



Conservation Highlights

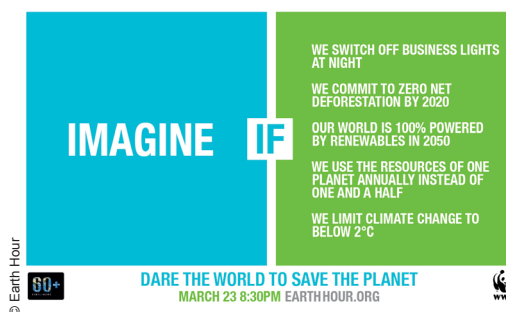
June 2013

Recent achievements and challenges in
WWF's work to protect biodiversity and reduce humanity's footprint in
priority areas of the global conservation programme

WWF's Earth Hour started in Sydney in 2007 as a citizen initiative to protest against climate change, and to call for urgent action. Since then Earth Hour has grown at a huge pace to become the world's largest mass participation environmental movement, active in over 150 countries, and has gone 'beyond the hour' to become a platform where people can mobilise action on climate and other environmental priorities.

Earth Hour 2013 goes beyond the hour

More than 7,000 cities and municipalities in 154 countries and territories participated in WWF's Earth Hour 2013, which was supported by celebrities such as Barcelona football star Lionel Messi, astronaut Chris Hadfield (from the International Space Station) and anti-Apartheid hero Nelson Mandela, in another record-breaking sweep around the planet. Many of the world's best known human and natural landmarks went dark including for the first time the Kremlin and Red Square in Russia. Earth Hour was boosted this year by many examples of conservation challenges and action beyond the hour. The social media around Earth Hour 2013 was the biggest ever, with a 50 per cent increase in tweets to 1.16 million.



Find out more:  

Vancouver crowned Earth Hour Capital 2013

WWF's Earth Hour City Challenge (EHCC) recognised Vancouver, Canada, as Earth Hour 2013 Capital for its innovative actions on climate change and support for a 100 per cent renewable future. Organised with ICLEI (Local Governments for Sustainability) and the Swedish Postcode Lottery, EHCC points out that cities account for over 70 per cent of global CO2 emissions but have unique potential to create climate smart and sustainable lifestyles for large numbers of people. The 66 participating cities from Canada, India, Italy, Norway, Sweden and the US presented climate commitments and actions and were judged by an expert jury and public support. Vancouver's low carbon development plans include new buildings to be carbon neutral by 2020, extensive public transport networks and green jobs.



Find out more: 

Earth Hour 2013 inspires conservation action

In Russia, a WWF Earth Hour initiative mobilised public support for protection of the country's most biologically valuable forests for their ecological services including water supply and climate stability. More than 127,000 people signed on to protect key forests covering 18 million ha, an area twice the size of France. This builds on a successful Earth Hour 2012 initiative which gained 120,000 signatures for better protection of Russia's seas from oil pollution, resulting in passage of a new law in January. Earth Hour activities elsewhere included a petition to improve marine protection in Argentina, protection of a Guianas park from gold mining, creation of a 2,700 ha Earth Hour forest in Uganda and donation of 1,000 energy efficient stoves to cyclone victims in Madagascar to reduce deforestation.



Find out more:  

WWF's "Kill the Trade" campaign addresses a massive recent escalation in illegal killing and trade of elephants, rhino and tiger. The aim is to persuade governments at the highest levels that wildlife crime is serious and must be addressed effectively and urgently for the sake of wildlife, their habitats, sustainable economic development and national security.

Ivory trade in Thailand to close

The Thai Prime Ministers' commitment to take steps to close its ivory trade, announced at the CITES meeting in Bangkok in March, is a major step toward protecting Africa's elephants by eliminating a key illegal ivory trade channel – a top priority goal for WWF.

The scale of this trade and its impact on elephants – an estimated 30,000 are killed in Africa every year – was shown in December with Malaysia's largest ever seizure of illegal ivory - 150,000 ivory pieces in cases marked timber, en route from Togo in Africa to China. This is the sixth major seizure of illegal ivory in Malaysia in 18 months. And a high level meeting of Central African states in March agreed an emergency plan to stop the wave of poaching.



Find out more:  

UN recognizes wildlife crime deserves serious time

In April, the UN Commission on Crime Prevention and Criminal Justice agreed the illicit trafficking of wildlife should be treated as serious crime, and encouraged UN members to ensure that members of organized criminal groups are sentenced to four years or more in prison. Currently, in many countries wildlife smugglers are given fines lower than the value of the wildlife they are smuggling, and wildlife trade links to other organized crimes, such as drugs and guns.

In separate but related developments, Japan, New Zealand and Russia have committed to increase the penalties including jail for wildlife smugglers, and South Africa has recently imposed a 40-year sentence on a convicted rhino horn smuggler.



Find out more: 

Illegal killing and trade represent one of the greatest threats to wildlife. A vital ally helping WWF address the illegal trade is the UN Convention on International Trade in Endangered Species (CITES) that regulates trade in over 35,000 wildlife species. WWF helped achieve a number of key decisions at the CITES meeting in March in Bangkok, Thailand, which provides hope for species ranging from elephant and rhino to sharks and trees.

Positive start to wildlife trade meeting

At the opening of the CITES meeting, Thai Prime Minister Yingluck Shinawatra announced that Thailand will take steps to close the country's ivory market. This followed the mobilization of 1.6 million signatures by WWF and Avaaz, supported by the actor Leonardo DiCaprio. By halting the trade, Thailand can stop a key illegal trade route, where illegal ivory is 'legitimized' on the way to customers wanting the ivory. WWF is now calling for a timetable to end the trade.



© WWF-Thailand

Find out more: 

Countries urged to regulate illegal ivory trade

The CITES meeting cautioned 22 countries for failure to properly regulate the illegal ivory trade, and eight countries are required to implement timebound plans to deal with this trade and report back to CITES by 2014. Failure to effectively address the illegal trade may mean trade sanctions are imposed preventing a country trading in any of the 35,000 species ranging from orchids to crocodile skins which are regulated by CITES. With the help of its partner TRAFFIC – the wildlife trade monitoring organization – WWF will check progress on whether these countries are moving to effectively regulate the illegal trade which poses a particular threat to the forest elephant of central Africa often found close to war zones and areas of civil unrest.



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Find out more: 

Action to close both ends of illegal rhino horn trade

Viet Nam and Mozambique were singled out at CITES for failing to act effectively to close down the illegal trade in rhino horn. A sudden surge in demand – based on a misplaced belief in Viet Nam that rhino horn can cure cancer and other ailments – has led to a massive wave of rhino killing in South Africa: from 13 rhino killed in 2007 and 83 the following year, rhino killings have spiked to 668 in 2012 and are set to exceed this number in 2013. Poaching gangs operating from Mozambique into South Africa are responsible for many of the rhino deaths. And the demand for rhino horn in Viet Nam is fuelling the illegal killing. CITES requires these countries to report on progress to clamp down on this illegal trade by 2014.



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Find out more: 

UN body acts on destruction of sharks

An historic and precedent-setting CITES vote has initiated regulation of trade in five shark species – three species of hammerhead, the porbeagle and oceanic whitetip – and two species of manta ray. Recent reports show both sharks and rays – which share low breeding rates and late sexual maturity – have suffered huge losses due to fishing industry impacts in recent years. An estimated 100 million sharks are killed each year as bycatch in fishing nets and longlines, and many more are killed deliberately for their fins, an Asian delicacy.

The humphead wrasse, already regulated by CITES, is continuing to suffer from illegal and unregulated trade, so CITES has proposed measures to better control the trade.



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Support for rare and threatened tree species

Another important CITES decision was to extend protection to certain tree species highly valued for their precious woods; excessive demand for these trees is causing over-exploitation and deforestation.

Ebony and rosewood are both prized for manufacture of musical instruments, furniture and specialized items such as chess pieces. Few tree species are protected under CITES, but the ongoing loss of forests and selective unsustainable logging are putting many tree species under threat, and this CITES decision sends a message to countries which are failing to regulate trade in these species, makes it possible to add further tree species threatened by trade, and gives hope for efforts to stop the loss of rare tree species threatened by unsustainable trade.



© WWF / Chris Maluszynski

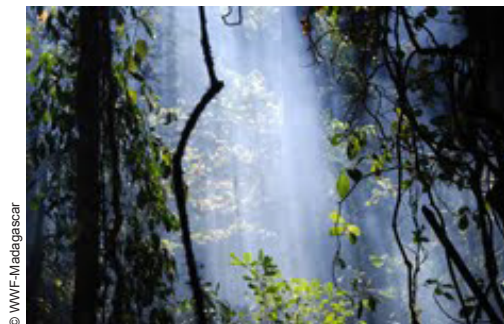
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“When WWF began over 50 years ago,” said WWF International Director-General Jim Leape, “our first focus was Africa – in particular a campaign to save Africa’s rhinos. We have accomplished a lot since then, playing central roles in the protection of wildlife and helping spark much broader efforts to conserve Africa’s extraordinary places, and reduce human impact. Africa today remains our largest investment in conservation.”

WWF is committed to protect Africa’s magnificent natural wealth and to promote sustainable resource use.

Madagascar’s protected area surface tripled

Ten years on from the 2003 World Parks Congress in Durban, South Africa, where the Madagascar Government committed to triple the country’s 1.7 million ha of protected areas (PAs), this huge task has been realized with the help of WWF and partner organisations. A representative PA network covering more than 6 million ha is now in place, managed by government, private owners or local communities. WWF also helped establish the Madagascar Biodiversity Fund that has raised US\$50 million. But securing these PAs for the future remains a challenge; many of these new PAs have initial protection status yet a political crisis is delaying finalization. As part of its 50th anniversary celebrations, WWF Madagascar aims to achieve the long term viability of these unique refuges.



© WWF-Madagascar

Boost for marine protection in Southern Ocean

South Africa’s creation of the 18 million ha Prince Edward Islands marine protected area – the world’s 7th largest – was recognized by WWF in April as a Gift to the Earth award for leadership and inspiring example. The islands, Prince Edward and Marion, situated 2,000 km south of the country in the Southern Ocean, are a biodiversity hotspot, home to 8 million seabirds - mostly penguins - but including also five albatross species with almost 50 per cent of the world population of wandering albatross, as well as cetaceans and seals. Also an important nursery area for Patagonian toothfish, known as Chilean seabass, this was damaged by illegal, unregulated and unreported fishing in the late 1990s. Protection should also help recovery of the fishery.



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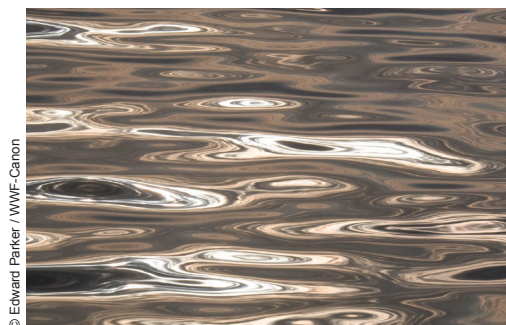
Find out more: 

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.

Marine protection in Latin America/Caribbean

An Earth Hour 2013 conservation challenge in Argentina is mobilising public support to incorporate the Banco Burwood marine plateau within a marine protected area (MPA) which, at 3,4 million ha, would become the country's largest MPA. The marine plateau is important as a fish breeding and nursery area, and for seabirds such as albatross, petrel and penguins.

A new 131,000 ha marine reserve has been established by Belize for the Turneffe Atoll, the largest in the Caribbean. Supported by government and civil society bodies including WWF, this MPA protects a rich array of marine life in the MesoAmerican Reef, including coral, mangrove and seagrass bed habitats, lobster and conch species.



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Find out more: 

Conservation gains for marine environment in Asia

China has announced a new policy which will place under protection by 2020 at least 30 per cent of the Bohai Sea – a core area within the important Yellow Sea ecoregion. This action will secure coastal wetlands and shellfish beds which serve as critically important stopover points for migratory birds.

A trawling ban throughout Hong Kong's waters came into effect at the beginning of 2013 – a measure WWF has been campaigning on to protect the secure marine environment which has been heavily degraded especially by damaging trawling methods.



© Alan Leung / WWF-Hong Kong

Find out more: 

Beyond 40 years of successful polar bear conservation

2013 is the 40th anniversary of a turning point in polar bear conservation – the agreement of the five countries with polar bear populations to protect this species throughout its Arctic range from the threat of sport hunting and commercial harvesting. Signed in 1973 by Canada, Denmark, Norway, the Soviet Union and US, this visionary Agreement on the Conservation of Polar Bears enshrined protection of the species, its prey and all necessary habitats. Polar bear numbers have since increased to an estimated 20-25,000 individuals. WWF played a supportive role then and is now working with the five countries to address the crucial new threat: warming of the Arctic due to climate change and melting of summer sea ice – vital for food and breeding.



© WWF / David Jenkins

Find out more: 

Increased protection of polar bear habitat

Russia has established two new Arctic protected areas with WWF support which advance polar bear conservation. The huge Beringa National Park includes 1,5 million ha of the Chukotka Peninsula in the Bering Sea and 300,000 ha of marine area, and helps secure habitats of threatened species including polar bears, and a rich flora with over 1,000 plant species. The aim is to link with the US Bering Land Bridge National Park to create the first Russia-US transboundary protected area.

And a 24 nautical mile buffer zone has been established in Russia's eastern Arctic around the Wrangel and Herald islands which provide valuable polar bear and walrus habitat, and have high biodiversity levels.



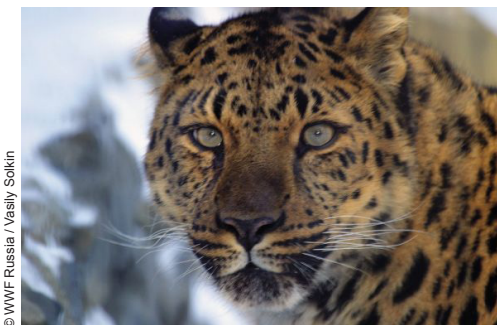
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Find out more: 

Boost for Asian big cats

A new tiger protected area (PA) was created by India in February in the southern Indian state of Tamil Nadu. The forests of the Sathyamangalam Wildlife Sanctuary extend the existing Bandipur Tiger reserve in the neighbouring state of Karnataka, creating a protected area complex that is home to one of the world's largest tiger populations, and significant numbers of elephant and leopard.

A recent census of Far East leopard in Russia showed at least 50 individuals – a significant increase in five years since the last census – and that the leopard is extending its range to the China border. WWF seeks a transboundary leopard reserve along the China-Russia border linking existing PAs and covering 600,000ha to sustain much larger populations.



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Find out more: 

Bolivia protects world's largest wetland complex

Bolivia has designated a huge 6,9 million ha area of Amazon wetlands – the size of Netherlands and Belgium combined – as Wetlands of International Importance under the Ramsar Convention, helping ensure their future survival. Announced on World Wetlands Day in February, the Llanos de Moxos wetland complex is the largest ever registered under Ramsar, which now includes more than 2,000 sites worldwide covering 200 million ha – over half supported by WWF, mostly in the last decade as the protection of the world's freshwater systems becomes increasingly urgent. The wetlands, close to Bolivia's border with Peru and Brazil, contain a wealth of wildlife including 658 bird species. Bolivia now leads the world in area designated as Ramsar wetlands.



Find out more: 

Further priority wetland sites protected

Several freshwater areas in high conservation priority places have been designated under the Ramsar Convention as Wetlands of International Importance. These areas include Kenya in Coastal East Africa, Rumania's Danube River basin, Tunisia in the Mediterranean and in the Miombo ecoregion, Zimbabwe. The 163,000 ha Tana River delta in Kenya is now a Ramsar site, making this East Africa's second priority river mouth wetland alongside the Rufiji Delta in Tanzania. In Rumania, seven wetland sites covering 400,000 ha were designated in the Danube River basin, securing habitat for migratory and resident bird species and flood control. Zimbabwe joined the Ramsar Convention with WWF support and will designate seven wetland sites covering 280,000 ha.



Forest and freshwater protection in Russia

Creation in April of a 318,000 ha buffer zone for Russia's Sokhindinsky Biosphere Nature Reserve is the final piece in a mosaic of protected areas (PAs) securing the sources of the Amur River, a WWF conservation priority. The buffer zone forms a 115 km wildlife corridor along the Russia-Mongolia border, linking several PAs, and enables the establishment of a 950,000 ha transboundary PA.

And a 200,000 ha PA in Russia's Onega Peninsula in the White Sea helps secure both a high conservation value forest, and the traditional lifestyles of coast dwellers. In 2005, WWF helped a civil society coalition campaign prevent a proposed road destroying 25,000 ha of the forest.



Find out more: 

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.

The fight to save Europe's fisheries continues

Ahead of crucial votes in the European Union (EU) Parliament and Fisheries Committee, more than 150,000 people signed a WWF petition calling for ambitious reform of the EU Common Fisheries Policy to ensure all European fish products are from sustainable, non-overfished stocks. And a WWF poll indicated almost 90% support of EU citizens. The Parliament vote in February was overwhelmingly in favour by almost five to one, and incorporated all five of WWF's main asks including elimination of discards and illegal, unreported and unregulated fishing, allowing fish stocks to recover and moving to multi-year fisheries planning. But EU fisheries ministers meeting in May agreed only some reforms: Will the Parliament continue to act on the public's demand to stop overfishing?



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Find out more:    

Two tuna fisheries move towards sustainability

Tuna fisheries in the Indian Ocean and Western Pacific have taken important steps to promote sustainable management. The important Maldives tuna pole and line skipjack fishery is the first Indian Ocean tuna fishery to receive Marine Stewardship Council (MSC) certification. Pole and line fishing for tuna in the Maldives is a highly selective, low-impact fishing method, supporting over 20,000 fishermen and their families. The Fijian Albacore Tuna Longline Fishery also gained MSC certification – recognised as the best available market incentive to drive fisheries towards sustainability. Worldwide, 300 fisheries are engaged in the MSC programme, with annual catches of around 10 million tonnes of seafood, or more than 11 per cent of the annual global harvest of wild-caught fish.



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Find out more: 

Papua New Guinea fisheries make progress

To reduce accidental capture and death of huge numbers of turtles and sharks, 30,000 circle hooks have been provided to replace traditional "J-shaped" fishing hooks used by the tuna longline fishing fleet in Papua New Guinea (PNG) which are much more lethal to turtles and sharks. In trials, the circle hooks caught no turtles and the tuna catch rate increased.

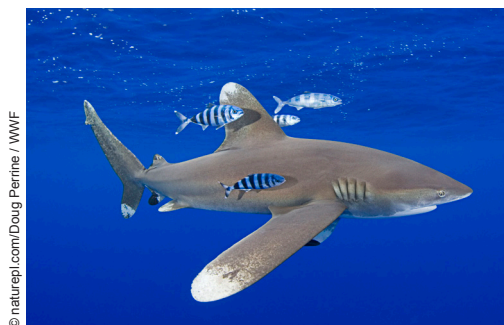
And from July, the PNG fisheries authority will require all fleets fishing in PNG waters to land MSC-eligible skipjack tuna to local canneries – a move which could hugely boost the availability of MSC-certified tuna to consumers around the world, as PNG has one of the world's richest tuna fishing grounds.



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Action to protect sharks in the Indian Ocean

Critical conservation measures to protect oceanic whitetip sharks, whale sharks and cetaceans from impacts of tuna fisheries in the Indian Ocean were agreed in May. In Mauritius, at the annual meeting of the Indian Ocean Tuna Commission (IOTC), measures requiring oceanic whitetip sharks to be released unharmed and banning the setting of pursed seine nets around whale sharks and cetaceans were adopted. IOTC member states also agreed important measures for the sustainable management of tuna fisheries – all measures welcomed by WWF in the effort to improve the management of Indian Ocean tuna fisheries and reduce impact on vulnerable species such as sharks and cetaceans.



Find out more: 

Mozambique to benefit local fishermen

Mozambique has passed a new Fisheries Act which promotes “rights-based” fisheries management (RBM), both to ensure sustainable management and benefit local fishermen. RBM allocates fishing rights but also requires responsible management by the rights’ holders. More than 100,000 Mozambicans directly depend on fishing which supports a further half million people indirectly. Mozambique lost an estimated US\$67 million in 2012 due to illegal fishing, often by foreign vessels entering Mozambique’s waters. The new law enables local communities to manage their fisheries and so gain greater socio-economic benefits, while more effectively conserving the resource. WWF has also helped Mozambique establish a marine protected area network that supports fisheries protection.



Find out more: 

Australia’s Great Barrier Reef threatened

In 2005, WWF helped achieve a huge conservation success with an increase in the protected area cover of Australia’s famed Great Barrier Reef (GBR) from four to thirty-three percent, totalling 13 million ha, plus a zoning plan to ensure human impact on the GBR was sustainable. But plans to build coal loading terminals, increase shipping and weaken coastal protection laws threaten the future of this iconic natural site. Even its World Heritage status is at risk, as is the US\$6 billion reef-based tourism industry. WWF, with the Australia Marine Conservation Society, have released a [scorecard](#) rating Australia’s reef management and are calling on the Federal and Queensland governments to halt approvals of further major development schemes until a plan to secure the GBR’s future is agreed.



Find out more: 

EU and Australia outlaw illegal timber imports

In March, new laws governing timber imports into the European Union (EU) came into effect, requiring the 27 EU member states to identify the country of origin and legality of imported timber. A similar law is now also in place in Australia, modeled on the EU legislation. If effectively implemented, such legislation can achieve a major reduction in the amount of illegal timber imported every year into the EU, and take pressure off critical habitats, protect local forest community livelihoods and boost the legitimate timber trade, where independent certification according to the standards of the Forest Stewardship Council (FSC) is the best available guarantee of sustainable timber production.



© Rob Webster / WWF

Find out more: 

Sustainable management of priority forests increases

New areas of forest certified to Forest Stewardship Council (FSC) standards in Cameroon in central Africa take the country's FSC-certified forest area to over 1-million ha and 5-million ha in the Congo River basin as a whole – a boost for the conservation and sustainable use of these priority forests.

In Latin America, close to 30 per cent of forest plantations in WWF priority areas in Chile are now FSC-certified, covering 780,000 ha – including a 657,000 ha plantation which is the world's largest certified by FSC – and this is set to double. In Panama, a 10-year effort gained FSC-certification for two 43,000 ha community-managed forests in the highly threatened Choco-Darien priority region, contributing to the sustainable development of people and forests.



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Find out more: 

Partnership with SKY TV to stop forest destruction

Rainforest Rescue is a partnership with SKY television to protect three million hectares of tropical forest in the Brazilian Amazon. The scheme works with local communities in Acre in the Brazilian Amazon to promote sustainable farming, and eliminate 'slash and burn' methods where natural forest is cut to clear land for crops and burned to provide fertilizer. This releases carbon emissions that cause climate change, and the fragile soil is quickly exhausted so more forest is burned. Over 1,000 small-scale farmers have joined the WWF-SKY scheme. Market opportunities are also being provided for sustainable rubber harvesters as an alternative to destructive practices such as cattle ranching.

Sky
Rainforest
Rescue

Find out more: 

China issues environment protection guidelines

WWF welcomes the Chinese Government's decision to issue guidelines on environmental protection to help Chinese business operating in foreign countries recognise and prevent environmental risk and fulfil their social responsibility for environmental protection. The guidelines encourage green procurement, so that Chinese companies purchase sustainably-certified products such as timber, and seek such certification for commodities produced in foreign countries. WWF hopes this will lead to Chinese companies joining multi-stakeholder certification schemes such as the Forest and Marine Stewardship Councils (FSC, MSC) and the Roundtable on Sustainable Palm Oil (RSPO).



China's ecological footprint increasing

The 2012 China Ecological Footprint Report, released in December, shows increased consumption, reinforced by higher incomes and rapid urbanisation, is increasing pressure on the country's natural environment. Produced by WWF in partnership with Chinese and overseas institutes, this third edition of the report shows carbon emissions represent the largest component of China's ecological footprint. The report notes a sustainable development path is essential to China's ecological security and its peoples' wellbeing, and can greatly influence global sustainable development. WWF Priority species such as Amur tiger and giant panda show slow recovery.



Awards for Chinese "Climate Solvers"

The first winners of WWF's Climate Solver Awards in China included a highly energy-efficient battery charger, making electric cars more viable, and more environmentally-sustainable refrigeration systems. Announced in Beijing in December, the awards profile products that achieve three aims: they are innovative, meet a market need and help reduce society's carbon emissions. The awards aim to recognise products that are needed and can be produced at scale, with new technology to ensure the reduction in carbon emissions can become significant. WWF runs Climate Solvers in several countries, expanding to China as this is a major carbon emitting country with a will to change – where Climate Solvers can have the greatest impact.



Find out more: 

Find out more:  

Climate milestone demands shift to renewable energy

The world was quietly but powerfully reminded of the urgent need to shift to sustainable, clean energy sources when atmospheric levels of carbon dioxide (CO₂) broached 400 parts per million for the first time in human history. Announced in May by scientists at Hawaii's Mauna Loa Observatory, this represents a critical point on the pathway to dangerous levels of global warming, where extreme weather conditions, record high temperatures, floods and drought will become increasingly common – with associated human misery and economic loss. WWF's Global Climate & Energy Initiative says the imperative to drive down CO₂ emissions causing climate change has never been stronger, requiring a fast shift to renewable energy, supported by energy efficiency, to drastically reduce CO₂ emissions.



© Global Warming Images / WWF-Canon

Find out more: 

World's largest companies shifting to clean energy

Nearly two-thirds of the world's largest companies have committed to reduce emissions of greenhouse gases (GHGs) causing climate change and to increase their use of renewable energy. A report from Calvert Investments, Ceres and WWF released at the World Future Energy Summit in Abu Dhabi in January, shows that in the absence of clear international political leadership on climate change, the private sector is taking a lead, recognizing that clean energy makes good business sense: a strong majority of Global 100 companies have set a GHG emissions reduction commitment, a renewable energy commitment or both.



© National Geographic Stock/Sarah Leen/WWF

Find out more: 

China acts on renewable energy

One of the world's largest solar panel makers, Yingli Green Energy is the first Chinese company and the first photovoltaics (PVs) producer to join WWF's Climate Savers programme. To help reduce greenhouse gas emissions which cause climate change, Yingli also becomes the first Chinese company to set a renewable energy consumption target, and will work to establish a Global Green Solar PV Manufacturing Standard to help green the entire PV manufacturing industry.

China has upgraded its renewable energy targets, increasing its 2015 target for solar PV from 21 Gigawatts (GW) to 35 GW. Similarly in wind power, where China has been the world leader the last two years, the 2015 target of 100 GW is set to be exceeded.



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Find out more: 

Major Congo forest climate project agreed

Nine million hectares of forest have been earmarked for conservation in the Democratic Republic of the Congo as part of a landmark government/forest stakeholder agreement to reduce greenhouse gas (GHG) emissions from deforestation. The programme is designed to engage over 300,000 local households, halve deforestation, reduce GHG emissions by 60 million tonnes of CO₂ equivalent – the annual emissions from 12.5 million cars – and generate US\$60 million in financing to advance REDD+, the UN mechanism to reward tropical forest countries for reducing GHG emissions from deforestation and forest degradation. WWF helped realize this landmark agreement by building local technical capacity, piloting REDD+ activities and stakeholder engagement.



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Earth Hour City Challenge for 2015 climate treaty

WWF is inviting cities from 15 countries to participate in the 2014 Earth Hour City Challenge (EHCC) and provide example and inspiration in support of the international negotiations to finalize a fair and effective new global climate agreement for 2015. As urban dwellers account for over 70 per cent of global CO₂ emissions causing climate change, cities can play a major role to reduce carbon emissions through smart planning of new buildings, energy and transport. The EHCC aims to recognize substantial efforts to address the causes of climate change, and to mobilize action from cities in the necessary global transition towards 100 per cent renewable energy.



Find out more: 

Polar Bear summit to address climate threat

The polar bear conservation treaty agreed 40 years ago by the five countries with polar bear populations successfully dealt with the main threats to this magnificent species – sport hunting and commercial harvesting – such that total populations have increased to 20-25,000 individuals. But the impact of climate change and resulting loss of summer sea ice, which is vital for polar bears, their prey and other ice-dependent species, now poses a major and growing threat to the survival of many iconic Arctic species. In Moscow in December, the five range states – Canada, Denmark, Norway, Russia and US – will come together again to celebrate the successes to date and identify how to secure the polar bear for the next 40 years in the face of climate change.



Seize your power - move to renewable energy

WWF's new campaign to promote clean, renewable energy – Seize Your Power – aims to mobilise key organisations investing in new energy sources to shift US\$40 billion away from investments in fossil fuels such as coal, oil and gas, into the development of clean renewable energy sources. Such a shift of investment is urgent and crucial to more rapidly move the world towards climate-safe energy – a scenario outlined in WWF's Energy Report, which showed the world's energy needs can be provided cleanly, renewable and economically by 2050.



Find out more: 

WWF highlights in numbers

154

Earth Hour 2013 was implemented in 154 countries and the initiative is going 'beyond the hour' with many environmental actions

7TH

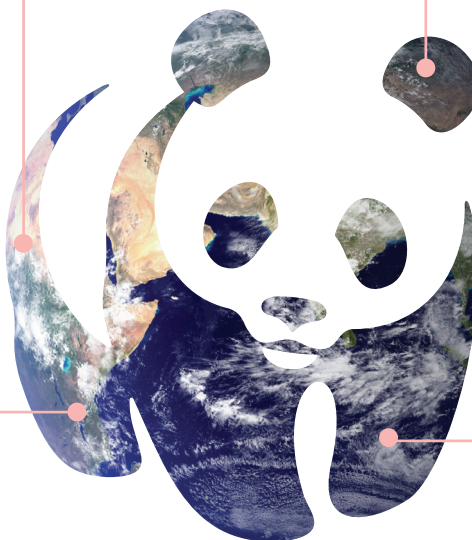
South Africa's new 18 million ha Prince Edward islands MPA is world's 7th largest

400

Atmospheric levels of carbon dioxide (CO₂) have breached 400 parts per million for the 1st time in human history

40

WWF has helped achieve designation of over 40 million hectares of protected areas in the last six months



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.

panda.org

Conservation highlights is produced bi-annually by Rob Soutter (rsoutter@wwfint.org) and Stéphane Mauris (smauris@wwfint.org) in WWF International's Communication and Marketing Division. Conservation Highlights can be found on One WWF and panda.org

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