



WWF®

REPORT

APRIL  
2011

# Conservation Highlights

January 2011 - April 2011

Recent WWF achievements in protecting biodiversity and  
reducing humanity's footprint in priority areas of the  
global conservation programme

# YEAR OF THE TIGER

*“We set out to make 2010/2011 truly the Year of the Tiger, and we did. WWF was absolutely central to mobilizing the global effort to save the tiger, combining deep field experience, world-class expertise, public engagement, and political access in a way that only WWF can. With many partners, we helped shape the global strategy to double tiger numbers. And in the tiger range states, we worked intensively with governments and others to create the national plans that underpin it.”*

Jim Leape

## WWF's Year of the Tiger campaign

WWF used the opportunity of the Year of the Tiger in the Chinese calendar to run an 18-month campaign to focus attention on the plight of the tiger – numbers of tigers have been almost halved since the previous Year of the Tiger in 1998. The campaign's main aim to gain commitment by all 13 tiger range states to double tiger numbers by the next Year of the Tiger in 2022 was agreed at the St Petersburg International Tiger Conservation Forum. Other aims achieved included specific conservation actions, and a rebranding of tiger conservation to include wider values for people and the environment. The Summit also produced the Global Tiger Recovery Programme, bringing together all 13 tiger range states and the international community in the first unified plan to halt the tiger's decline.



## Protecting tigers and their habitats

During the Year of the Tiger, new protected areas (PAs) totalling approx 2 million hectares were announced by Cambodia, India, Indonesia, Laos, Myanmar and Nepal. New national tiger action plans were announced by Bangladesh, Cambodia and Thailand. Bhutan created a tiger conservation fund to compensate for livestock killed by tigers to reduce human-wildlife conflict. India and Indonesia also announced measures to reduce such conflict. In addition, China and Russia agreed to establish a transboundary PA network for the Amur tiger, and Russia has introduced a ban on the logging of Korean pine to protect tiger habitat.



## Stopping the tiger trade

Important commitments were announced to address the illegal tiger trade and benefit other species. The South Asia Wildlife Enforcement Network (SAWEN) was established, with WWF and TRAFFIC support, to strengthen wildlife trade law enforcement efforts in Bangladesh, Bhutan, India and Nepal. And CITES, INTERPOL, the UN Office on Drugs and Crime, World Bank and World Customs Organisation agreed to establish the International Consortium for Combating Wildlife Crime.

In the field, a major figure in Vietnam's illegal tiger trade was fined US\$70,000 and jailed for three years. And a suspected tiger smuggler has been arrested in West Sumatra, Indonesia, with the skin of a tiger believed to have been poisoned.



### India's tigers increase

New figures on the population of tigers in India – which holds half the world's tigers – estimates an increase in tigers from 1,411 counted in the last census in 2007, to 1,706. Discounting tigers from areas not previously included in the count, there is a possible increase of up to 225 tigers. These figures indicate the importance of strong protection for core tiger habitat, and linking areas, plus effective 'tiger friendly' management in surrounding areas, and that with the right conditions tigers can recover. The new tiger numbers were released by the Government of India at the International Conference on Tiger Conservation in New Delhi in March, which was a follow up to the Tiger Summit in St Petersburg last November.



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### A roaring communications success...

With the core message '*save the tiger and so much more*', WWF's Tigers Alive campaign combined field work and high level advocacy with the tiger range states, together with extensive use of new and social media, celebrity engagement, a Youth Summit, stunts and huge media coverage throughout the world to hugely increase awareness of the plight of the tiger and mobilize effective conservation action. An estimated 12% of all mentions of WWF in the media during the Year of the Tiger concerned the tiger campaign. In all, hundreds of thousands of people signed onto WWF's e-petitions, and visited WWF web sites, especially in China, India, Indonesia, Germany and UK.



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### Beyond the campaign

While celebrating the many campaign achievements – in protecting tigers and their habitat, halting trade and building political will, in communications outreach and mobilisation of people and funding – the emphasis now is to ensure the promises are fulfilled. New commitments will also be mobilised, building on the political momentum that has been generated – all with the purpose of helping ensure tiger numbers can be doubled by 2022. An opportunity with the UN Year of Forests in 2011 is to show the linkages between tigers and forests, and that by protecting tigers and their various forest habitats, this also protects a huge range of other species and the environmental services provided by these forests to people.



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# BIODIVERSITY

## WWF PRIORITY PLACES AND SPECIES

WWF's biodiversity meta-goal is to ensure the integrity of the most outstanding natural places on Earth. This includes the protection of biodiversity in high conservation priority areas, and restoring populations of those species with the highest ecological, economic and cultural value.

### New transboundary riverine protected area

In March, the ministers responsible for environment in Austria, Croatia, Hungary, Serbia and Slovenia signed a declaration committing the five countries to establish a transboundary UNESCO Biosphere reserve along the Drava, Mura and Danube rivers. This paves the way to create the world's first five-country protected area (PA) and, at 800,000ha, the largest riverine PA in Europe. The signing – attended by EU Environment Commissioner Janez Potoznik and held as part of Hungary's EU presidency – was recognised by WWF with a 'Wild Heart of Europe' certificate, to help build recognition of this important new PA which is visited by 250,000 migratory waterfowl annually and is vital for the socio-economic well-being of the culturally rich transboundary region.



### Mixed news on mountain gorillas

In recent months there's news of a significant increase in the largest mountain gorilla population in the three contiguous national parks in the Virunga mountains shared by the Democratic Republic of Congo (DRC), Rwanda and Uganda. The survey counted 480 gorillas, an increase of 100 since the last count in 2003. This has been achieved despite widespread civil unrest, and much credit is due to the bravery of the forest rangers who risk their lives to protect the gorillas and the park. Tragically eight rangers and soldiers were killed in an attack on their vehicle in January in DRC. And in a move in the right direction to prevent oil exploitation damaging this unique and fragile area, permission for oil exploration was suspended subject to a strategic environmental assessment.



### Marine protection in Mozambique

WWF and Mozambique have agreed ways to boost marine conservation and sustainable fisheries management along the country's 3,000km coastline. WWF will provide guidelines for achieving certification for well-managed fisheries and methods to reduce bycatch. Fisheries are a key element in addressing poverty and securing foreign earnings. Linked to this agreement, WWF is working with fisheries to achieve certification of the wild-caught Mozambique shrimp, and with the government to establish the proposed 1,7 million ha Primeiras and Secundas Archipelago marine protected area – which will be the largest in Africa and is planned for later this year. This builds on extensive recent conservation success in Mozambique, highlighted by the creation of the Quirimbas National Park in 2002.





## Conservation of rhino still a priority

WWF has been closely associated with rhino conservation since its founding. Our effort to increase the number of Indian rhinos continues with the translocation of two females to Manas National Park in Assam, India. These translocations aim to build strong new breeding populations. In Java, Indonesia, camera traps recently caught footage of critically endangered Javan rhinos. Two females, each with a calf, provide hope for the species, which likely numbers less than 50. In Africa, a renewed poaching wave driven by demand for horns in Asia threatens hard-won gains. Since we launched the African Rhino Programme in 1996, rhino numbers have almost doubled to 17,400 white, and 4,800 black. But in South Africa in 2010, 333 rhino were lost - almost one a day – plus a further 87 this year.



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## Breaking News - Suspected rhino gang held

An alleged poaching syndicate appeared in a South African court in early April on charges concerning the killing of rhino and trafficking of their horns. The 11 suspects include a safari tour operator, his wife, two veterinarians, an animal clinic employee, a pilot, a professional hunter and farm workers. Police investigators believe the group could be responsible for the deaths of hundreds of rhinos in recent years. “We anticipate a rigorous prosecution that will set the bar for future cases,” says WWF African Rhino Programme Coordinator Dr. Joseph Okori. Because of its severity, it is believed the case will be remanded to a higher court for trial in 2012.



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## Poaching escalation demands WWF action

Five men in Gabon have been arrested accused of possessing endangered species products, including a gorilla head and hands, 12 chimpanzee heads, and 12 leopard skins. “This is highly disturbing. It’s one of the largest seizures of great ape body parts in Central Africa in the last 10 years,” said David Greer, WWF African Great Apes Manager.

WWF and TRAFFIC experts met in Nepal in January to discuss how best to tackle the huge increase in poaching which threatens several of WWF’s flagship species, such as rhino, great apes and Asian big cats especially the tiger. Building on mechanisms such as the Species Action Plans and the TRAFFIC network, WWF will launch an overarching initiative to tackle this menace.



© JEFF FOOTIT / WWF-CANON

### Hope for the saola

Indochina's elusive saola, a recently discovered and critically endangered relative of antelopes, has new hope for survival with the establishment of a dedicated nature reserve on the border of Vietnam and Laos. The saola was discovered only in 1992 by a joint WWF and Vietnam Department of Forestry survey. Threatened by illegal hunting for its horn, the saola population is believed to range from a few dozen to a few hundred. The establishment of three protected areas completes a WWF vision for a continuous protected area landscape, traversing the Annamite Mountains from Vietnam's east coast into Laos, that will protect the important forests of the region, ensure the survival of the saola, and promote adaptability of the Annamites ecoregion to climate change.



### WWF returns to Doñana

In January, an international mission including IUCN, UNESCO and the Ramsar Secretariat, supported by WWF, visited the Doñana National Park in southern Spain to review critical threats to the park's ecological integrity. Doñana – the first protected area WWF helped establish in 1969 – is a crucial stopover wetland for millions of birds travelling huge distances annually on the east Atlantic flyway between northern Europe and southern Africa. Key threats include dredging of the Guadalquivir River, construction of an oil pipeline and ground water abstraction for farming, especially strawberries. The visit has already prompted release of a land use plan for strawberry farming, promised in 2007, and has demonstrated global concern for the embattled wetland.



### Ramsar turns 40

The Ramsar Convention on Wetlands – the world's first global environmental treaty – celebrated its 40th anniversary in March in the Iranian city of Ramsar where it was founded. A personal note was read out from Dr Luc Hoffmann, a WWF founder, who was key to creation of the Convention. It has played a crucial role protecting wetlands worldwide: the Ramsar List of Wetlands of International Importance contains over 1900 sites, covering nearly 188 million ha – and WWF has helped protect almost half this area.

The Romanian Government is designating the 115,666 ha Iron Gates Natural Park as the sixth Ramsar wetland, along 134 km of the Danube River's gorges. Romania will host the Ramsar COP11 in June 2012.



## Partnerships multiply conservation value

The MAVA-funded Protected Areas for a Living Planet project is demonstrating that support for CBD implementation has leveraged spectacular conservation results in five ecoregions over the last 12 months. Russia's regions committed to avoid unsustainable activities in 175 of 566 important marine and terrestrial areas identified as requiring protection in the national gap analysis published by WWF in 2009. The Carpathians raised some CHF 15 million in co-financing and 1.1 million ha of new PAs were gazetted in the Altai-Sayan and Caucasus. In 2011, the final year of the project, PA4LP is prioritising fundraising to deliver CBD goals, through donor engagement and by replicating the approach in other WWF Priority Places.



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## Norway values nature over oil

Following high level representations from WWF on the importance of avoiding oil and gas activity in highly sensitive and biodiversity rich ecosystems such as the Lofoten, Vesterålen and Senja archipelagos, the Norwegian government announced its decision to prevent an environmental impact assessment – a precursor to oil/gas activities. The decision shows the government values nature before oil development and it is possible to leave valuable oil resources in the ground – especially where this helps protect the jobs of key sectors such as fishing and tourism. The Lofoten area holds unique cold-water reefs, pods of sperm whales and killer whales, some of the largest seabird colonies in Europe and the spawning grounds of the largest remaining cod stock in the world.



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# INTERNATIONAL YEAR OF FORESTS

## Plant holiday in Nepal

During 2011, WWF's Living Forests Campaign aims to secure and celebrate major commitments in support of WWF's target of zero net deforestation and degradation by 2020.

Key targets include governments in WWF's priority places and key players in the private sector. More than 25 pledges have been proposed to date, building on existing and ongoing work. These will be further developed to ensure integrity and consistency.

Some of the pledges are summarised on this page.

For further information contact Soh Koon Chng at [sohkoon@wwf.panda.org](mailto:sohkoon@wwf.panda.org)

The Government of Nepal has declared a 'plant holiday' in line with the UN Year of Forests. This aims to achieve zero forest encroachment and effective management of isolated forests over the next three years.

A complete stop to tree felling plus new protected areas are proposed in the Churiya range, the southern-most range of hills in Nepal lying between the plains of the Terai and the mountain regions of the Himalayas, comprising more than 28% of the total area of the Terai Arc Landscape, or 23,199 km<sup>2</sup>. The Churiya forests perform a vital economic and ecological function as the watersheds for the Terai feeding a rich habitat for wildlife, and an important source for recharging ground water that supports agricultural production and livelihoods of numerous communities.



## Russian province exceeds protected area target

WWF has recognized the actions of Governor Oleg Kozhemyako of Amurskye Province in Russia's far east with a Gift to the Earth for having reached and exceeded a target set in 2002 which aimed to place 10 per cent of the province under protected area (PA) management. More than two million ha of new PAs have been created, taking total PA cover to 11.3 per cent, and securing priority forests which are also habitat for 1800 plant species, 320 birds (including the Japanese crane and white stork), and 67 mammals, including a unique migratory population of roe deer – at 40,000 animals the last remaining large population on Earth. Moreover, following protection of the last Korean pine and broadleaf forests Amur tigers are returning to their former habitat.



## Forest conservation advance in DR Congo

Building on the commitment to achieve 15 per cent fully representative protected area (PA) cover announced by the DRC government at CBD COP 9 in Germany in 2008, a decree was released in January 2008, announcing the new 550,000 ha Ngiri Triangle Nature Reserve. This new PA, developed in consultation with local and indigenous communities, is especially important for migratory birds and includes vital wetlands as well as forest, and is within a priority transboundary conservation complex including Lac Télé and Lac Tumba.





# 50TH ANNIVERSARY

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“Fifty years ago, WWF was born into a world just beginning to recognize the devastating impact humans were having on the natural environment. A few committed individuals came together to create WWF with a broad vision. Conservation is more than saving endangered species, protecting forests, and preventing pollution, said WWF founder Max Nicholson, “it is inescapably concerned with the future conduct, welfare and indeed survival of mankind on this planet” – an early recognition of sustainable development. WWF has since grown to be a truly global and highly respected conservation organization, built on an understanding of the complex relationship between human activities and the natural environment, a focus on finding workable solutions, and an ability to mobilize action”.

*Jim Leape*

## Celebrating WWF's 50th Anniversary

WWF marked Friday, 29 April 2011 as the 50th anniversary of the date in 1961 when the Morges Manifesto was signed calling for an international conservation organization to mobilize massive resources around the world to fund global conservation priorities. The anniversary is being celebrated in many ways around the world: The Swiss National Museum in Zurich launched an exhibit in April to commemorate the 50th anniversary of WWF. A global communication campaign has been created around WWF's major conservation challenges – past, present, and future – which also pays tribute to WWF's supporters, partners, and members. Commemorative stamps have been produced in Switzerland and UK, and WWF Mexico has produced a video on the web of life titled We are all Connected.



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## 50 conservation challenges and achievements

WWF's most important conservation achievements over the last 50 years are being profiled. A wide-ranging review of WWF's conservation work over five decades, developed with more than 170 proposals from the Network, has produced 50 conservation challenges and achievements to represent the five decades, each highlighted by a simple text and iconic picture. This is provided on OneWWF to the Network for use on websites, in print materials, and other purposes during the anniversary year, including the global communications campaign. A 120-page colour booklet featuring the 50 is being produced for the anniversary event as a commemorative gift for major donors, partners, and VIPs. This will be available both in a bound format and an e-book.



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# FOOTPRINT – Marine

WWF's second meta-goal is to reduce humankind's Ecological Footprint so that we live within the renewable resource limits of our planet. This builds on strong foundations and targets humanity's carbon, commodity and water footprints which have the greatest impact on biodiversity.

WWF's work on transforming markets focuses on the production of key commodities including palm oil, soy, tuna, timber, whitefish, pulp and paper, farmed salmon and shrimp, that impact our priority species and places, and contribute substantially to humanity's footprint.

## Smart ways to reduce bycatch

Entries for WWF's Smart Gear competition close 31 August 2011. The competition – which awards prizes worth US\$57,000 to the inventors of fishing gear that reduces the accidental capture of marine life – has gained a number of successes with winning entries being adopted in many fisheries around the world. Flexi grids, which won in 2006, are now mandatory in blue whiting fisheries in the Faroe Islands, and are used in a growing number of countries all over the world.

“The Eliminator” – a winning idea from 2007 – designed to reduce bycatch of cod, is now being used by fishermen in the north-eastern U.S. haddock fisheries, as well as being adopted by the EU as a mandatory measure under certain conditions. Be sure to checkout the website: [www.smartgear.org](http://www.smartgear.org)



© JILL HATZAI / WWF-US

## Boost for MSC-certification

Icelandic Group, one of the world's ten largest seafood companies, has submitted its cod and haddock fisheries for Marine Stewardship Council (MSC) certification and if successful will extend sustainable fish choices for consumers on a global scale. Icelandic Group purchases and markets 35% of the total fish quota caught in the seas of Iceland, in value terms the world's 11th largest exporter of seafood.

For the first time, consumers can buy MSC-certified cod caught in the Baltic Sea. From being close to collapse seven years ago, through effective conservation work Baltic cod are now healthy and abundant, and consumers can eat this fish and support a sustainable fisheries economy in the Baltic region.



© MIKER JACKSON / WWF-CANON

## Discarding bad practise

For the first time, guidelines on reducing discards – a practice that is damaging to the marine environment, especially to recovering fish populations – have been adopted by the UN FAO's Committee of Fisheries. This decision will help solve a hugely wasteful fishing practice and by emphasising overall good fisheries management, sets an important course for the future.

Discards in the North Sea are being tackled through the EU-Norway fisheries agreement, which allows EU countries to incentivise their fleets to adopt modern technology of onboard cameras to record all catches, making fishermen accountable for their catches, not their landings. WWF has pushed strongly for this action as key to its efforts to reform the EU's Common Fisheries Policy (CFP).



© B.J. SKERRY/NATIONAL GEOGRAPHIC STOCK/WWF

## Breaking news - Mekong merry-go-round

A final decision on construction of the Xayaburi dam in Laos has been deferred by the Mekong River Commission (MRC) to the ministerial level, following concerns raised by Cambodia, Thailand and Vietnam. This follows mounting evidence highlighting risks to biodiversity, fisheries and livelihoods of millions of people in the Mekong River Basin. A WWF-commissioned review found the Environmental Impact Assessment and Feasibility Study for the proposed dam woefully inadequate and well below international standards for such studies. WWF supports a 10-year delay in the approval of lower Mekong mainstream dams, including the Xayaburi hydropower dam, to ensure a comprehensive understanding of all the impacts of their construction and operation.



© SEARIN / LIVING RIVERS SIAM

## Global river partnership

WWF is developing a major freshwater partnership initiative to improve water governance in key rivers of the world to achieve a balance between human needs for agriculture, industry and urban areas, and the needs of nature by maintaining natural water flows. Both governments and the private sector are abruptly realizing the risks that mismanaged water resources pose to their future – especially in the face of huge anticipated impacts of climate change and human population increase. WWF will work in partnership with government and water management authorities, the private sector, and other stakeholders in key rivers such as the Ganges and the Yangtze, and countries ranging from India and China to South Africa, Kenya and Pakistan.



© MICHAEL GUNTHER / WWF-CANON

## Pangasius and tilapia head for certification

WWF has introduced a new category in its seafood guides – “moving towards certification” – to give consumers information so they can support fisheries and fish farms that have committed to achieve the highest standards of sustainable production. This category also recognises genuine effort to reduce the environmental impacts of aquaculture. Working with aquaculture producers and fisheries authorities in Vietnam – which produces almost the entire world supply of pangasius (also known as tra and basa catfish) – and Honduras and Indonesia on production of tilapia, WWF is confident they are on course to comply with the standards to be used by the newly-formed Aquaculture Stewardship Council (ASC). These products will be indicated as “moving towards certification”.

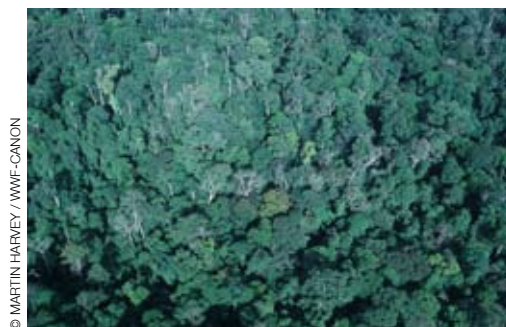


© WWF VIETNAM



## Stopping climate emissions from forest loss

Projects that reduce emissions from deforestation and forest degradation (REDD+), which also benefit local communities and conservation are key to WWF's efforts to reduce the 15 per cent of greenhouse gas emissions contributing to climate change. WWF is helping pilot such projects in key forest countries such as the Democratic Republic of Congo (DRC). In March 2011, an event in Kinshasa with participants from civil society, government agencies and international organizations launched the Moabi RDC – a platform for civil society to participate in the REDD+ process which supports the DRC government's REDD policy and helps identify competing legal claims e.g. for logging, mining, and agriculture to facilitate forest management to REDD+ standards.



## Korean pine logging ban to help tigers

The Russian government has taken a huge step to save key Amur tiger habitats by banning Korean Pine logging. "Korean Pine has a crucial importance for tiger conservation: its cones are fodder for wild boars, and wild boars are tiger prey" says Igor Chestin, CEO of WWF-Russia. This ban was included by WWF-Russia in the list of top eight measures that must be taken in Russia for tiger conservation, which were presented to the Ministry of Natural Resources and Environment of Russia in 2010. Korean pine harvest is important for at least 50 species, including the wild boar, one of the main prey species of the Amur tiger. The endangered Amur tiger, numbering fewer than 500 in the wild, is found primarily in southeastern Russia and northern China.



## Towards sustainability for biofuels

The Roundtable on Sustainable Biofuels (RSB) was launched in March as a multi-stakeholder initiative that has developed a global sustainability standard and certification system for biofuel production. Implementation of the RSB standard is central to WWF's Bioenergy Strategy, which aims to achieve by 2015 15% global biofuels production to be certified under RSB or other WWF supported credible scheme.

Following years of cooperation, the Chinese State Forest Administration (SFA) released guidelines for sustainable bioenergy plantations, including jatropha. China has ambitious plans to expand bioenergy plantations, and the guidelines incorporate key concepts advocated by WWF and certification schemes such as the RSB.





## Forest solutions to climate change

At an event in January in Jakarta to celebrate the UN Year of Forests, 600 government and industry leaders joined former US Vice President Al Gore and WWF Indonesia CEO Dr Efransjah, to discuss the private sector's role in sustainability and addressing climate change. WWF launched its Green Business Network, a business-to-business platform supporting transformational change in the forestry, palm oil and mining sectors in the 22 million hectare Heart of Borneo (HOB).

WWF and its partner, The Borneo Initiative, launched a third group of companies with forests totalling 900,000 hectares committed to pursuing Forest Stewardship Council (FSC) certification. This innovative approach has now secured FSC commitments totalling 2.3 million – 10 percent of the HOB.



© A. CHRISTY WILLIAMS / WWF-CANON

## Check Your Paper

WWF's Check Your Paper tool for rating the sustainability of paper products now has more than 100 paper products ranked 'good' or 'excellent' in the coated and uncoated categories, such as copy paper, and printing and writing paper. The tool is designed to help buyers find products with the lowest environmental impact. It assesses forest management, CO2 emissions, water and energy use and legality of source. Go to <http://checkyourpaper.panda.org>. "WWF urges all paper buyers to check the tool before purchasing and encourages other paper makers to join Check Your Paper," says Rodney Taylor, Forest Director, WWF International.



© WWF-SWITZERLAND

# FOOTPRINT – Climate change

## WWF's Energy Report – a call to action

The world's energy needs could be provided cleanly, renewably and economically by 2050, according to WWF's Energy Report, which breaks new ground with its consideration of total energy needs including transport, and making adequate and safe energy available to all. The report shows that in four decades we can have a world of vibrant economies and societies powered entirely by clean, cheap and renewable energy and with a vastly improved quality of life. Prepared with energy consultancy Ecofys, the report shows that by 2050 all major energy needs could be met with only isolated residual uses of fossil fuels – vastly reducing anxieties over energy security, pollution and not least, catastrophic climate change.

© WILD WONDERS OF EUROPE/INAKI BELANZON/WWF



## Clean Energy Ambassadors

Leaders of several major companies, along with key policymakers and thought leaders have demonstrated their support for WWF's 100 per cent renewable energy vision by signing-up as "Clean Energy Ambassadors".

This initiative, launched in conjunction with The Energy Report brings together a group of influential industry leaders and visionaries to provide an authoritative and knowledgeable voice in the push for a global transition to renewable energy sources. The

Energy Report articulates an ambitious but achievable vision that outlines the key changes required to achieve a fully clean energy future and avoid catastrophic climate change. WWF's Clean Energy Ambassadors will be real allies in helping bring to the table the key questions to be addressed and the key decisions that will need to be taken.

© ISTOCKPHOTO / DAVID JOYNER



## Beyond the Hour

On 26 March, Earth Hour went beyond the hour, sparking environmental commitments from heads of state, companies, cities and individuals in 135 countries. Nepal committed to stopping logging in the 2.3 million ha Chiruya forest. In China, each of the 84 cities participating made commitments – Chengdu will put 80,000 bikes on the streets and Shenyang will reforest 40,000 ha. Earth Hour was hugely popular on social media – videos on YouTube were viewed 2.8 million times, there were 68 million interactions through Earth Hour apps and Facebook, MySpace and other sites, and supermodel Miranda Kerr drove tens of millions to the earthhour.org website. An estimated 2 billion people were reached by Earth Hour. Beyond the hour is helping achieve broader and deeper engagement.



# ON THE HORIZON

## Climate Opportunities in African UN Summit

It has been dubbed the African UN Climate Conference – the next edition of UN climate negotiations will take place from 28 November to 9 December in Durban, South Africa. While we do not expect a big breakthrough towards the global climate deal at this stage, we will focus on a discrete set of achievable successes. These include financial support for climate measures in developing countries, reducing emissions from deforestation and forest degradation (REDD+), and adaptation with special reference to the situation in Africa. In cooperation with other NGOs, we will make sure governments cannot ignore the Gigatonne Gap between current promises for emission reductions and what science tells us is really needed; in that context we will also promote our energy vision.



© BRENT STIRTON / WWF-CANON

## Summit for the Himalayas

On 14 October 2011, supported by WWF's Living Himalayas Initiative, the government of Bhutan will host a summit of the four eastern Himalayan countries – Bangladesh, Bhutan, India and Nepal – to review the impacts of climate change in the region, as well as future scenarios and implications, and explore national and cooperative actions to protect vulnerable freshwater and forest ecosystems with the aim to maintain ecosystem services such as freshwater flows.



© STEVE MORGAN / WWF-CANON

## Rio + 20

Twenty years on from the UN Conference on Environment and Development in Rio de Janeiro in 1992, the UN will hold a Conference on Sustainable Development (UNCSD) in June 2012 in Rio. The themes include sustainable development, green economy and poverty eradication.

Rio+20 represents a significant opportunity for governments, business and civil society to push for genuine long-term stability, full cost accounting of all externalities, and human development with net sustainable footprint to preserve the natural environment and resources in which people live and depend on. Check out information on the conference and contribute to our work on the Hot House Rio+20 working space (<http://bit.ly/dJQsxS>).



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## Living Forests Campaign: what's ahead

WWF's Living Forests Campaign launches on 27 April in Jakarta, Indonesia, with the release of Chapter 1 of the Living Forests Report: Forests for a Living Planet. Coming months will see an online "forest calculator" that allows users to make choices about protecting forests and biodiversity, adjust consumption habits and reduce carbon emissions. The calculator then projects the results of those choices so users can see where change is needed. And later in the summer, look for a package of online feature stories and new photographs from the Heart of Borneo. To learn more about these and other activities, including the Living Forests Pledges, please visit the *campaign Google site*.



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# WWF in numbers

## 50 YEARS

WWF was founded 50 years ago in 1961 to mobilize new resources to protect the environment.

## 1ST

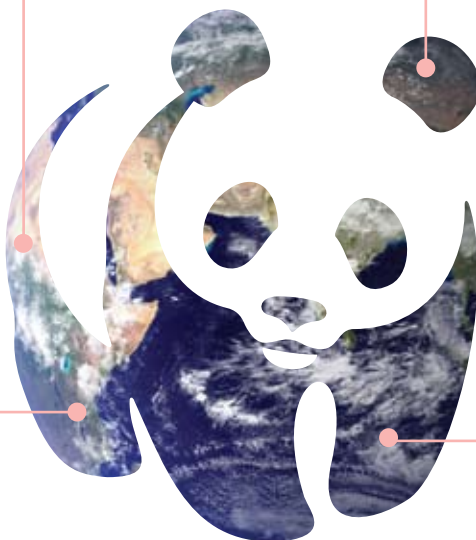
For the 1st time consumers can buy MSC-certified cod from the Baltic Sea.

## 188 MILLION

188 million hectares were recognized under the 40 year old Ramsar Convention as wetlands of international importance – and WWF has helped to protect close to half of this area.

## +225

A new census of tiger numbers indicates the population of tigers in India has increased by 255, an increase of 15 percent.



### 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.

[www.panda.org](http://www.panda.org)

### Keep up to date with our successes

[www.panda.org/successes](http://www.panda.org/successes)

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