



WWF

FACTSHEET

2015

BIOGRADSKA GOBRA NATIONAL PARK, MONTENEGRO © JP NPOG ARCHIVE



# WWF Adria

## PROJECTS

- Protected Areas for People and Nature (Dinaric Arc Parks)
- Dinaric Arc Sustainable Hydropower Initiative (DASHI)
- Trans-boundary Biosphere Reserve Mura-Drava-Danube (the Amazon of Europe)
- Sustainable Economic Activities in Marine Protected Areas (SeaMED)
- Promoting Sustainability for Humans and Fish (Fish Forward)
- Sustainable Forestry Management in B&H

## CAMPAIGNS

- Earth Hour
- Keep Nature Alive
- S.O.S. Adriatic

## WWF's Mission

WWF is one of the world's leading non-governmental and non-profit organisations for nature conservation. WWF has been established in 1961, and has representative offices in over 100 countries across the globe and approximately 6200 employees. The organisation is proud of its supporters of over five million people.

WWF cares for the living planet, and the main purpose of the organisation is to stop the degradation of the world's natural environment and to build a future where people can live in harmony with nature by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption.

## WWF in the Dinaric Arc region

In the Dinaric Arc region, which is a part of the Mediterranean and Danube-Carpathian ecoregions, WWF is present from the start of this century. Through fourteen projects we have successfully contributed to the conservation of biodiversity. Knowing well the local circumstances and true needs, we have brought forth top international experiences and knowledge in nature protection.

In the beginning of 2015, WWF Adria was founded and resides in Croatia, actively working in Albania, Bosnia and Herzegovina, Croatia, Kosovo\*, Macedonia, Montenegro, Serbia and Slovenia. In the operational sense, we are a part of the WWF Mediterranean Programme whose mission is conservation and sustainable management of forests, marine and freshwater ecosystems, and protected areas in the Mediterranean region.

The main goal of WWF Adria is protection of the natural environment, biodiversity and ecological processes in the Dinaric Arc area.

\*The appointment is without prejudice to the position or status and in line with UNSCR 1244/99 and the ICJ Opinion on the Kosovo Declaration of Independence



## Main Activities



**PROTECTED AREAS** We promote the establishment and proper management of protected areas, as well as close networking with the local population and stakeholders, emphasising their ecosystem benefits offered to people who live in their vicinity. We also encouraged the founding of the association “Parks Dinarides - a network of protected areas of the Dinarides”, whose members include 50 parks of the region.



**FRESHWATER** We work on revitalization and protection of river ecosystems and wetlands in the Dinaric Arc region, raising awareness of the dangers of hydropower plant construction for biodiversity and local communities. We support recognition of the Trans-boundary Biosphere Reserve Mura-Drava-Danube through Austria, Croatia, Hungary, Serbia and Slovenia by UNESCO.



**FORESTS** We are working on the advancement of processes for declaring high conservation value forests in Bosnia and Herzegovina, as well as support the process of their certification. We encourage the development of unique FSC standards for management of forest resources, conduct educational seminars and support the process of development of Forestry Law of the Federation of B&H.



**SEAS** We cooperate with marine protected areas through the development of sustainable economic activities and promotion of sustainable tourism based on natural resources. We promote sustainable fisheries by supporting both the fishermen and the recovery of fish stock in developing countries.



**AWARENESS RAISING** We conduct educational campaigns and are actively working with schools to raise awareness of children and adults about environmental problems. In order to ensure the continuation of our way of life, we must all work together to reduce our ecological footprint.



**CAPACITY BUILDING** We conduct trainings and experience exchange workshops for employees of protected areas and relevant institutions, as well as representatives from non-governmental organisations, to ensure a more effective protection of nature in the entire region



**SUSTAINABLE BUSINESS** We cooperate with corporations to raise awareness of the principles of sustainable development and socially responsible business. We encourage companies to actively take part in solving environmental problems.



KOPAČKI RIT NATURE PARK, CROATIA © MARIO ROMULIĆ



BLUEFIN TUNA © BRIAN J. SKERRY / NATIONAL GEOGRAPHIC STOCK / WWF



WWF WATERTOUR IN BAČKI MONOŠTOR, SERBIA © ANJA KOSANOVIĆ / WWF



WWF ADRIA IS BASED IN ZAGREB, CROATIA.



### 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 and nature.

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

[www.facebook.com/wwfадria](https://www.facebook.com/wwfадria)

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