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Putting an end to
illegal timber in Urabá

- ▶ Colombia's change in the face of climate change
- ▶ 60 + Colombia: A successful operation



Bernard De Wette / WWF-canon

Over the past 50 years, the WWF logo has been changing. Based on the sketches of Gerald Watterson, Sir Peter Scott created the first logo in 1961.



Sketch by
Mr Gerald Watterson



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Why we are here.

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

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WWF Colombia - Headquarters - Carrera 35 No. 4A-25 - Tel: +57 (2) 558 2577 - info@wwf.org.co - Cali, Colombia

50 YEARS TOWARDS THE FUTURE



Mary Lou Higgins

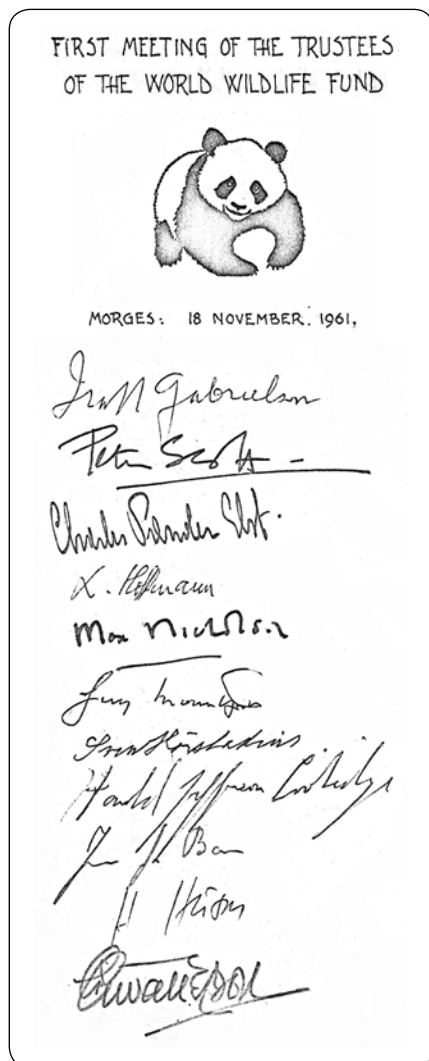
Every year, we have events to celebrate, aspirations and hopes to realize. Each year is noted but the decades are those that we pay special attention to, taking pause and celebrating, applauding the past and defining the promises for the future. This year, 2011, is special for WWF, as we mark five decades of work in conservation. Fifty years ago, a handful of forward-looking individuals that included Julian Huxley, Max Nicholson, Peter Scott and Guy Mountfort rallied to create an organization whose aim was the conservation of nature. It was a modest beginning with a mission for species conservation that has evolved and changed to address the ever-growing threats facing the natural world and inevitably affecting the well being of people across the globe.

WWF established its manifesto on 29 April 1961 in Switzerland, as one of the first international conservation organizations with presences established in a handful of countries in its first few years. Fifty years later, WWF is present in more than 90 countries as an international network of organizations working together with a multitude of partners and engaging with the public and private sector and civil society to confront the threats to environmental sustainability.

Much has been accomplished in these fifty years. The Amazon Regional Protected Areas Programme (ARPA) in Brazil has led to the creation of 21 million hectares of new protected areas in the Brazilian Amazon. WWF and the Ramsar Convention working with partners across the world have increased the protection of wetlands reaching the decade target in 2010 of creating 100 million hectares of new Ramsar Sites, wetlands of international importance. In February,



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These signatures are from the first meeting of the directors, which took place the 18th of November 1961 in Morges, Switzerland. The signers were Ira Gabrielson, Peter Scott, Charles Vander Elst, Luc Hoffmann, Max Nicholson, Guy Mountfort, Sven Horstadius, Harold Coolidge, Jean Baer (as president), Hans Hussy and G. Watterson.

the Ramsar Convention marked 40 years of existence. WWF was instrumental in the creation of the Forest Stewardship Council (FSC) which has pushed forward the sustainable use of forests and more than 123,650,000 hectares of certified forests. Closer to home, we are celebrating the 20th anniversary of the Private Nature Reserves Network and WWF has worked with the Network since its beginning. This civil society movement now forms part of the National System of Protected Areas and is ever more important within the context of climate change and the need for landscape level conservation to ensure connectivity for ecosystem resilience.

The challenges for the future are far greater than when WWF began 50 years ago. Climate change is amongst the most significant factors threatening biodiversity but the capacity of ecosystems and species to resist and recover from climate variation will depend on how other pressures are managed, other pressures that emerge from economic development, consumption patterns and the drive for resources, all of which can further deplete the earth's natural capital at a rate beyond its capacity for renewal. We must drive forward a more balanced development trajectory based on low carbon, alternative energy, the management and conservation of nature and the transformation of production practices and consumption patterns.

The future of biodiversity and the health of the planet calls for concerted action across all sectors from government to business to communities and NGO's. Creating a dialogue and shared responsibility is key for lasting change. We need to communicate, inform and engage civil society to take action, and that is possible only if we can work together. As part of WWF, I am personally very proud to have been able to contribute in a small way to moving forward conservation in one of the most biodiverse regions of the world and to have counted on an incredible team of professionals and been able to work together with a range of partners from all sectors that have made a significant difference. I invite you to join in celebrating these 50 years and to continue working together to create a future where humans and nature can indeed live in harmony. 🐼

Mary Lou Higgins
Director – WWF Northern Amazon
& Chocó-Darién Regional Program

COLOMBIA'S CHANGE IN THE FACE OF CLIMATE CHANGE

Whenever the subject of climate change comes up, two things are said. The first is that Colombia has little responsibility for the high levels of CO₂ in the world. The second point frequently made is that we are paying the consequences for climate change; the latest example

being the heavy rains that have left hundreds dead and thousands more losing their goods and properties.

Some of these assumptions must be challenged. While there is no doubt of the rains' ferocity, the worst in decades, but it cannot be claimed with certainty that the rains are a result of climate change, although it certainly is a sign of what could occur in the future if climate change continues.

Investigative institutes such as Ideam have documented the high probability that these phenomena will become stronger and more frequent in the future. The other claim, that Colombia, has limited responsibility for world emissions of CO₂. While it is true that Colombia only provides 0.37% of the world total of greenhouse gases, mainly because the country runs on clean energy (80% of electric energy come from hydroelectric plants), we are the fourth-largest exporter (the ninth largest producer) of coal. This fossil fuel, along with oil, produces the gases most harmful to the environment.

Coal and oil are exploited in the country but burnt in others, so never appear in Colombia's list of responsibility for greenhouse gases. If we were to use the 7.5 billion tons of recoverable coal that there is estimated to be in Colombia, we are talking about 271 billion tons of CO₂ emissions (without even counting oil) that would end in the atmosphere.

With things as they are, and for the country to keep advancing in its position as one of the nations most committed to the fight against climate change (as well as ratifying the Kyoto treaty, Colombia has developed two plans on climate change, adopted the National Strategy for environmental services and Mitigation of Climate Change and is leader on the register of Mechanisms for Clean Development), Colombia must rethink its reliance for development on these two fossil fuels.

The country faces a choice: it can continue to look down below for more oil and coal or it can look for other sources of energy that could make the country more competitive in the world. South Korea, which a few decades ago had a smaller GDP than Colombia, has realized this and has decided to bet on developing through Climate Industry as a new force for economic growth.

“Our growth that depends on exporting of mineral energy products will make us more vulnerable to these fuels price cycles and will weaken the possible development of alternative sources of energy,” said Hernando José Gómez, expert in energy issues.

The ex vice-president of the United States, Al Gore, came to the country last March as a guest of El Espectador’s Forums. During this meeting he proposed an interesting hypothesis namely that the disproportionate amount of investment in oil and coal projects is creating a bubble that could burst as the world becomes more conscious of the impact of climate change.

This argument couldn’t come at a better time, given that in those days it was discussed in congress the national plan for development. Gore gave some suggestions about how to carve out a new path of development focused on renewable energies.

Various reports are making it clear that progress toward a world more dependent on renewable energy is viable, supporting Gore’s theories. WWF launched the Report for Renewable Energy that outlines how in one generation, in other words 2050, with reasonable costs 100% of energy can be renewable under a realistic scenario.

It must be said that the potential for renewable energies is enormous and even though currently more than 80% of the energy in the world comes from fossil fuels, there are substitutes that would allow us to diversify the supply of the world’s energy. Such a change will allow a reduction of 80% of greenhouse gases



© Peter PROKOSCH / WWF-Canon

Burning gases in oil extraction



Wind energy is an effective and viable alternative for the production of clean energy that can combat the emissions of CO₂. © Michel Gunther / WWF-Canon

coming from the energy sector, which would mean less impact from climate change to countries vulnerable like Colombia.

The Development Plan for Unconventional Sources of Energy in Colombia, published by the Planning Unit for Mining Energy in 2010 says there is a large number of resources of this type, qualifying them as “extraordinary”. This implies an important potential for diversifying sources and as the costs don’t depend on the value of oil, an installation can be made according to necessities.

The challenge is there. Now, concrete actions must be developed to face climate change, leading us all to a better country and a better world, guaranteeing the welfare of the present population and future generations. 🌱

THE PROCESS OF CITIZEN PARTICIPATION BEGINS FOR LEGALITY IN THE TIMBER BUSINESS PUTTING AN END TO ILLEGAL TIMBER IN URABÁ



Conversatorio de Acción Ciudadana para la Legalidad de la Madera

Cabildos mayores indígenas de Chigorodó y Mutatá, Urabá 2011

The image of the Conversatorio is the result of a participatory work with the Embera-Katio and Chamí indigenous communities.

A meeting to support legal timber in which participated more than 20 groups adds hope for sustainable use of the forests.

The Citizen Action Meeting (or *Conversatorio*) that took place in Apartadó on 14th April between indigenous, public institutions and the private sector will make more effective the plan with

Corpourabá, indigenous *cabildos* and WWF to solve the year's old environmental crisis of illegal timber in Urabá.

While there are no concrete figures on the illegality, the most optimistic estimates say that for every square-meter of legal timber that moves through the region another square-meter is illegal. Most experts, however, believe that a more realistic estimate is three square-meters of illegal timber for every one square-meter of legal timber.

The range of estimations of illegal exploitation of forests go from 42% by the FLEGT Project carried out by Carder (regional environmental authority), to 48% by the World Bank, to 75% by different experts.

This is the size of the problem: between the years 2002 and 2006 when environmental authorities came up with the base concepts and technical aspects of the program for forest development for Uraba, illegality was identified as one of the biggest obstacles for the development of the forests in the region.

“Other factors (...) are the intervention in high biological value forests, the persistence of unequal labor relations, and high irregularity in determining prices for timber,” said Ana Lucia Velez, coordinator of Wildlife, Flora and Soils for Corpouraba (regional environmental authority). “If we transform these practices we will significantly advance as a region.”

And much is at stake. Uraba contains strategic natural systems like the Serranía de Abibe where the territories of the indigenous communities of the Embera, Katio and Chami are found.

These lands stretch across roughly 60,000 hectares, hold a population of more than 4,000 indigenous and a good part of the biodiversity and water supply.



© Chepe Rentería / WWF Colombia

As a result of the *Conversatorio*, 8 commitments will be adopted by different organizations and the indigenous cabildos of Chigorodo and Mutata.

The *Conversatorio* – which occurred as part of the Forests and Territories project by WWF Colombia in partnership with Indigenous *Cabildos* of Chigorodo and Mutata, and with the support of the European Union and Oxfam – has been applauded as an unprecedented success.

As a result of the *Conversatorio*, 8 commitments were officially adopted by entities such as Corpouraba, the Indigenous *Cabildos* of Chigorodo and Mutata, WWF, the National Natural Park of Paramillo, Sena (Colombia's National Learning Center), the Indigenous Organization of Antioquia, CARDER and the processors of timber. Also present were the army and the National Police (see The 8 Commitments).

“Today, we have taken a great step for the construction of an agenda of shared work to overcome these problems. Also to understand that conservation of the forests is connected to generating alternatives to the timber sector, thereby raising living standards of the local indigenous communities,” said Carmen Candelo, director of the Governance Program for WWF Colombia.

The most optimistic estimates say that for every square meter of legal timber that moves through the region another square meter is illegal. Most experts, however, believe that it's more realistic to talk about three square-meters of illegal timber for every one square meter of legal timber.

AN UNCOMPETITIVE ENTERPRISE

In Colombia the timber extraction and trade is not competitive. The country is facing severe environmental, social and economic problems in different natural forests that translate in to progressive deterioration and the significant loss of biodiversity.

As things stand, the forestry sector is impacting the biggest supply of wood: 80% of wood used in the country comes from natural forests. This jeopardizes the existence of foresting industries and other productive processes associated with its exploitation and management.

Furthermore, the price of timber in national markets is undervalued, not even covering the costs of production; prices are arbitrarily determined by one or two intermediaries. Equipped with insufficient tools, different

institutions have had little success exercising control over the sector, and local communities' power over their own land is still weak. All these factors have made this fertile land for illegality to take root.

Even just identifying the problem, thereby taking us one step closer to the solution, is cause for optimism.

"This *Conversatorio* has made clear the need for joint action, now's the time to exercise the political will and to act with a sense of responsibility. The forests which we need to supply all our wood, need us today," said Jhon Jairo Tuberquia Domicó, Governor of the Indigenous Cabildo of Mutata. 🗣️



The country is facing severe environmental, social and economic problems in different natural forests which translate into progressive deterioration and the significant loss of biodiversity.



© César Vallejo

THE 8 COMMITMENTS

1. Create a joint workplan for the regulation and management of the forests, which should include monitoring the forests.
2. Collaborate with the National Natural Parks Unit in defining the boundaries of indigenous territories.
3. Create a system of environmental education within the National Army, especially in the 17th Brigade.
4. Actively participate in the process of promoting legal timber, especially the table of dialogue and coordination.
5. Organize and participate in the inter-institutional roundtable for the vigilance and control of the implementation of the Plan for Forestry Development for Uraba.
6. Concentrate joint efforts by WWF to strengthen the the Inter-Sectorial Pact, led by Carder, by developing a workplan with concrete actions and indicators.
7. Strengthening the abilities in technical aspects in the management of forests (National University, Distrital University, Sena).
8. Design projects for collective welfare (Acción Social, ICBF, Secretary of Agriculture).

ILLEGALITY: GOING BEYOND THE NUMBERS

Illegality within the forest sector is a challenge that mixes issues such as poverty, violation of human rights and the loss of natural resources, among others. The Inter-Sectorial Pact for

Legal Timber in Colombia is an instrument that if carried out by every link of the forestry chain, will benefit the country.

The numbers on illegal logging are well known: 42% of the total production of timber, according to a global study published by the World Bank. According to WWF, 48,000 hectares of forests are lost each year in Colombia.

A report by the Technical Assistance Office for Colombia's Congress detailed how the country's natural forests are being exploited in an uncontrolled and chaotic manner. Compounding this problem, there is little regulation over the various agents in the sector, increasing the illegality of the industry.

The negative, social and economic consequences that come from this widespread illegality in the forestry sector, includes the loss of biodiversity and ecosystems which in turn can impact on the climate, such as La Niña phenomena, says the Ministry of Environment.

"Among the economic and social consequences that fall on the local communities that live in the forests are distortions in the market, including tax evasion for timber and illegal trade," added the Ministry.

Illegality within the forest sector is not restricted just to the extraction but also occurs in its transport, processing and illegal trade, violation of human rights and corruption among others.

All these problems are as damaging to the economic sphere as they are to the environmental and social spheres, a reflection of a complex reality that fuses poverty, exclusion, displacement, illegal uses of soil, deforestation and unsustainable use.

The FAO (2006) suggests five factors that contribute to the existence and continuance of illegal activities in the forest sector; the lack of institutional policy, limited capacity to enforce the law, insufficient data and information about forest resources and illegal operations, corruption and lack of transparency in the private sector and the government, and high demand for wood at low prices.

According to Filippo Del Gatto's study Wood Extraction in the Choco Biogeographic Area, these factors are found in the Colombian example, which





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“The illegality of the forest sector is a problem that presents itself along the chain of commercialization and so requires a collective effort of the different links that make up this chain, in which everyone assumes their responsibility,”

Inter-Sectorial Pact for Legal Timber

suffers problems such as widespread violence, the limited presence of state institutions in rural areas where the armed conflicts occur, few incentives to tackle the illegal extraction of forest products, the lack of sustained processes of assistance and strengthening the Autonomous Regional Corporations, few reliable statistics on production and consumption, insufficient documentation of illegal activities, among others.

To tackle this panorama, on the 21st of August in 2009 there was a collective effort to preserve the forests, the Ministry of Environment, the Autonomous Regional Corporation of Risaralda (CARDER), the National Federation of the Timber Industry and WWF Colombia, came together for the Inter-Sectorial Pact for Legal Timber. This agreement managed to bring together 24 entities from the private and public sector, consumers and civil society representatives to construct an instrument that would seek an end to illegal traffic of wood in Colombia, implementing a national environmental policy and improve forest governance.

According to the Pact: “the illegality of the forest sector is a problem that presents itself along the chain of commercialization and so requires a collective effort from the different links that make up this chain, in which everyone assumes their responsibility, from the buyers of the raw material passing on to the transporters until reaching the final consumers of wood products, ensuring that they are selling and buying legal products.”

Legal wood is in fact the best business for everyone, according to Alejandra Ospitia, Executive Director of Fedemaderas. “In the first place it allows businesses to become more competitive, reducing the possibility for corruption in the markets, it invites all small businesses to become legal, significantly reducing the costs for operations and transactions, pushing the productive sector to expand in an honest and legal environment,” she added.

The ministry of environment in recent years has taken actions for the control and vigilance of the illegal trade in wood, including the issuing and implementation of the Strategy for Control of Illegal Traffic in Wildlife and



© Brent Stirton/Getty Images



In reducing the illegality along the forestry chain – points out the environment ministry – the local communities will receive direct benefits such as an increase of income from the legal and sustainable use of the forests, which will translate in to a better quality of life.

Flora (2002), which outlines actions to decrease illegal traffic in wild species and the generation of alternative sustainable products to replace the illegal ones.

Equally, the issuing of the National Strategy for the Forestry Prevention, Following, Control and Oversight (2010), which establishes and implements a series of actions for the oversight and control of the use and management of forest resources, both timber and non-timber products; the issuance of the Environmental Sanction Law (Law 1333 of 2009), which marks an advance in defining measures to be taken to prevent actions that affects the environment or its natural resources, including the creation of a registry to list those responsible. Further, it established The Sole Act of Control of Illegal Trade in Wildlife

Approximately 1.6 billion people – more than one quarter of the world's population – depend on forest resources for their livelihoods, says FAO. In Colombia, in reducing the illegality of the forest chain – according to the Ministry of Environment – the local communities will receive direct benefits, such as an increase of income by the legal and sustainable use of the forests, which will translate in to a better quality of life, bigger economic opportunities for the families and improvement of their rights.

“Environmental authorities will also increase their annual incomes through the use and management of the forests, which will further cause the implementation of conservation actions and management of said natural ecosystems,” said the entity.

So the Pact is an instrument, if carried out in a committed fashion by the entire forestry chain, which can eliminate illegality in the forest sector benefiting as much the population as the environment.

This article was published in Revista RS, number 29, March 2011. The issue carried a special on the sustainable trade of timber with the support of WWF.



“WE WANT TO GUARANTEE THE PROTECTION AND MANAGEMENT OF THE LANDSCAPE”



Luis Germán Naranjo

The project seeks to reduce the domino effects of the major threats to the conservation of the ecosystems in the Andean mountain region and the Amazon.

Luis German Naranjo, director of Conservation for WWF Colombia, explains the importance of the organization's project in Colombia, Ecuador and Peru.

What is the Climate and Adaptation Project in the Eastern Cordillera Real?

It's an initiative for conservation and reducing the threats to the biodiversity in the three focal points of the Eastern Cordillera Real. The project is being developed in the watersheds of the tributaries of the Amazon River, such as the Caqueta River, the Pastaza in Ecuador and the Chinchipe in Peru.

What's the purpose of this project?

We are looking to reduce the domino effect of the major threats to the conservation of the mountain ecosystems in this territory, which in turn reduces its ability to face the negative impacts of climate change.

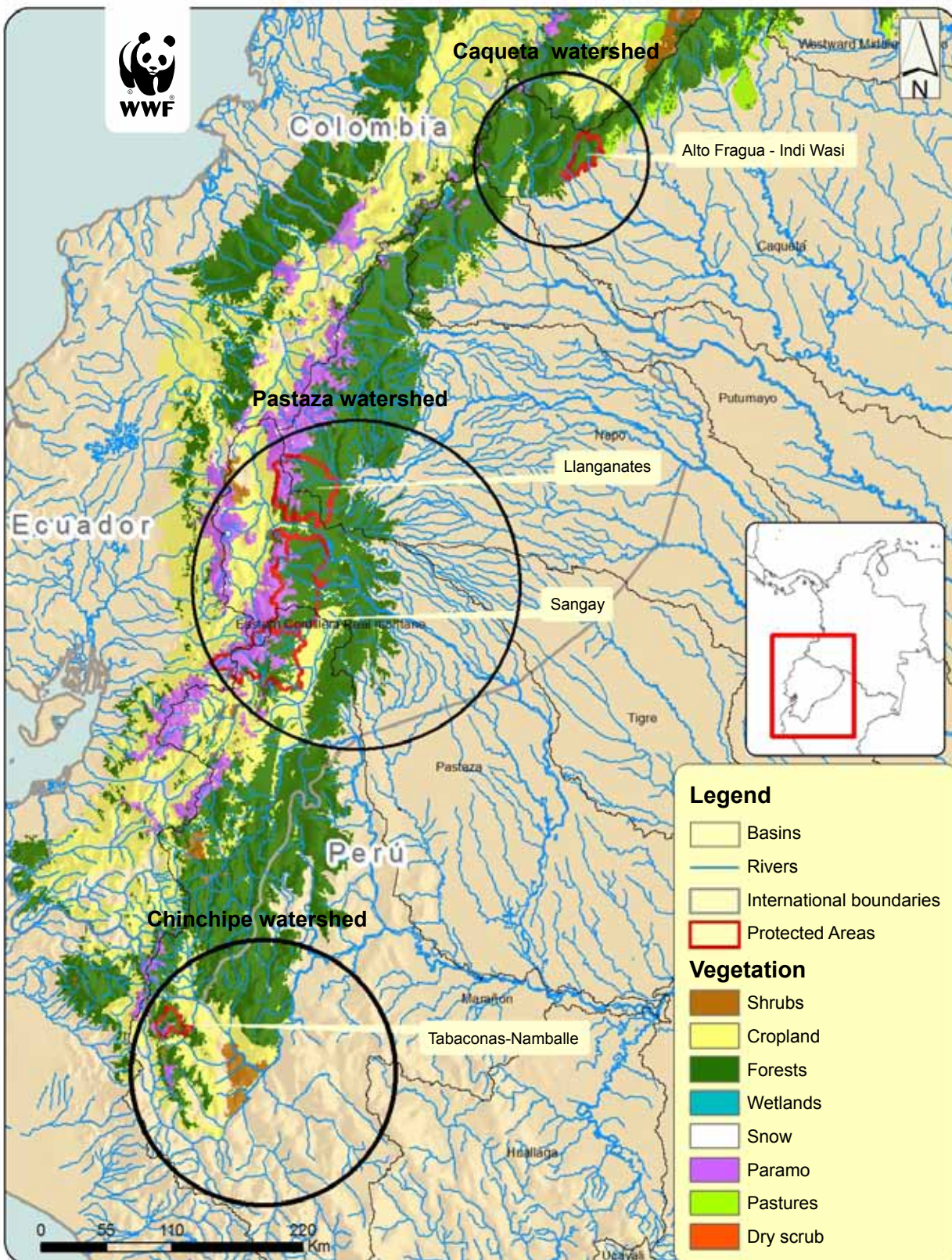
What is its reach?

While it is focused on three protected areas and their zones of influence, we hope that the strategies and mechanism we develop in this project will extend to 9 million hectares of the forests of Eastern Cordillera Real, which include 30 different types of ecosystems.

Briefly, what is the biodiversity that is threatened by climate change in this project's area?

According to the available information, in this region exists at least 7,000 species of flowering plants, more than 1,100 bird species, 117 of those only found in the region, 140 species of amphibians (61 unique to the zone) and 250 species of mammals. The Cordillera also contains ancestral lands of many indigenous communities: Kamëntsa, Inga, Cofán, Quillacinga, Sucumbíos, Siona, Koreguaje, Witoto, Muinane, Shuar, Achuar, Kichwa and Zápara.





Collaborating on a range of different activities has strengthened existing associations, which will help guarantee successful results for the program.

What could happen if no action is taken quickly?

The least pessimistic outcomes for the climate in this region in the next 30 and 50 years suggest grave changes of its makeup and ecological structure. These changes can have important consequences for the human population, such as ecosystem services of the provision and regulation of water, the sources of forest products, control of plagues, the pollination and dispersion of seeds, all could be compromised. For this reason it's key the work we have started there, now it's a form of preventing these effects and preparing to face them.

What is exactly the objective of the project?

What we want is to improve the protection and management of the landscapes and key ecosystem services. The idea is to reduce the area's vulnerability to climate change. Also we are in the task of increasing the knowledge and ability of local people needed to respond in a proactive manner to the impacts that come from these phenomena.

Where does the project stand right now?

The majority of advances have been produced in the development of technical analysis and the production of tools to improve the management of protected areas to incorporate adaptation measures. In Colombian territory is where we have worked most so far and the preliminary results are being used for planning by National Parks.

A second area of important advances is the strengthening of local actors' abilities to develop an analysis of vulnerability and the identification of adaptation measures relevant to their geographic, ecological and social contexts. The collaborative work in diverse activities has strengthened the existing associations that will help guarantee successful results of the program. The formulation and the signing of the inter-institutional agreements with environmental authorities and civil society in the three countries and the commitment of local leaders, also support the progress in our implementation of the work plan.

What have been the principle obstacles for the development of the project?

More than obstacles, we can say that our impact for public policies related to the adaptation of climate change is still limited. But we hope that the launch of the directives for the adaptation for the Eastern Cordillera Real which will take place in the coming months, will push for the reaching of one of the objectives of the project on an international scale, which basically consists of the adoption of systems of good government and management of the elasticity of the ecosystems in the face of environmental change. 🌱

60 + COLOMBIA: A SUCCESSFUL OPERATION



Earth Hour 2011 was launched by Mary Lou Higgins (left) director of WWF Northern Amazon & Chocó-Darién Regional Program and Sandra Bessudo, Presidential High Commissioner for the Environment.

© Felipe Ariza - SIG

At least 200,000 people, 85 organizations, + 50 monuments and public events in 11 cities was Colombia's participation in the world's biggest act against global warming.

That 12,000 people turned out on to the streets to celebrate Earth Hour 2011, practically tripling last year's numbers, tells us one thing: the campaign has become the voice of people that is rapidly growing and is prioritizing environmental issues.

But it's more than just the largest turnout in the campaign's Colombia history. What happened on March 26th shows a large concern over climate change and a collective commitment to fight it and change our behavior.

It's estimated that 200,000 people participated from their homes, turning out the lights or the electro-domestic appliances. Around 85 organizations, including governmental, private businesses and civil society, reported taking part in the initiative in 11 cities.

According to records in Cali, Bogotá, Medellín, Mocoa, Pereira and Neiva, cities which held similar events simultaneously, at least 12 thousand people took part in Earth Hour celebrations, tripling the number of participants from past years.

Such a mobilization shows as well that the campaign is on the right track and the internal work of partners and collaborators is producing results. The message is getting through more all the time: this year, Earth Hour had around 1000 mentions (during one week) in 100 different media outlets, including magazines, newspapers, radio stations, television and internet.

The results achieved in our country contributed to our global goals. Colombia was one of 135 countries that took part and its cities formed part of the 4,500 urban centers that joined the campaign. The Colombian individuals who joined in were one part of the billion people that day went beyond one hour for the planet.

Another significant factor of the Earth Hour celebration was the government and various ministries joining in. Through television messages, President Juan Manuel Santos and a large part of his cabinet invited Colombians to join in the campaign of March 26.

"Let's show the world that not only are we one of the richest countries in environmental terms, but also that we understand this privilege and the responsibility that implies," said the President on the evening of the event.



Cultural activities were the center of the celebration of Earth Hour in Colombia.

In fact, Santos became one of the world leaders of the campaign alongside the U.K.'s Prime Minister, David Cameron, Australia's PM Julia Gillard and Archbishop Desmond Tutu.

The support of the Government of Colombia, through President Santos and the High Commissioner for the Environment, motivated the private sector and civil society to participate by taking positive actions for the planet.

As some of Colombia's most famous buildings went dark for the event, including Lievano Palace, Colpatria Tower, Cerro de las Tres Cruces in Cali and Medellin's Plaza de los Pies Descalzos, lights slowly returned to the buildings but with a long-term commitment to promote sustainable life styles.

"The domino effect of this campaign has been very positive. Every time we do this, more people are taking part and encouraging even more people to show their support for the planet. Inevitably, the day will come when we all adopt practices and habits that protect resources and promote sustainability. So, the last Saturday of March will be the day we Colombians celebrate Earth Hour without any need for encouragement by governments, businesses or the media," said Julio Mario Fernandez, director of communications for WWF Colombia. 🌱

The event in numbers:

4,500 cities in 135 countries

Participated in Earth Hour, with an estimated one billion participants.

4 thousand people

Took part in the event in Medellín, which included a 60 + made with electronic waste and a bike ride.

3 thousand people

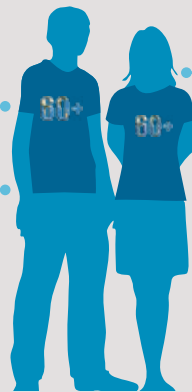
Filled the Garden Coliseum in Mocoa (Putumayo) to witness various cultural performances.

2 thousand people

Participated during the 60 minutes of Earth Hour in Jardín Plaza Mall in Cali.

One thousand

People attended Earth Hour event in Usaquén Plaza, Bogotá.



FOCUSING ON THE FUTURE



James P. Leape

© WWF-Canon / Elma Okic

The Living Planet Report relates the Living Planet Index – a measure of the health of the world's biodiversity – to the Ecological Footprint and the Water Footprint – measures of humanity's demands on the Earth's natural resources.

These indicators clearly demonstrate that the unprecedented drive for wealth and well-being of the past 40 years is putting unsustainable pressures on our planet. The Ecological Footprint shows a doubling of our demands on the natural world since the 1960s, while the Living Planet Index tracks a fall of 30 per cent in the health of species that are the foundation of the ecosystem services on which we all depend.

Rapid economic growth has fuelled an ever-growing demand for resources – for food and drink, energy, transport, electronic products, living space, and space to dispose of wastes, particularly carbon dioxide from burning fossil fuels. As these resources can no longer be sourced from within national boundaries, they are increasingly being sought from other parts of the world. The effects are clearly visible in the Living Planet Indices for the tropical world and for the world's poorer countries — both of which have fallen by 60 per cent since 1970.

The implications are clear. Rich nations must find ways to live much more lightly on the Earth – to sharply reduce their footprint, including in particular their reliance on fossil fuels. The rapidly-growing emerging economies must also find a new model for growth – one that allows them to continue to improve the wellbeing of their citizens in ways that the Earth can actually sustain.

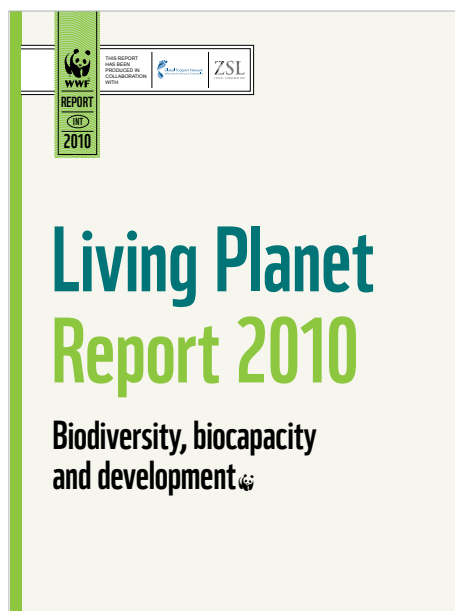
For all of us, these figures raise fundamental questions of how we can adapt our ways of living and definitions of development to include the imperatives of nurturing the world's natural resources, living within their regenerative capacity and appreciating the true value of the goods and services they provide.

The economic crisis of the past two years has provided an opportunity to reassess fundamental attitudes to the use of the world's natural resources. There are some green shoots of change.

The Economics of Ecosystems and Biodiversity (TEEB) initiative is drawing attention to the global economic benefits of biodiversity, highlighting the growing costs of biodiversity loss and ecosystem degradation. The United Nations Environment Programme (UNEP), the Organization for Economic Cooperation and Development (OECD), WWF and others are working hard to promote the green economy. An increasing number of fishers; timber, soy and



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palm-oil producers; and some of the world's largest companies are working to put their activities onto a sustainable footing. And one billion people, across 128 countries, demonstrated their support for change by joining in Earth Hour 2010.

There are many challenges ahead – not least meeting the needs of an increasing world population. These challenges further emphasize the importance of decoupling development from growing demands on the natural resources. Put plainly, we have to devise ways of getting as much, and more, from much less. Continuing to consume the Earth's resources more quickly than they can be replenished is destroying the very systems on which we depend.

We have to move to managing resources on nature's terms and on nature's scale. 🐾

James P. Leape
Director General
WWF International



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Size: horizontal letter.

Pianguando, strategies for the management of the piangua

This small book is one of the results that came from the project “Productive potential of the natural populations of the piangua *Anadara tuberculosa* and *Anadara similis* in a spatial-temporal perspective on the Colombian Pacific coast,” finished December 2010. This came about because of Institute of Marine and Coastal Investigations “Jose Benito Vives de Andreis” (Invemar), the Concheras Association of Nariño (Asconar), WWF Colombia, the Special Administrative System Unit of National Natural Parks, National Natural Park Sanquianga and the University of Valle (Univalle). It counts on the support of Ministry of Agriculture and Rural Development.

The Pianguando book collects various biological and socio-economic results of the project focused on coming up with new management strategies for the communities of the region.



Marviva, Incoder, Invemar and WWF.

Pages: 250

Size: vertical letter.

Overview of fisheries in Colombian Pacific

This publication from the Marviva Foundation counted on the participation of recognized investigators of the fishing sector and with the technical support of the Colombian Institute for Rural Development - Incoder, WWF Colombia and the Institute for Marine and Coastal Investigations - Invemar.

The book contains specific data related to different species of tuna, piangua and shrimp living with some degree of threat. It is estimated that the recent increase of volumes extracted have passed sustainable levels of exploitation and leading to the over-fishing of other species. According to official figures, fish captures in the sea, unloaded in Colombian ports, rose annually around 100,000 tons and provide employment to 37,000 people, directly and indirectly. It is estimated that 80% of these captures are in waters of the Colombian Pacific.



WWF, ECOFYS and OMA

ISBN: 978-2-940443-26-0

Pages: 273

Size: letter.

Report on Renewable Energy

The Report on Renewable Energy explores a mix of energy based on renewable sources for the whole world by 2050. The result is the most ambitious and scientifically based examination of a future for the entire planet of renewable and clean energy.

This report covers all the necessities of the material. It also touches on the challenges of delivering a source of reliable and safe energy for all.

The setting uses carefully considered suppositions: prices of fossil fuels rise no more 2% a year, encouraging technologies available today, and the continual expansion and no disruption to renewable energies.

It's an ambitious vision but totally possible, which describes key changes to reach a future of completely clean energy and avoid changes to the climate that would bring catastrophic consequences to humanity.



Alexander von Humboldt Institute of Investigation of Biological Resources, WWF Colombia, Omacha Foundation, La Salle Foundation (Venezuela) and the Institute of Orinoquia Studies (National University of Colombia)

ISBN: 978-958-8554-13-6

Pages: 609

Size: letter.

Biodiversity in the Orinoco Basin

This publication collects memories of two bi-national workshops organized by WWF and its partners in 2004 and 2009 to identify and prioritize conservation areas and sustainable use of the biodiversity of the basin.

The book presents a detailed description of the basin, the 19 priority areas to conserve and sustainable use of the biodiversity of the basin and the actual state of knowledge of its flora and fauna (insects, fishes, birds and mammals). Equally, it presents seven case studies: 2 for every basin: evaluation of mercury contamination in commercial fish of the basin and a proposal to classify the wetlands of the basin; two for Venezuela, biodiversity of *decapodos* crustacean Venezuelan Orinoquia, aquatic mammals of Venezuela's Orinoco and the ecological effects of Venezuelan wetlands caused by the construction of dikes. Two for Colombia, the trophic relations between fishes and native flora of the Colombian Orinoquia; and a study on fire as a natural dynamic of the flatlands of the Colombian Orinoquia.

The book achieves one of the principal objectives of WWF work in this bi-national basin: to have a vision of conservation and sustainable use of the biodiversity shared by the key actors of Colombia and Venezuela.



WWF Colombia, InWent (before DSE-Germany) and IFOK (Institute for Communication in Organizations – Germany)

ISBN: 958-95905-4-3

Pages: 204

Size: letter.

How to run workshops, A practical guide for educators

Under the agreement “*INCORPORATION OF ENVIRONMENTAL EDUCATION IN THE SCHOOL DYNAMIC*” subscribed to by the Education Secretary of the Municipality of Santiago de Cali and the Zoological Foundation of Cali, WWF authorized the reprinting of the educational manual How to run workshops.

As part of the agreement, each one of the 338 schools of Santiago de Cali will receive a Pedagogic Resource Kit that was made thanks to organizations such as WWF, CALIDRIS, FAO, UNESCO, UNILEVER who generously gave materials filled with valuable content to enrich the pedagogic proposals of the school. The Kit is made up of 5 books and 6 DVDs with accompanying materials and teacher support material.

The guide, How to run workshops, produced in 2003 is an excellent tool that help plan, realization, evaluation and development of educational workshops on any issue and in any context.

COFFEE FOR CONSERVATION

The National Center for Consulting, one of the most recognized consulting companies in Colombia, is carrying out a series of workshops for the corporate sector entitled Coffee for the World. In association with WWF, the company will carry out three meetings about ecological footprint and how this concept should be ingrained in the business DNA of Colombian companies. The first meeting took place in Cali and brought together 30 representatives of the corporate sector. The next meetings will take place in Medellin and Bogota.



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DE CONSULTORÍA.COM



COLOMBIAN COMPANY WILL SELL CERTIFIED TIMBER IN EUROPE

The Colombian export company Biomaderas achieved certification of Chain of Custody according to the standards of the Forest Stewardship Council – FSC, which makes it one of the first companies in the country that can sell certified timber products in Europe. Biomaderas will guarantee that its products were made adhering to rules and procedures for well-managed forests. Biomaderas is a member of GFTN.



Elige Madera Legal
Compra Responsable

LEGAL TIMBER, IN TWO RECOGNIZED FAIRS

The campaign Choose Legal Timber, Buy Responsible of WWF and the Ministry of Environment was present during May in two events acknowledged by the Colombian forest sector: Design and Construction Expo 2011 in Bogota and the Virtual International Fair for Forest, Woods and Furniture at:

www.feriavirtualdelamadera.com

According to results, companies made business for a number close to 100 million dollars. To take part in such events is an opportunity for the campaign to call attention of decision makers and motivate them to incorporate components of sustainability and legality in their productive and trade operations.

TRANSFORMING TERRITORIAL CONFLICT

The event “National Meeting of Learning and Challenges in Transformation of Territorial Conflict”, held in May and arranged by WWF, took place with the support of projects financed by USAID: “Mitigation of inter-ethnic territorial conflict in Colombia: Protection of rights of rural communities of their territory and resources” and by the European Union: “Forests and ethnic territories in the Colombian-Ecuadorian Chocó-Darién: Protection of Territory, Management and Responsible Trade of Forest Products”.

More than 20 delegates from diverse projects and expertise in transformation of territorial conflicts in the country participated. Indigenous, Afro-descendants, small farmers and NGOs representatives of Chocó-Darién and Northern Amazon, shared their life experiences.

The results obtained in this meeting will be applied in the next phases of processes on territorial conflicts in which WWF and its partner organizations actively participate.



AL GORE IN COLOMBIA

Last March, for the first time in Colombia, in the El Espectador Forum, organized by the El Espectador newspaper, Caracol Television, WWF and other groups, the Nobel Peace winner and former Vice-President Al Gore laid out his ideas on climate change. As part of this event, which counted on the presence of the President of Colombia, Juan Manuel Santos, Gore breakfasted with the country's environmental leaders, among who was Mary Lou Higgins, regional director of Northern Amazon and Chocó-Darién Program for WWF.



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SECOND PHASE OF SOY ECOLOMBIANO TAKES OFF

After the success of the WWF Soy ECOLombiano (I am an ECOLombian) campaign, launched June 2010 and aimed to reduce the ecological footprint in Colombia, WWF and the Ministry of Environment recently signed an agreement to continue the campaign until next December. The campaign's second phase will contribute to set up the necessary conditions for Colombia to have a favorable policy framework, supporting the implementation of National Policy of Production and Sustainable Consumption and other policies and practices committed to the sustainability of the productive sector.



WWF®

50 YEARS
OF CONSERVATION

THANK YOU
FOR YOUR SUPPORT



1961

First WWF logo made by Sir Peter Scott, based on Gerald Watterson's sketches.



1978

The first modification to WWF's image.



WWF® 1986

In this version the initials are included as part of the logo.



2000 WWF®

WWF's logo most recent adjustment projecting the organization towards the future.