resource-efficient and environmentally sensitive development paths by 2020 in key developed and developing countries through building partnerships, centred on China, with regional groupings, countries and other authorities.**

WWF 2025 GOALS

Footprint

1 At least 80 per cent of the timber, high value export fisheries products and energy markets will be sourced from sites/producers that practice legal and sustainable management.

Biodiversity

2 Key habitats and species are conserved and these continue to provide goods and services to more than 20 million people.

THE COASTAL EAST AFRICA Network Initiative will work to introduce one conservation vision across the unique and globally significant natural resource base of the region to enable Kenya, Mozambique and Tanzania to provide the essential goods and services that support economic development and the livelihoods of current and future generations. This will be achieved through sound governance, sustainable trade and a representative and connected network of protected areas within key landscapes and seascapes.

COASTAL EAST AFRICA

WWF-Canon/Martin HARVEY





C O R A L T R I A N G L E

THE CORAL TRIANGLE Network Initiative covers an area of more than 6 million square kilometres, spanning Indonesia, Malaysia, Philippines, Papua New Guinea, Solomon Islands and Fiji. It is home to 75 per cent of all coral species, more than 3,000 reef fish species, six of the world’s seven marine turtles, and 22 different marine mammals.

But the Coral Triangle straddles an area that is emerging as the planet’s economic epicentre. Population growth and explosive economic development are fuelling coastal development and increasing the demand for marine resources.

WWF is determined to ensure the oceans and coasts of the Coral Triangle remain vibrant and healthy, providing food and livelihoods for generations to come.

WWF 2020 GOALS

- 1 Coral reefs:** 50 per cent increase in area of the priority coral reef habitats of the Coral Triangle will be protected and sustainably managed with effective financing in place.
- 2 Species:** zero decline in the populations of three endangered sea turtle species (leatherback, hawksbill, green) from 2008 levels.
- 3 Transforming business:** degradation of key marine resources – coral reef habitats, turtles, reef fish and tuna – will be halted and reversed.

WWF GOALS

2012 Reduced emissions from deforestation and degradation (REDD) are included in a transparent, fair, scientifically sound and ambitious way in the post-2012 climate treaty.

2012 Six to eight key countries have national strategies in place to reduce deforestation and implement REDD that include effective institutional and governance capacity, as well as policy frameworks.

2013 Three to four major new funding sources – market and non-market – have been established to underwrite REDD activities.

2020 WWF's forest-carbon pilot initiatives contribute to a reduction in annual carbon emissions from deforestation by a cumulative amount of 5-10 Gt C.

THE EXTENT OF CLIMATE CHANGE

makes clear that emission reductions are needed – both from landuse in forests and agriculture, and from fossil fuels.

Reducing emissions from deforestation and landuse change is not included in the Kyoto Protocol. But the development of a post-2012 climate treaty offers an opportunity. During the negotiations, WWF will work to introduce binding legal commitments and influence corporations and financial institutions. WWF will also work to influence the mechanisms and tools to implement those commitments.

F O R E S T - B A S E D C A R B O N

WWF-Cannon/Nigel DICKINSON





GREEN HEART of AFRICA

THE GREEN HEART OF AFRICA holds an estimated 1.80 million square kilometres of tropical forest, around 15 per cent of the world's remaining total. But the uncontrolled, unregulated and unsustainable exploitation of the area's natural wealth, together with infrastructure development, could result in the loss of much of the forest, damaging freshwater ecosystems, and threatening the health and livelihoods of more than 75 million people.

WWF 2020 GOALS

1 The biologically outstanding species and forest and freshwater ecosystems of the Congo Basin will be protected and managed effectively, and supported with sustainable financing in at least 20 per cent of each priority landscape.

2 Local people will manage their natural resources sustainably and share benefits equitably across 1 million hectares of priority landscapes.

3 Fifty per cent of production forests in the Congo Basin will be under independently certified concessions and 50 per cent of extractive industries and infrastructure developments in priority landscapes will have minimized environmental impacts – including reduced carbon dioxide emissions – on forest and freshwater ecosystems, both locally and globally.

WWF 2020 GOALS

- 1 A 240,000 square kilometre mosaic of protected areas, transboundary managed areas, and sustainably managed forest corridors and buffer zones that ensures the future of all Heart of Borneo priority species and endemism hotspots.**
- 2 There is a zero rate of conversion of high conservation natural forests to other land use in the Heart of Borneo.**
- 3 An incremental increase above 2006 levels in income generation from ecosystem goods and services will be generated and equitably distributed for local communities and governments.**

THE HEART OF BORNEO is one of the most diverse places on Earth, and one of the least explored. In the past 15 years, more than 400 species unrecorded by science have been discovered and there is a staggering number of endemic plants. Around 15 million people live there, many of whom depend directly on the forest for food, medicinal plants, wood and water. But it is threatened by logging, land-clearance and a growth in the illegal wildlife trade.

The *Heart of Borneo* Network Initiative, strongly supported by the Governments of Brunei, Indonesia and Malaysia, will:

- maximize transboundary cooperation;
- promote the expansion of the existing protected area network;
- emphasize forest connectivity; and
- innovate responsibility across multiple extractive industries.

H E A R T o f B O R N E O

WWF-Canon/A. Christy WILLIAMS





LIVING HIMALAYAS

THE EASTERN HIMALAYAN towering peaks, secluded valleys and iconic biodiversity inspire and move us all.

WWF is determined that its work will achieve true harmony in the Himalayas – a balance between culture and nature that provides plentiful resources for people while giving wildlife room to flourish. It will forever secure this magical place and its ecological and cultural treasures in a mosaic of healthy, vibrant landscapes.

WWF 2020 GOALS

1 A shared vision and a strategy for the conservation and sustainable development of the Eastern Himalayas will be implemented by the Governments of Bhutan, India and Nepal.

2 Ecosystem contiguity and ecological connectivity of the Eastern Himalayas will be secured in a mosaic of 5 million hectares of forests, grasslands and wetlands.

3 Populations of iconic and threatened species will thrive in the wilds of the Eastern Himalayas.

4 Climate change adaptation and biodiversity conservation will be mainstreamed into the management of two transboundary river systems.

WWF 2020 GOAL

Influence key leverage points in global supply chains – producers, processors, retailers, and consumers of priority commodities affecting WWF's priority places and species – ensuring that:

- 1 there is zero loss of high conservation value habitat due to the production of these commodities;
- 2 more than 25 per cent of global production of priority commodities meets internationally acceptable standards.

HUMANITY IS CURRENTLY USING

natural resources faster than they can be renewed, creating serious consequences for our planet.

Consumer awareness and interest in sustainability is now such that there are market opportunities for commodity producers who commit themselves to minimizing environmental impacts.

The *Market Transformation Network Initiative* has identified a number of priority commodities on which urgent action is needed, building on WWF's work increasing the sustainability of the timber, pulp and paper, cotton, palm oil, soy, sugar, wild-caught fish, and aquaculture industries.

MARKET TRANSFORMATION

WWF-Cannon/James W. THORSELL





NEW GLOBAL CLIMATE DEAL

WWF VISION

A “CLIMATE SAFE” FUTURE in which global warming is kept well below 2°C on average and, by 2050, greenhouse gas emissions are reduced 80 per cent from 1990 levels. A world in which unique and vulnerable ecosystems are made resilient to climate change.

WWF 2013 GOAL

A new, equitable, United Nations treaty enters into force in 2013 that sets the world on a course of action to reduce global greenhouse gas emissions by 80 per cent by 2050 and that:

1 establishes a global carbon market and other mechanisms that promote clean energy investment in all developing countries and support adaptation in LDCs and SIDS;

2 facilitates a transition to a low carbon future economy by providing emerging economies and other developing countries access to clean technologies;

3 assigns fairly the responsibility for climate action among countries by reducing the global carbon footprint and equitably sharing the remaining environmental space, ensuring a 2°C limit; and,

4 supports the achievement of WWF's zero net deforestation target.

The *New Global Climate Deal* has the treaty at its centre. National, bilateral, and multilateral instruments and mechanisms help bring about and complement the treaty by supporting its implementation.

WWF META-GOAL

The wild tiger population increases to at least 6,000 by 2020, through conservation in 13 priority landscapes.

WWF GOALS

2015 Tiger conservation will be a political priority within national and regional agendas of range countries, leading to significant tiger-friendly action.

2020 Tigers (both distribution and population) will be restored to at least 20 per cent of their former range in 13 landscapes.

2020 Trade in tiger parts and products will be effectively eliminated.

THE TIGER IS A POWERFUL SYMBOL

of reverence among the variety of cultures that live across its range. Tigers command respect, awe and fear from their human neighbours. Even in places where they have become extinct or never existed in the wild, they live in myth and legend.

The *Tigers* Network Initiative will magnify conservation across the tiger's range as never before. Drawing upon more than four decades of tiger conservation with partners around the globe, WWF has developed a new, transformative strategy for this Network Initiative. For the first time for any globally iconic species, WWF will commit the sustained efforts and resources needed to effect change on a local-to-global scale and push for increased and sustained commitment by range state governments to tackle the issues currently driving illegal trade in tiger parts, habitat loss and human-tiger conflict.

TIGERS

WWF-Carson/Martin HARVEY



SMART FISHING

SMART FISHING will use the power of partnerships and market pressure – fostering Marine Stewardship Council certification, strengthening buyers’ hands in choosing sustainable seafood and generating powerful consumer pressure. It will also exploit complementary levers, such as financing, and consolidate reform through securing stronger legislation, regulation and management.

WWF 2020 GOALS

Selected populations of the world’s tunas, forage fish, whitefish and tropical shrimp fisheries will be ecologically healthy and fished selectively, and so will be:

- 1 measurably recovering and contributing to the conservation of associated marine ecosystems;
- 2 economically benefiting dependent communities;
- 3 triggering continued improvements towards ecosystem-based management (EBM) in other important fisheries.

network initiative
in development

SMART ENERGY

SMART ENERGY will focus on cutting energy demand while maintaining and increasing energy services to an energy-hungry world, implementing policies to use only very efficient products while satisfying the lifestyle aspirations of developing nations.

WWF 2015 (2020) GOALS

- 1 Reduce energy consumption of [10] selected consumer products - representing [z] per cent share of key markets – by at least x [15] per cent by 2015 and by at least y [25] per cent by 2020 compared to today (2007).

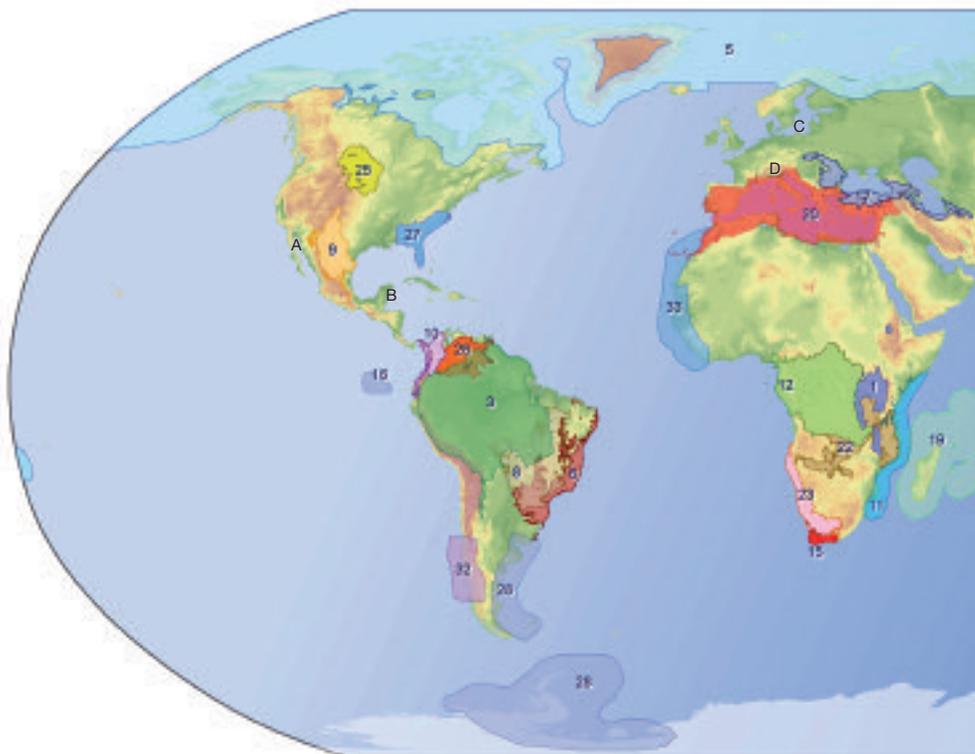
- 2 [3 to 5] of the world's largest retailers will work with WWF to significantly increase the market share of energy-efficient consumer products in key markets.

- 3 Key markets will have adopted ambitious legislative standards to reduce energy consumption of new products and, where it applies, to improve energy efficiency of existing products.

(Precise numerical objectives to be decided.)

network initiative
in development

WWF PRIORITY PLACES



GLOBAL PRIORITIES

- | | | |
|--------------------------------------|-----------------------------|--|
| 1. African Rift Lakes Region | 10. Choco-Darien | 22. Miombo Woodlands |
| 2. Altai-Sayan Montane Forests | 11. Coastal East Africa | 23. Namib-Karoo-Kaokoveld |
| 3. Amazon-Guianas | 12. Congo Basin | 24. New Guinea and Offshore Islands |
| 4. Amur-Heilong | 13. Coral Triangle | 25. Northern Great Plains |
| 5. Arctic Seas plus Boreal/Tundra | 14. Eastern Himalayas | 26. Orinoco River and Flooded Forests |
| 6. Atlantic Dry Forests | 15. Fynbos | 27. Southeastern Rivers and Streams (US) |
| 7. Borneo | 16. Galapagos | 28. Southern Ocean |
| 8. Cerrado-Pantanal | 17. Greater Black Sea Basin | 29. Southwest Australia |
| 9. Chihuahuan Deserts and Freshwater | 18. Lake Baikal | 30. Southwest Pacific |
| | 19. Madagascar | 31. Sumatra |
| | 20. Mediterranean | |
| | 21. Mekong Complex | |



- 32. Southern Chile
- 33. West Africa Marine
- 34. Western Ghats
- 35. Yangtze Basin

REGIONAL PRIORITIES

- A. Gulf of California
- B. Meso-American Reef
- C. Baltic
- D. Alps
- E. Indus
- F. Yellow Sea

WWF WORLDWIDE NETWORK

Australia	Nepal
Austria	Netherlands
Belgium	New Zealand
Bhutan	Norway
Bolivia	Pakistan
Brazil	Peru
Canada	Philippines
Caucasus (Georgia)	Poland
Central Africa (Cameroon)	Russia
Central America (Costa Rica)	Singapore
China	South Africa
Colombia	Southern Africa (Zimbabwe)
Danube-Carpathian (Austria)	South Pacific (Fiji)
Denmark	Spain
Eastern Africa (Kenya)	Sweden
Finland	Switzerland
France	Tanzania
Germany	Turkey
Greater Mekong (Viet Nam)	United Kingdom
Greece	United States
Guianas (Suriname)	Western Africa (Senegal)
Hong Kong	Arctic Programme
Hungary	European Policy (Belgium)
India	Macroeconomics for Sustainable Development (USA)
Indonesia	
Italy	WWF ASSOCIATES
Japan	Fundación Vida Silvestre (Argentina)
Madagascar and Western Indian Ocean	Fundación Natura (Ecuador)
Malaysia	Pasaules Dabas
Mediterranean (Italy)	Fonds (Latvia)
Mexico	Nigerian Conservation Foundation (Nigeria)
Mongolia	Fudena (Venezuela)

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WWF's mission is to build a future in which humans live in harmony with nature.



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WWF International
Avenue du Mont-Blanc
1196 Gland
Switzerland
Tel: +41 22 364 9111
Fax: +41 22 364 8836