



WWF

REPORT

NOVEMBER

2011

Conservation Highlights

April - November 2011

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

BIODIVERSITY AMERICAS

Advances for Guyana protected area network

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.

In July, Guyana's Parliament approved the Protected Areas Bill, which provides for the creation, management and financing of a protected area (PA) network. The law will enable the creation of new PAs and recognise the conservation efforts of Amerindian communities, and also stipulates the establishment of a PA Commission and Trust Fund.

And in October, two new protected areas were declared. The 169,000 hectare Shell Beach area will protect marine turtle nesting sites, especially the endangered leatherback turtle. The 611,000 hectare Kanuku mountains reserve shelters over 350 bird species including the endangered harpy eagle. Declaration of these two sites more than doubles the PA cover of Guyana.



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Protection for the threatened Atlantic forest

Several new protected areas have been created or are planned in the highly threatened and fragmented Atlantic Forest, shared by Argentina, Brazil and Paraguay.

Four new protected areas covering 40,000 hectares were created in the Brazilian forest, and new reserves are anticipated in the other two countries. A law in Argentina's Misiones Province declares 1.2 million hectares of land inhabited by indigenous people cannot be deforested.

All three countries are implementing jaguar conservation measures, including creation of the 90,000 hectare PA in Serra do Mar in Brazil. Market-based initiatives on FSC-certified forest management and sustainable soy are also being implemented.



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Increases in Canada's protected areas recognized

WWF applauded the work of Parks Canada – the country's premier protected areas management agency which is celebrating its 100th anniversary this year – with a Gift to the Earth in recognition of the nine million hectares of new protected areas established in the past five years. This effectively doubles the protected area cover that existed in 2006. "In its first century, Parks Canada has done an outstanding job of creating and managing the nation's parks, which are truly Gifts to the Earth," said Gerald Butts, WWF Canada CEO and President. "They have exemplified a high standard of performance for parks agencies everywhere". The new protected areas include WWF priority areas such as grasslands, marine, forests and freshwater ecosystems.



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Increases for Mongolia's protected areas and wildlife

Mongolia has increased its protected area coverage by almost 3 million hectares based on the recommendations of a WWF-TNC gap analysis. Sixteen new parks were established bringing the country's total protected area cover to 16.2 per cent. The new areas include forest, steppe and desert ecosystems and will increase protection of key species including habitat for snow leopard, saiga, argali sheep and reindeer. The gap analysis work was supported by the MAVA Foundation Protected Areas for a Living Planet project and GEF/UNDP.

Conservation measures, including anti-poaching, habitat protection and working with local herders, have enabled an increase in Mongolia's saiga antelope population to 5,000 from a low of around 800 in 2002.



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Amur leopard moves out of shade

In May, the Vice Premier of the Russian Government, Sergei Ivanov, conducted a planning session to establish the proposed 380,000 hectare Land of Leopards National Park. This will complement two other protected areas established in 2010. WWF-Russia CEO Igor Chestin praised this development noting the Amur Leopard has long been "in the shade of its more regal fellow, the Amur tiger, but finally this agreement will allow both leopards and tigers to thrive in the wild!"

Across the Amur River in China, a leopard was identified in a camera trap in September in a priority Amur Tiger area, just days after camera traps were set up. The Amur leopard is even more endangered than the tiger with only 7 to 12 estimated to live in Northeast China.



© WWF-RUSSIA / ISUNR

Positive tracks for Asia's elephants and rhino

Asian elephant populations in WWF's priority landscapes are all showing signs of breeding success and lowered mortalities, following efforts to prevent loss due to human-elephant conflict, increase habitat protection and improve protected area management.

In Nepal numbers of Indian rhino have significantly increased from 435 in 2008 to 534. And in India, where WWF-India is campaigning to increase numbers of the Indian rhino from 2000 to 3000 by 2020, the population is growing steadily through translocations and creation of new breeding groups. But in Vietnam, the last surviving Javan rhino on the mainland was found dead with its horn removed, leaving only some 50 remaining of this species on the island of Java.



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BIODIVERSITY

AFRICA

Stop the bleeding

Killing of rhino in South Africa is escalating: 340 have been killed for their horn in the first 10 months of 2011 – a rate greater than one a day, and more than the 333 killed in 2010. Unfounded rumours that the horn is effective against cancer are believed to be fuelling the demand, especially from Vietnam. WWF's Black Rhino Expansion Project is reducing the risk by translocating rhino to form new breeding populations in secure areas – seven new breeding groups have been established in eight years. South Africa's conservation authorities are stepping up anti-poaching, and sentences for poaching and illegal trade have been strengthened – two Vietnamese men convicted of trying to smuggle horn out of the country were recently sentenced to the longest jail terms possible.



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Mozambique protected area cover reaches 16%

At a ceremony in July to mark the establishment of Lake Niassa Aquatic Reserve and Ramsar site, WWF presented the President of Mozambique with a Gift to the Earth in recognition of the enormous progress made in creation of a fully-representative protected area network. More than 14 million hectares have been protected, representing 16 per cent of the country, and efforts are under way for the designation of the Primeiras and Segundas archipelagos as a 1.2 million hectare marine protected area – likely to be the largest MPA off the entire African coast.

A month later, the Mozambique Government approved creation of the Foundation for Conservation and Biodiversity (BioFund) to support management of the protected area network and natural resources.



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Enabling conservation partnerships

WWF Director General Jim Leape signed a Memorandum of Understanding in July with Africa Development Bank President Donald Kaberuka to collaborate on climate mitigation and adaptation, biodiversity, south-south cooperation and sustainable development. The AfDB President noted this agreement builds on the synergies and comparative advantages of the two organizations to Africa's benefit.

The West African Regional Marine and Coastal Conservation Programme (PRCM) organized a donor roundtable in May in Dakar, Senegal, supported by WWF's Protected Areas for a Living Planet project and the MAVA Foundation. The donors agreed to identify funding for protected area management.



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Illegal ivory trade routes

In August, police in Zanzibar seized 1,041 elephant tusks hidden in a shipment heading for Malaysia. The illegal trade in ivory has been increasing since 2004, and Tanzania and Kenya have been identified as key exit points for ivory, and Malaysia is a major transit point for shipments headed for China.

A week later, customs officers in Hong Kong reported the seizure of 794 pieces of ivory weighing 1,9 tonnes, concealed inside a container from Malaysia. Police have made arrests in both cases.



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India's tigers gain numbers but not ground

The official census report of tiger numbers in India – which hosts half the world's wild tigers – showed an increase from the 2006 census of 1,411 to 1,706 tigers. The increase is due to surveys in previously uncounated areas and improved conditions for tigers. The country-wide census of tigers, co-predators and prey represents the largest exercise of its kind in the world – requiring over 500,000 work days. But despite the good news of increased tiger numbers, the report warns they remain in danger due to an overall 12,6 per cent decrease in areas occupied by tigers – meaning more tigers are being squeezed into smaller areas. This can lead to problems such as human-tiger conflict and loss of wildlife corridors for dispersal, making tiger populations vulnerable to poachers.



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Conservation boost for Amur tiger

A plan for conservation of Amur tigers, their habitat and prey species has been finalised by China's Jilin Forestry department, supported by WWF. The plan seeks protection for 3,24 million hectares of tiger habitat, supporting up to 20 tigers and incorporating eight existing and 12 new nature reserves, tiger-friendly forest management across 1,4 million hectares, and ecological corridors to enable tigers and their prey to disperse safely. A similar plan is being developed with China's Heilongjiang Forestry Department.

In Russia, three new anti-poaching units will be formed to work with local communities to protect Amur tigers in Russia's Khabarovskii Province at the northern end of the tiger's range, which supports about 20 tigers.



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Enabling people and tigers to live together

The Terai-Arc landscape, shared by India and Nepal at the foot of the Himalayas, is one of the few places where elephant, rhino and tiger still roam free. WWF-India is working with local communities around Corbett Tiger Reserve to reduce forest loss and human wildlife conflict – the main threats. Dangerous contact with tigers is avoided by encouraging villagers to collect dead wood only from forest edges, and to keep their cattle in pens where their dung can be collected for biogas stoves provided by WWF. Villagers are now safer when gathering firewood, cattle deaths have dropped from 15 in 2006 to 3 in 2010, and there have been no recent retaliatory killings of tigers.



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Wise management of Heart of Borneo forests

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.

Orangutan and pygmy elephant survival in the Heart of Borneo has been boosted with FSC-certification of 291,000 hectares of important habitat in the forest reserves of Sabah, Borneo.

This includes the 34,000 hectare Malua Biobank, an innovative public-private financial partnership pioneered by the Sabah Forestry Department (SFD) to bring investment into forest management. The SFD is committed to certify all its forest concessions by 2014.

A debt reduction between the Indonesian and US governments will provide US\$28.5 million for conservation in Kalimantan in the Heart of Borneo. The agreement includes funding for REDD+ in areas of vast biodiversity and carbon-rich tropical forests and corridors connecting four major national parks.



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Year of the Forest highlights

The Three Rainforest Basins Summit in May in Brazzaville convened officials from 30 countries to develop regional solutions for sustainable forest management. The rainforest blocks of the Amazon, Congo and South-east Asia regulate global climate, provide livelihoods and maintain biological diversity. An agreement to be signed at Rio+20 in Brazil June 2012 aims to share expertise and build south-south cooperation on sustainable forest management.

The US\$30 million, 5-year Hariyo Ban programme – meaning 'green forests' in Nepali – was launched earlier this month in Nepal with the support of USAID to address the adverse impacts of climate change: restore and conserve Nepal's forests, and improve the livelihoods of local communities.



© KATE HOLT / WWF-UK

Monarch butterfly forests safer

Deforestation in the wintering grounds of the monarch butterfly in central Mexico has dropped to less than a hectare of forest this year, compared to the hundreds of hectares lost annually in the past. And fewer of the pine and fir trees that shelter the butterflies have been lost to bad weather, according to a report by Mexican researchers. "Illegal logging in the protected butterfly reserve dropped to just under a half hectare in the reserve's core zone during this year's winter. This is what happens when you have enforcement of the law, and economic alternatives for the inhabitants," said WWF Mexico head Omar Vidal, in an interview with Time Magazine.



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Conservation gains in the Yangtze River

At the biannual Yangtze Forum in April, WWF-China CEO Jim Gradoville urged senior officials from ministries and provincial governments and corporate leaders to make environmental flows the key objective of the Yangtze River Basin Plan. The Forum reconfirmed commitment to safeguard a living Yangtze, including water flow management to reconnect isolated floodplain lakes. Since helping establish the Forum, WWF – with HSBC and Coca-Cola support – has helped reconnect 50 lakes to the river to increase flood capacity, benefitting freshwater biodiversity and fish stocks. A network of 40 protected areas (PAs) covering 1,65 million hectares has been established, and the Government of China has asked that this be extended the length of the Yangtze – 102 PAs covering 18,5 million ha.



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Tool to evaluate dams launched

A new sustainability assessment tool to evaluate the benefits against the impacts of large dams has been launched at the International Hydropower Association (IHA) Congress in Brazil in June. Increased demand for low-carbon energy sources is sparking interest in hydropower – e.g. in the Amazon where dams are planned in the lands of indigenous peoples. WWF's aims to keep high conservation value rivers, such as the lower Mekong, free flowing. The Hydropower Assessment Protocol, developed with wide input, will help define where – and where not – to build a dam. The IHA has set up a council, including WWF, to oversee use of the protocol. By taking account of local peoples and a river's cultural, economic and ecological values, development can be steered away from doing harm.



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Climate Summit for a Living Himalayas

Threatened by climate change impact in an extremely fragile ecoregion, the nations of Bhutan, Nepal, India, and Bangladesh signed a regional climate adaptation declaration in Bhutan in November committing the countries to work together to achieve energy, food and water security, and protect biodiversity. The signing was the climax of the 'Climate Summit for a Living Himalayas - Bhutan 2011' and was preceded by a meeting of partner and donor organizations to identify ways to support the initiative. WWF's Living Himalayas Initiative will now focus on protecting forest and freshwater ecosystems to help secure water supply and protect biodiversity, creating a contiguous 7 million hectare conservation landscape across the top of the world.



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MSC achieving conservation impacts

A new report on the conservation impact of Marine Stewardship Council (MSC) fishery certification shows the MSC's credible standard of fishery sustainability plus independent assessment – supported by increased market demand for sustainable seafood – creates the incentives and tools for fisheries to reduce their environmental impacts and improve fishing practices to become certified and gain market recognition. Although the process is still new, the study shows MSC-certified fisheries are steadily improving environmental performance, including reduced bycatch and impact on threatened species and habitats. Today, the 134 fisheries that are MSC-certified, plus a further 150 in assessment catch nine million tonnes annually – more than 10 per cent of the total world catch.



Progress towards sustainable cod

For the first time, cod caught in the Baltic Sea are being sold with an ecolabel from the Marine Stewardship Council (MSC), the leading sustainability ecolabel for fisheries, following major effort by WWF and others. Baltic cod were close to collapse just seven years ago, but effective conservation work has led to a biological recovery. Baltic cod are now healthy and abundant, and consumers can eat this fish and support a sustainable fisheries economy in the Baltic region.

A strong rebuilding plan for north-west Atlantic cod was finally adopted by the North Atlantic Fisheries Organisation (NAFO) at a meeting in Halifax, Canada in September which will support continued growth of cod stocks.



Singapore food chain bans shark fins

Prominent Singapore-based supermarket chain Cold Storage has joined WWF Singapore's Sustainable Seafood Group and announced it will stop selling all shark fin and shark products in its 42 outlets across the country. Cold Storage is the first supermarket in Singapore to implement a "no shark fins policy". It is also the nation's first retail food chain to source and offer a wide range of sustainable seafood recommended by WWF and offer Marine Stewardship Council (MSC)-certified seafood such as hake fillet from South Africa. The supermarket is a subsidiary of Dairy Farm, a leading pan-Asian food retailer that operates more than 5,300 outlets and employs some 80,000 people in the Asia-Pacific region. See <http://bit.ly/nJWOGP>



Higher standards for Norway's salmon fishing

In April the Norwegian Seafood Federation committed to higher environmental standards for salmon farming – with the aim to protect wild salmon populations and reduce environmental damage. Key actions include reductions of chemicals used to control sea lice, and implementation of the 'polluter pays' principle.

Local communities fish sustainably

WWF-UK President HRH Prince Charles the Prince of Wales presented community leaders with WWF's Leaders for a Living Planet award at an event in Tanzania in November to recognise significant progress towards sustainable fisheries. Community management in the priority 9,000 km² Rufiji-Mafia-Kilwa (RUMAKI) Seascape is changing years of overfishing and destructive fishing methods. Registered fishers are now spending less time to catch their fish which is a sign the fishing effort is more sustainable. Innovative legislation enables local communities to take responsibility for their fishing resources by forming Beach Management Units which register fishers to control access, and prevent use of damaging fishing gear and destructive methods. WWF aims to bring other fishing communities on board.

Shipping to reduce its footprint

The International Maritime Organization (IMO) has adopted the first-ever greenhouse gas (GHG) regulations for new ships – the first industry-wide agreement on GHGs. Standards requiring new ships greater than 400 tonnes to become increasingly energy efficient will save fuel costs and reduce GHG emissions, but WWF calls for further limits such as a carbon cap to prevent emissions from projected increased shipping eliminating efficiency gains.

In July the IMO designated the waters between Sardinia and Corsica a Particularly Sensitive Sea Area (PSSA) to protect this sensitive marine area from shipping impacts, such as noise, collisions, and pollution. The area is part of the Mediterranean whale sanctuary which WWF helped create.



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FOOTPRINT

CLIMATE AND ENERGY

Governments make climate commitments

The UK Government has agreed a legally binding target to reduce the nation's greenhouse gas emissions by 50% from 1990 levels by 2025. The target was adopted under the UK's pioneering Climate Change Act. WWF played a leading role in campaigning for the Act, and is now promoting similar national policy frameworks through the Global Climate and Energy Initiative.

Denmark's new centre-left government adopted a target to reduce Denmark's greenhouse gas emissions by 40 percent by 2020 from 1990 levels and boost renewable energy to cover half of Denmark's electricity need. Targets include: Wind power to represent 50% of electricity consumption by 2020, and 100% renewable energy in power and heat sectors by 2035.

WindMade – a new tool to speed windpower

A new eco-label identifying companies that are sourcing their electrical energy from wind power was launched in October. The WindMade standard requires participating companies to source at least 25 per cent of their electricity use from wind power. The private sector is responsible for more than half of all electricity consumed globally. "Companies using the WindMade label will contribute to increased investment in renewables and boost clean power," said Samantha Smith Director of the WWF Climate and Energy Initiative, which helped formulate the standard. "Industrial uptake of the ambitious WindMade standard is a perfect market contribution to the needed strong governmental renewable energy targets for 2030, and will drive development of new wind power generation."

Norwegian initiative to end energy poverty

In October, the Norwegian government launched Energy +, a scheme which will finance access to renewable energy, energy efficiency and low carbon development for the approximate three billion people in the world without access to reliable energy. Rasmus Hansson, CEO of WWF-Norway, said "Ending energy poverty should be part of the solution to climate change, not part of the problem. WWF urges Norway, and other countries, to keep their focus on renewables, the energy of the future – not on the dirty fossil fuels of the past." Samantha Smith, leader for WWF's global climate and energy work, said "We have no time to lose in switching to clean, safe and renewable energy. Norway's leadership is critical in providing such support."

Lafarge to continue greenhouse gas reductions

Lafarge, the world's leader in building materials, has renewed its decade-long commitment to WWF's Climate Savers programme, having exceeded the 2010 target by reducing their net CO2 emissions per tonne of cement by 21.7%. Lafarge commits to reduce its emissions down to 33% of 1990 levels by 2020, to be achieved by increasing the use of alternative fuels such as biomass and the efficiency of Lafarge's plants. Lafarge also committed to support WWF's Energy Vision for a 100 per cent renewable energy supply by 2050 by helping build hundreds of energy-efficient buildings and engaging in national and global climate policy.



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Palm oil moves towards sustainability

The certification in August of the millionth hectare to the standards of the Roundtable on Sustainable Palm Oil (RSPO) marks a major milestone in efforts to halt conversion of tropical forest to oil palm plantation and bring sustainable palm oil to market. This also brings the annual volume of RSPO-certified palm oil close to five million tonnes – representing 10 per cent of global palm oil production. However purchase of RSPO palm oil lags behind production, despite commitments by purchasers on the roundtable, so WWF is now launching the second Palm Oil Buyers Scorecard to track who is and who isn't buying RSPO palm oil. The greater the purchase of RSPO palm oil, the greater the incentive for producers to embrace sustainability – and avoid forest conversion.



© JAMES MORGAN / WWF INTERNATIONAL

Certified soy, sugar and cotton reaches market

Sale of the first batch of soy certified by the Round Table on Responsible Soy (RTRS) marks an important step towards sustainable soy production to prevent further dramatic loss of natural habitats, especially forest and savannah in Latin America.

A mill in Sao Paulo, Brazil has become the first to have its sugar cane certified under the new Bonsucro sustainability standard. Sugar cane is one of the world's thirstiest crops, and production can greatly impact water supply and quality.

The Better Cotton Initiative, which aims to reduce heavy use of water and chemicals, has sold the first bales of verified Better Cotton. The project now has pilot projects in Brazil, India, Pakistan and Central Africa.



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Brazil's forest conservation success threatened

Proposed changes in Brazil's forest laws proposed by elements of the agricultural lobby will cut back protection, offer amnesty for illegal deforestation, and could undo Brazil's progress in cutting emissions and protecting biodiversity. The proposals have ignited huge criticism within Brazil, from judges and small farmers to representatives of traditional local communities and scientists. WWF argues that Brazil's agricultural sector can continue to increase – especially to increase productivity – without having to convert more forest, and that further forest loss may damage farming interests by, for example, affecting climate and rainfall patterns. Brazil's role as a leader calling for fair sharing of costs of sustainably managing the world's forests could also be undermined.



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PEOPLE

Perhaps WWF's greatest strength is its people, the staff and officers who together strive for a living planet. Similarly, there are many leaders and champions playing key roles outside WWF to achieve conservation success and sustainable development. By highlighting these champions for the environment, WWF recognises their contribution, while profiling conservation success and, above all, showing what can be achieved and inspiring others to take up the challenge to secure a living planet.

Recognition for a fisheries champion

A leading Scottish fisheries industry figure, Mike Park, was honoured at the WWF Annual Conference in May with the WWF Award for Conservation Merit. Mr Park is Chief Executive of the Scottish White Fish Producers' Association and strongly believes in decentralizing fisheries management to build stakeholder participation and the importance of a healthy marine ecosystem for stable fish stocks. He set up the Scottish Conservation Credit Scheme Steering Group which brings together the government, fishing industry, scientists and NGOs to seek effective solutions to help rebuild cod and other damaged fish stocks. And as chairman of the Scottish Fisheries Sustainable Accreditation Group, he helped deliver MSC-certification for major North Sea fish stocks such as haddock.

© WWF-SCOTLAND



Goldman Environment Prize

In April, one of the six annual 2011 Goldman Environmental Prizes, awarded to grassroots environmental heroes from around the world, was awarded to former WWF employee Raoul du Toit (photo) from the Lowveld Rhino Trust in Zimbabwe. In the 1980s he initiated a WWF survey of the status of black rhinos in the Zambezi Valley, and helped establish the Lowveld Rhino Conservancy Project.

A second Goldman Prize was awarded to Dmitry Lisitsyn of Sakhalin Energy Watch for advocating for environmental protection within the development of oil and gas extraction in the Russian Far East. Dmitry Lisitsyn and WWF work collaboratively to try to limit threats to the critically-endangered grey whale population that feeds in the waters off Sakhalin Island.

© WWF PARAGUAY



WWF celebrates its 50th anniversary

WWF marked this anniversary with a 600-person event in Zurich on 29 April to thank WWF's supporters and partners. Guests of honour included Swiss President Micheline Calmy-Rey and Nobel Peace Prize Laureate Archbishop Emeritus Desmond Tutu who both amused and sobered the audience warning of human greed leading to environmental peril. Nature presenter David Attenborough made a special film for the event. Earlier that day, environmental leaders including Monica Barbut (CEO Global Environment Facility), Janez Potocnik (EU Environment Commissioner, Dr Pema Gyamtsho (Bhutan Minister for Agriculture and Forests) and Erik Solheim (Norway Minister for Environment and International Development), congratulated WWF and summarized future challenges.

The world is where you live

With input from throughout the WWF Network, WWF's key challenges and achievements over the past 50 years are profiled in the book "for a living planet" with text and iconic pictures. It is being translated into Chinese, French and Spanish, and is available also as an e-book and slide show.

Building on this theme, WWF and Ogilvy developed a global communications campaign: "the world is where you live", emphasizing how our lives are closely linked to the natural world. TV and print adverts and street posters, a video and interactive web-site all explore this theme. Continuing the connectivity, WWF ran its first TEDx event in Geneva in October, with 19 speakers each presenting on key aspects of conservation and sustainable development.

Since 1961, WWF has helped achieve the protection of more than one billion hectares across the planet, reached hundreds of millions of people through education and awareness campaigns, protected hundreds of endangered species, and raised more than one billion dollars in conservation finance. Before WWF there were no environmental treaties or ministers – today these are the norm. In 50 years, WWF has helped mainstream the environment and, for the future, must make the environment the centre of our concerns.



© STUDIO CASAGRANDE / WWF-CANON



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UNFCCC Durban

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 a big breakthrough towards the global climate deal is not expected, WWF 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.



Mekong summit

In Myanmar in December, the six leaders from the Greater Mekong Sub-region (GMS) will endorse a new 10-year Economic Cooperation Strategic Framework, and WWF aims to ensure this embraces environmentally-sustainable development and delivers a regional action plan for a green economy. Specifically, WWF is calling on the GMS countries – Cambodia, China, Laos, Myanmar, Thailand and Vietnam – to undertake environmental valuation for natural capital, actively manage and conserve the ecological integrity of the region, and approve a regulatory framework to secure the region’s natural capital and ecological processes. A regional development plan which is built on sustainability – especially of freshwater and forest ecosystems – can be highlighted at the Rio+20 summit in 2012.



Earth Hour 2012

In 2011, WWF’s Earth Hour campaign introduced the concept of ‘Beyond the Hour’, encouraging people, communities, cities and corporations to make personal environmental commitments beyond switching off the light. In 2012, Earth Hour aims to continue asking participants to go Beyond the Hour but to magnify this many times over by challenging friends, family, colleagues, other cities and companies etc, to add their own commitments through the campaign theme “I will if you will”. The theme “I will if you will” gives participants – whether individuals, families or communities, companies or cities – a fun, viral and exciting way of challenging others to be a champion for the environment, creating a global community of action.



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/dJQxsS>).



CBD India

The 11th Conference of the Parties (COP) of the UN Convention on Biological Diversity (CBD) will be held in Hyderabad, India, in October 2012. This summit of government leaders, scientists and NGOs will review the threats to global biodiversity, its importance and ways to secure it, and will focus especially on the world's targets agreed at previous CBD COPs including a commitment to achieve fully representative, viable and well managed marine protected area (MPA) networks. While this target is far from achieved, the impetus given by CBD, plus the evidence of marine environment destruction worldwide, has given huge urgency to MPA creation and, increasingly, to the necessity to manage the marine environment on the basis of whole ecosystems rather than individual species or habitats.



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China-Africa cooperation for sustainability

The Forum on China-African Cooperation (FOCAC) is the premier platform for Sino-African dialogue, and within this Forum key decisions on China's trade and investment in Africa are made every three years. The next FOCAC meeting is in November 2012 in Beijing. WWF aims to integrate social and environmental principles within FOCAC's development strategy so that China's trade and investments in Africa can make a substantive contribution to sustainable development, protect vulnerable high value conservation areas such as forest, river basins and fisheries, and help Africa achieve the Millennium Development Goals.



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WWF highlights in numbers

US\$30M

The US\$30 million five-year Hariyo Ban programme in Nepal will address climate change impacts and improve local livelihoods

50

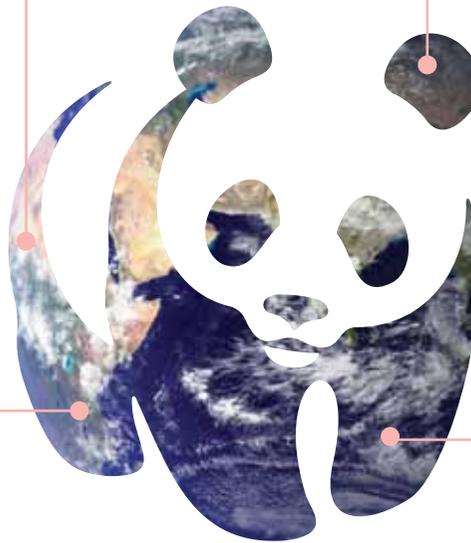
WWF celebrates its 50th anniversary with an event to thank supporters and a global communication campaign: "The world is where you live"

10%

Certification of sustainable palm oil has passed the 1 million hectare mark, representing 10 per cent of global palm oil production.

1,706

An extensive census of tigers in India shows an increase to 1,706, but tiger habitat has reduced.



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 Stéfane Mauris (smauris@wwfint.org) in WWF International's Conservation Division. Conservation Highlights can be found on One WWF and panda.org

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WWF International

Avenue du Mont-Blanc
1196 Gland, Switzerland

Tel : +41 22 364 9111
Fax : +41 22 364 8836

www.panda.org

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