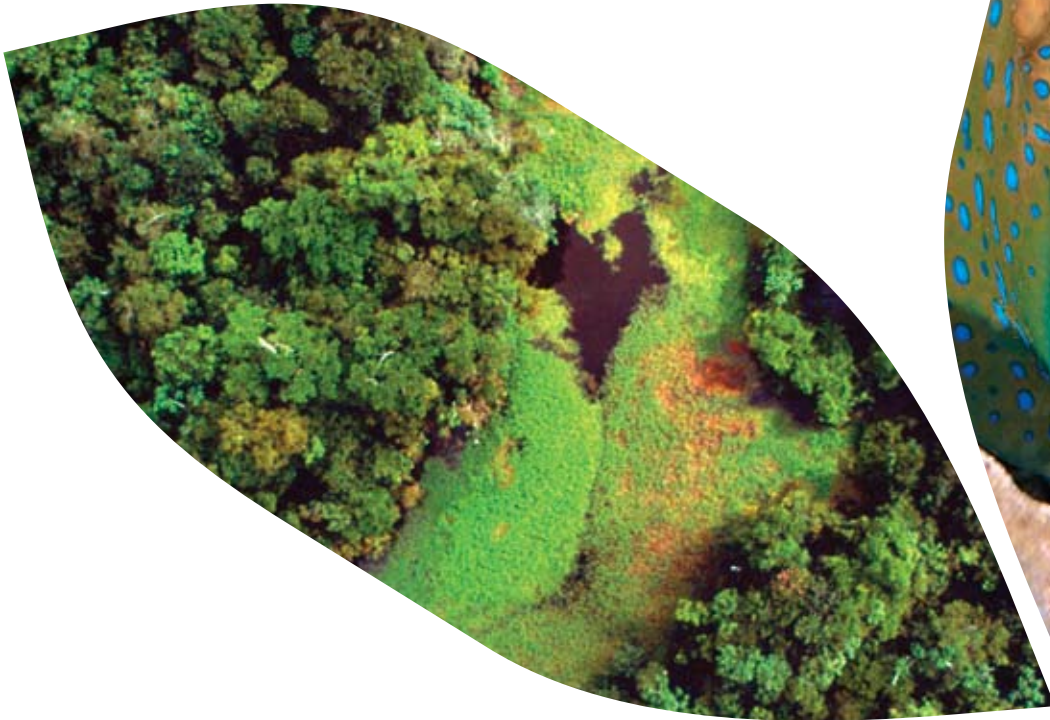





*for a living planet*

# Building a sustainable future





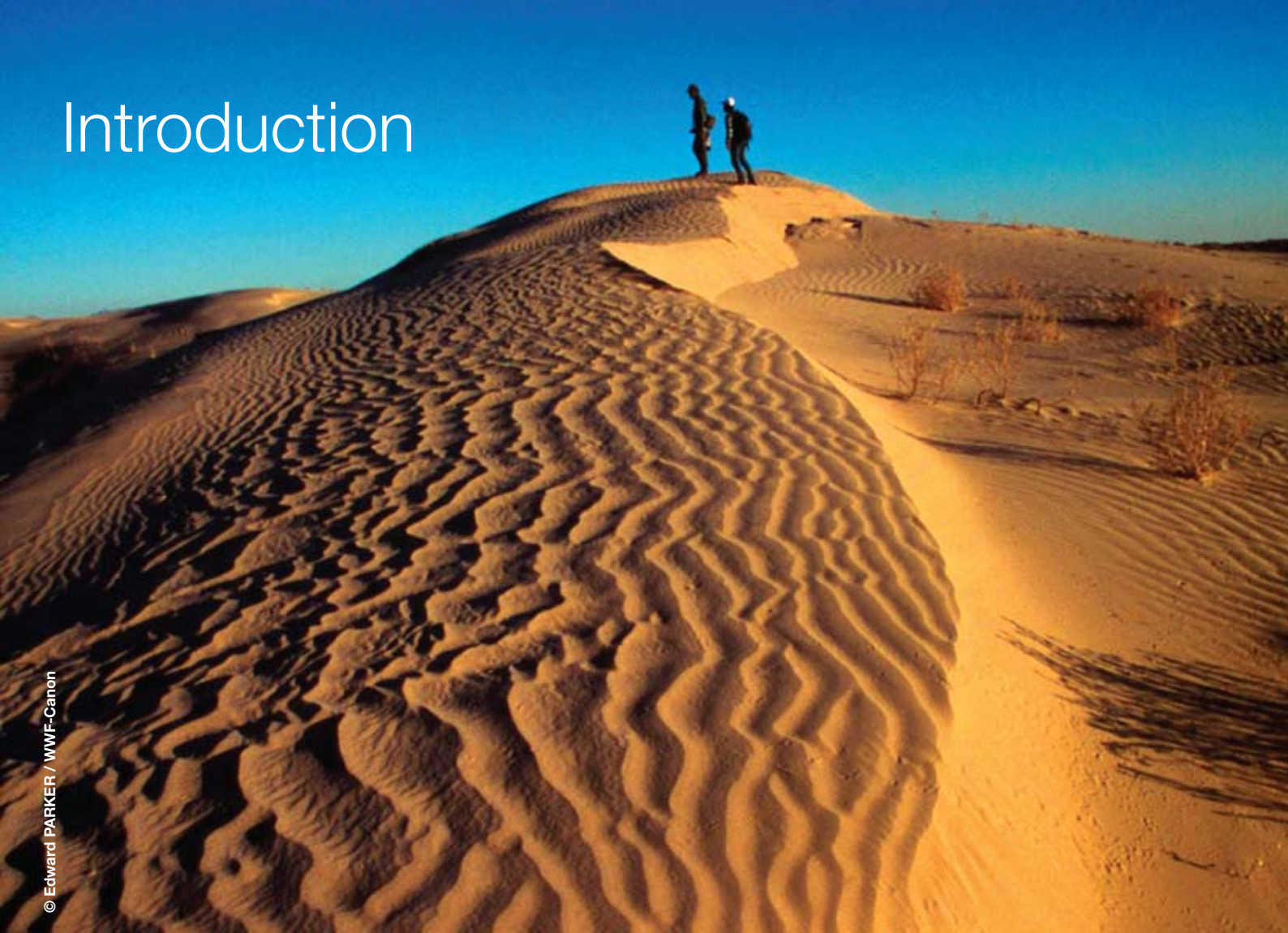
“WWF has a proud track record of delivering conservation results in some of the world’s most biologically rich areas, and on some of the most pressing threats to that biodiversity. To meet today’s environmental challenges, we are redoubling our efforts and capitalizing on the strengths of our global network to tackle the critical issues facing our generation – the loss of biodiversity, the impact of humanity’s growing footprint on natural systems, and the overwhelming threat of climate change.”

James P. Leape  
Director General, WWF International

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# Introduction



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## Our planet is at a critical point

The decisions, actions, and inactions of one species – ours – over the next decade will determine the fate of all life on Earth.

Biodiversity and natural habitats are disappearing at an alarming and unprecedented rate due to our overconsumption of natural resources and activities that are changing the climate. This is degrading the ecosystems that supply all life with freshwater, food, clean air, shelter, and more. As a result millions of people around the world, in rich and poor countries alike, face uncertainties over food security and water availability, and increased vulnerability to natural disasters and diseases.

Things will get much worse if we continue along the same path.

In order to survive and prosper for generations to come, we must urgently change our course towards a healthy planet where people and nature thrive together in a stable environment. This means preserving biodiversity and lightening humanity's impact on natural habitats – starting now.

**Left: Polar bear, Norway**

**Above: Bird watchers, Chihuahuah Desert, Mexico**

## A bold and ambitious conservation approach

Over the past half-century, WWF and many other groups have worked to conserve the world's most exceptional ecosystems and endangered species, promote sustainable use of natural resources, and reduce pollution and wasteful consumption – with impressive results.

WWF has now embarked on a bold approach to further catalyze change on a large scale. With the twin goals of conserving biodiversity and reducing humanity's impact on nature, our conservation framework<sup>1</sup> strategically focuses on the most critical places, species, and issues. It uniquely combines traditional conservation with work to address the global dynamics driving today's threats to our natural world. And it draws on the combined strengths of our diverse partners to implement concrete conservation solutions at every level, from local to global.

This brochure captures some of our recent successes and shows how, in cooperation with our valued partners, we will amplify these. The goals are as ambitious as the challenges are great, but with your support we can do it. Together we will forge innovative, lasting solutions that build a future where people live in harmony with nature – a Living Planet.

<sup>1</sup> see WWF: A Roadmap for a Living Planet

# Conserving biodiversity

## The issue

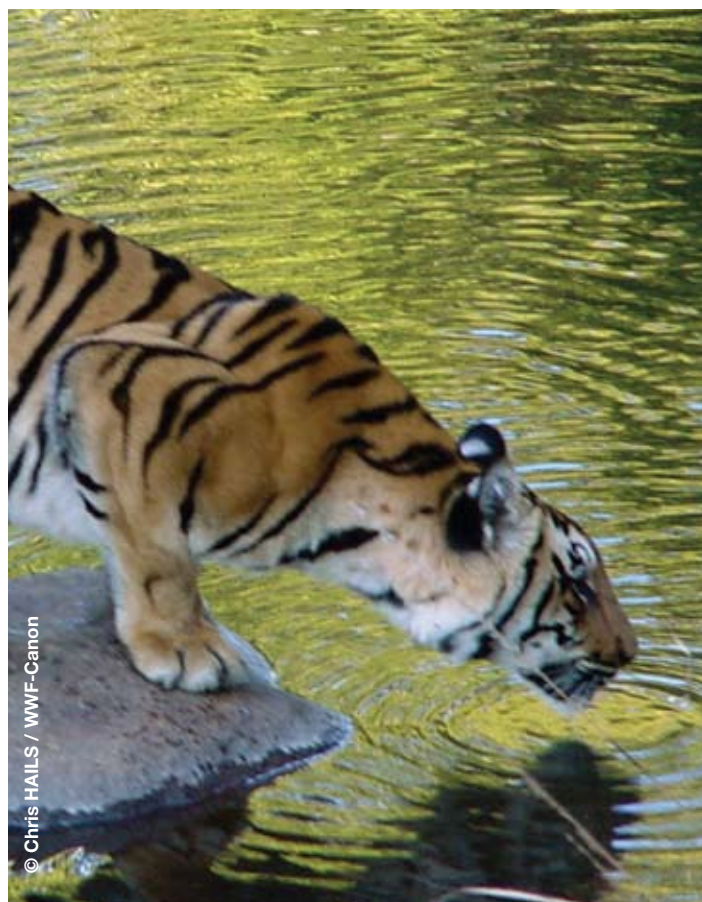
Conserving endangered species and critical habitats has been at the heart of WWF's work from the very beginning. We have achieved landmark successes for some endangered species and helped establish protected area networks in forest, freshwater, and marine ecosystems around the world.

But huge challenges lie ahead in building the sustainable, well-managed landscapes that are necessary to

prevent disastrous loss of biodiversity. Human activities are expanding in some of the world's most biodiverse areas, large gaps remain in the global protected area network, and many protected areas are not well managed. Looming over this is climate change – which both compounds and is compounded by ongoing degradation and destruction of natural ecosystems, and which threatens to drive catastrophic levels of species extinction across the planet.

**Right: Bengal tiger cub, Kanha National Park, India**

**Far right: Flooded forest during rainy season, Rio Negro, Brazil**



© Chris HALLS / WWF-Canon

## Creating parks that perform

To help park managers assess whether protected areas are actually doing their conservation job, WWF has teamed up with various groups – including IUCN (the International Union for Conservation of Nature), the World Commission on Protected Areas (WCPA), the National Oceanic and Atmospheric Administration, US Department of Commerce, and the World Bank – to create management effectiveness tools. Ranging from long-term monitoring frameworks to simple scorecards, these tools have been adopted by all the major international environmental organizations and used to assess more than 1,000 terrestrial and marine protected areas to date – leading to real improvements in protection.

**involving local people:** An assessment of Tanzania's Mafia Island Marine Park showed that many local communities did not feel adequately involved in park management. So instead of creating expensive, centralized ranger units, the park helped 11 villages to establish their own enforcement units, with support from WWF and others. These local teams have successfully reported a series of illegal incidents.

## Conserving rare species

With our partners, we have helped bring several species back from the brink of extinction through a mix of on-the-ground conservation and protection, engagement and empowerment of local communities, and national and international policy work.

**restoring populations:** In the Russian Far East, our partnership with the Russian government and local communities has seen the Amur (or Siberian) tiger population bounce back from no more than 40 individuals in the 1940s to around 500 in 2007 – making this now the largest unfragmented tiger population in the world.

**putting policy to work:** On-the-ground anti-poaching efforts are a key part of the Amur tiger's incredible recovery – but it is equally important to address the drivers of tiger part consumption, which in turn drives poaching. One victory towards halting the global trade in illegal tiger parts came in 2007, when the parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) opposed captive breeding of tigers for trade in their parts. In doing so, they agreed with WWF and TRAFFIC (the joint WWF/IUCN wildlife trade programme) and others that this would only stimulate demand for wild tiger parts and so undermine the efforts of the traditional medicine community to encourage the use of alternatives. WWF and TRAFFIC offered technical support and guidance to China for phasing out its 'tiger farms'.



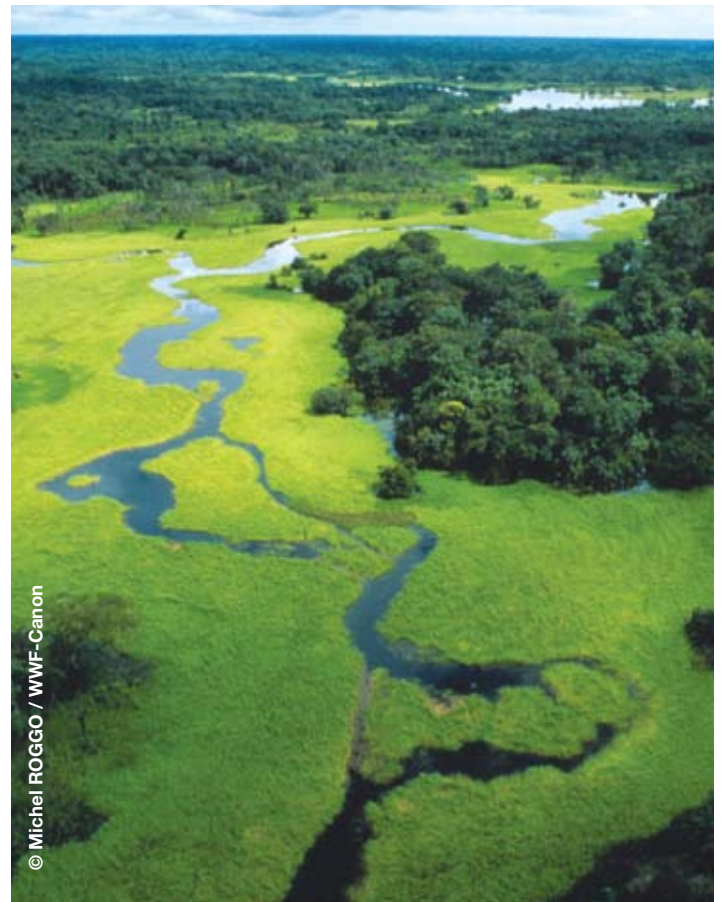
## Into the future

We can conserve most of life on Earth by conserving the most exceptional ecosystems and habitats. At the same time, special conservation efforts are needed for threatened species whose survival is not guaranteed by saving their habitat alone.

Building on our past successes and experience, WWF is concentrating efforts on 35 global priority places and 36 global priority species groups. Strategically focusing our work in this way will help safeguard the world's most outstanding places and valuable species – as well as the many other species which share these habitats and/or are vulnerable to the same threats.

The work includes engaging with partners to:

- build sustainable landscape mosaics that include networks of effectively managed protected areas, managed areas that are not formally protected, and corridors linking habitats together
- restore populations of the most ecologically, economically, and culturally important species
- design conservation strategies that better deal with, and help mitigate, climate change impacts
- advocate for favourable policies that support biodiversity conservation.



## Adapting to climate change

As well as fighting climate change, we also need to prepare for its impacts. WWF is carrying out vulnerability assessments and promoting mitigation strategies that help both communities and species adapt to changing conditions. More and more we are linking climate change to biodiversity and development work, from the local level to the global.

**strengthening coastal defences:** Projects in coastal areas of several countries are looking at strengthening the resilience of mangrove forests – important defence barriers against rising seas and severe storms – through restoration and improved protection. And in Fiji, WWF is helping coastal villages protect themselves by planting trees and building dykes to stabilize beaches.

**ensuring continued freshwater ecosystem services:** Climate change will affect water quantity, water quality, and water timing in freshwater ecosystems, adding new pressures to already stressed and degraded river basins around the world. WWF is helping water resource managers to identify vulnerability to climate change impacts and develop strategies to adapt to these, through: improved water management, including for flood retention, water security, and pollution reduction; strengthened societies, through enhanced livelihoods and increased institutional capacities; and enhanced ecosystem resilience, through restoring freshwater ecosystems. WWF and partners are working to restore floodplains in Europe's Lower Danube Basin and China's Yangtze Basin, for example, to increase their capacity to store flood water and so reduce damage from floods, the predicted climate change impact for these regions.

We have achieved landmark successes for some endangered species and helped establish protected area networks in forest, freshwater, and marine ecosystems around the world.



## Protecting ecosystems

Since the mid-1990s, WWF has helped establish over 150 million hectares of protected areas around the world. With our partners, we are at the forefront of all aspects of protected area work – from campaigning, planning, establishing, and managing to securing sustainable financing, influencing policy, and ensuring that such areas bring benefits to people. Our focus is on landscape-level conservation, which incorporates the presence and participation of communities, governments, and industries to mitigate key threats and implement landscape management in a way that benefits both people and nature.

**safeguarding the Great Barrier Reef:** A three-year campaign by WWF and partners saw the area of Australia's Great Barrier Reef Marine Park under strict protection increase from 4.6 per cent to 33 per cent – creating the world's largest network of marine highly protected areas. WWF has also helped reduce human impacts on the park: we helped draft a fisheries management plan for the reef's second-largest fishery; secured the introduction of mandatory marine turtle excluder devices on trawl vessels operating in the park; and successfully campaigned for government efforts to reduce agricultural run-off into the park. In addition, with the Queensland Tourism Industry Council, we highlighted the reef's extreme vulnerability to climate change.

**watering the Congo Basin:** Years of effort by WWF, the Ramsar Convention, and the Central African Regional Program for the Environment (CARPE; a USAID initiative), led to the creation of the world's largest freshwater protected area in 2008: the 6.5 million hectare Ngiri-Tumba-Maindombe wetland in the Democratic Republic of Congo. Containing the largest freshwater body in Africa, the region is a biodiversity hotspot, plays a critical role in regulating flooding, is a major carbon sink, and is a vital source of water for agriculture and millions of people.

**banking on a cleaner Yangtze:** For the past few years, WWF has partnered with HSBC for better conservation of freshwater ecosystems globally, and along China's Yangtze River in particular. We have worked with local authorities and communities in Hubei and Anhui Provinces to re-link 17 major floodplain lakes to the river to date – improving water supplies, increasing wildlife and fisheries, and enhancing local peoples' livelihoods. Restoration of Hong Lake reduced pollution levels so much that in less than one year, the lake water became drinkable once more and the globally endangered oriental white stork returned for the first time in 12 years.

Images from top left:  
Herd of African elephants, Amboseli National Park, Kenya  
Juvenile shark in gillnet, Mafia Island, Tanzania  
Mekong Delta, Vietnam





**keeping the Heart of Borneo beating:** Since 2003 WWF has been working with other conservation groups towards a trans-boundary protected area in the 'Heart of Borneo', one of the world's most important biological treasure troves. We worked closely with the governments of Malaysia, Indonesia, and Brunei Darussalam to help them reach a common conservation vision for this unique, shared area. In 2007, the governments signed a groundbreaking agreement supporting the creation of a network of protected areas and sustainable management of the region. We are now working to ensure these commitments are carried through.

## Conserving communities and wildlife

A large part of our species conservation work involves working with, and helping to improve the livelihoods of, local communities.

**mitigating human-wildlife conflict:** As human development encroaches ever further into elephant habitat in Africa and Asia, elephants are forced to turn to human crops for food – with disastrous consequences. Conflicts with crop-raiding elephants cost hundreds of human lives and cause major economic losses every year, and result in retaliatory killings of elephants that threaten the survival of some populations. WWF

is working with local communities to limit such conflicts through strategies that include planting crops that elephants do not like to eat, deterring elephants with chilli and tobacco-based barriers, and using domestic elephants to chase wild elephants away from village farmland. One project in Kenya has trained over 100 local Maasai in 'conflict avoidance' techniques, resulting in fewer deaths of both elephants and humans. Long-term solutions include working with governments on land-use planning that ensures both humans and animals have the space they need, and that land uses likely to cause conflicts with wildlife are kept far from, or buffered from, wildlife habitats.

**improving livelihoods:** WWF has helped communities set up and manage their own wildlife reserves – which allow local wildlife populations to thrive and bring much-needed benefits to rural communities. One such programme in Namibia saw participating communities earn nearly US\$1.5m from their 'conservancies' in 2001, in the form of wages, communal income, and profits on community-owned enterprises.

**combating poverty:** In 2006, WWF joined forces with the African Union, the World Bank and the United Nations Food and Agriculture Organization to launch a new sustainable fishing fund for Africa. The first of its kind, the fund is providing US\$240 million over ten years to help restore depleted fisheries in the large marine ecosystems of Africa and reduce poverty among coastal communities.

# Living within our means



## The issue

WWF has played a key role over the last 25 years in raising global awareness of the need for sustainable resource use and sustainable livelihoods. The ecological footprint indicator – which was developed as a monitor of human demand on ecosystems – shows that people are already using nearly 30 per cent more natural resources than the Earth can replenish, and predicts we will be using two planets' worth by 2050 ... if these resources have not run out by then. Our emissions of CO<sub>2</sub> into the atmosphere also threaten dangerous climate change, which could undo conservation wins.

## Curbing CO<sub>2</sub> emissions

WWF was one of the first conservation organizations to recognize the enormous dangers posed by climate change and take up the challenge of finding long-lasting solutions to tackle the problem.

**pushing for an international policy framework:** We worked hard to see the Kyoto Protocol come into force, and are now keeping up the pressure on governments in current climate negotiations, demanding that the new international climate agreement to succeed the Kyoto Protocol in 2012 has firm commitments for reducing CO<sub>2</sub> emissions.

**harnessing public pressure:** In 2006 our online campaign tool, WWF Passport, resulted in 35,000 emails urging drastic cuts to CO<sub>2</sub> emissions being sent to politicians across Europe. This huge public support was a strong contribution to the political debate, and helped EU government officials fight heavy industry pressure for weak caps on emissions. Similarly our 18-month international PowerSwitch! campaign saw activists taking more than 600,000 individual actions against coal power stations, the biggest climate polluters. The mix of this public response and WWF lobbying put massive pressure on governments to reduce CO<sub>2</sub> emissions and support renewable energy solutions. By the end of the campaign in 2006, political will for reducing CO<sub>2</sub> and boosting renewable energy was at an all-time high.

**implementing solutions:** WWF helped the Philippines government set up a wind power plant in 2005 that was a first for Southeast Asia, and has also joined with private sector partners to develop additional wind farms in the country.

We have also been working with foresighted companies since 1998 to help them voluntarily reduce their greenhouse gas emissions and create products that consume less energy. Sony, for example, has committed to increase energy efficiency in all its production facilities and to switch its fuel from oil to renewable energy and natural gas. To date, 18 major companies have signed up to our Climate Savers programme: if they reach all their carbon-cutting targets, by 2010 they will have reduced their CO<sub>2</sub> pollution by over 14 million tonnes each year, equivalent to taking 2 million cars off the road. More importantly, these companies are demonstrating that substantially reducing emissions is compatible with growing company outputs and profits. This adds an important voice of support to the ambitious targets we are seeking for the international climate agreement that will succeed the Kyoto Protocol in 2012.



## Into the future

The urgent challenge is to find ways to allow development and maintain a high standard of living while using far fewer natural resources and drastically reducing our CO<sub>2</sub> emissions – reducing humanity's ecological footprint down to 'One Planet Living' and allowing space for wildlife and wilderness.

WWF is specifically focusing on six footprint areas that we believe need addressing most urgently: carbon, cropland, grazing land, fishing, forest, and water.

**Left: Toxic cloud hanging over Mexico City, Mexico**

**Right: WWF staff monitor logging operations, Gabon, Central Africa**

The work includes engaging with partners to:

- promote renewable energy and energy efficiency
- promote sustainable fisheries, forestry, agriculture, and other industries
- promote sustainable water use and reduce footprint impacts to freshwater ecosystems
- demonstrate practical and economically feasible ways that governments, companies, communities, and consumers can change their consumption patterns, improve livelihoods, and reduce their environmental impact.



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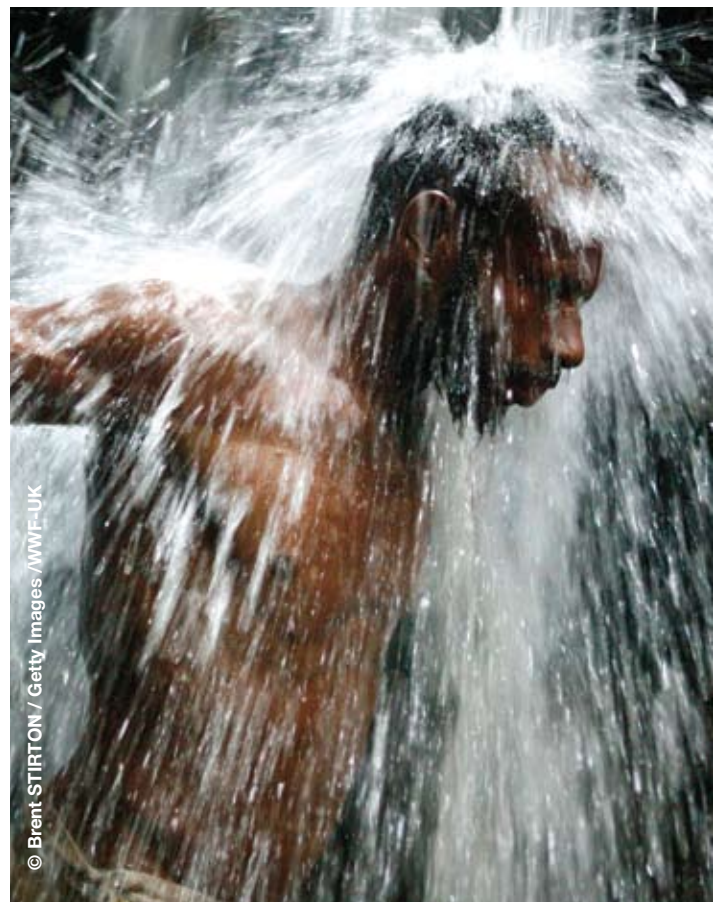
## Engaging businesses

Recognizing the need to make the global corporate economy a real force for good for the environment, we have teamed up with large multinationals, including Canon, Nokia, and The Coca Cola Company to name a few, to help them improve their environmental performance and move towards sustainability.

**cementing an honest partnership:** In 2000, Lafarge, the world leader in construction materials, became the first industrial group to work with WWF as a Conservation Partner, as a means to improve its environmental performance and help raise awareness about conservation and sustainability. Measurable achievements include a 14 per cent reduction in the company's global CO<sub>2</sub> emissions and the development of rehabilitation plans for 80 per cent of its quarries to help ensure biodiversity restoration. However, WWF has not held back from criticizing Lafarge when it has disagreed with some of the company's actions. For instance, WWF joined other NGOs calling for Lafarge to drop plans for a huge quarry on the Scottish island of Harris. In 2004, Lafarge finally decided not to pursue these plans, and the company is continuing to work with WWF on a broad range of environmental issues.

**furnishing global results:** Since 2002, WWF has been cooperating with home furnishing giant IKEA to jointly promote responsible forestry and, more recently, cotton and climate projects in many countries. The cooperation has led to millions of hectares of forests in China, Russia, Romania, and Latvia achieving Forest Stewardship Council (FSC)-certification and hundreds of farmers in India and Pakistan receiving training in sustainable cotton production.

People are already using nearly 30 per cent more natural resources than the Earth can replenish.



## Showing the bottom line

As a science-based organization, we know the persuasive power of firm evidence. Two examples show that switching to sustainable resource use makes good business sense.

**increasing profits:** Wasteful water use in the production of 'thirsty' crops such as rice, sugarcane, and cotton is literally sucking major food-producing countries dry, including the US, China, and India. WWF set up pilot projects to show that using less water to grow these crops can lead to bigger profits. In 2006, a WWF cotton project in Pakistan demonstrated a 35 per cent increase in the number of farmers making good profits, alongside a reduction in their use of irrigation and chemicals.

**demonstrating value:** In 2004, WWF produced the first study assessing the economic value of marine turtles on a global scale. By comparing the revenue generated from killing turtles or collecting their eggs with that generated from turtle-based tourism, the research found that, on average, marine turtles are worth nearly three times more to local communities alive than dead. This study has helped WWF convince governments and coastal communities of the real value of species conservation.

WWF has played a key role over the last 25 years in raising global awareness of the need for sustainable resource use and sustainable livelihoods.





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## One planet living

Reducing the huge footprint of industrialized countries without sacrificing the comforts and advantages of a modern, mobile lifestyle is not a utopian dream – it's already happening.

Developed by WWF partner BioRegional, London's BedZED development has halved the ecological footprint of an average Londoner without the people living there needing to change a thing. The homes were built with reclaimed steel and timber from responsibly managed forests, with 52 per cent of materials sourced within a 56 km radius. The homes are also energy efficient, needing only 10 per cent of the heating of regular houses. Rainwater is harvested and sewage water is recycled. Hot water and electricity are provided by solar panels and an onsite combined heat-and-power plant running on tree surgery waste.

Images from top left:

Hawksbill turtle, Fiji

Villager under waterfall, Sepik

River, Papua New Guinea

Solar power station, Australia

Other developments are following suit all around the world. Abu Dhabi's Masdar City will be the world's first zero-carbon, zero-waste, car-free city powered entirely by alternative energy sources. And two Chinese cities, Shanghai and Baoding, are exploring urban low-carbon development with WWF and other partners through the Low-Carbon City Initiative. In Baoding, home to 650,000 people, 150 new alternative energy companies have emerged since 2002, making use of wind and solar power, bio-diesel, and energy efficiencies. Over 30 communities have installed hot-water solar-power systems, and 30 more projects are adopting BIPV (Building Integrated Photovoltaics). The city's booming economy, which is partly built on the sustainable energy sector, shows that development and sustainability can go hand in hand.

# Tackling the drivers behind the threats



## The issue

Plants, animals, and habitats face a range of direct and indirect threats, including land clearing, wildlife trade, pollution, and climate change. Our conservation work directly addresses these threats – but this alone is not enough. We also need to tackle the drivers behind these threats: the social, economic, and political reasons why these threats exist in the first place.

## Ending unsustainable subsidies

One major driver of overfishing – which, if not brought under control, is predicted to cause the collapse of all species currently fished for food by 2050 – is government subsidies that artificially maintain more fishing vessels than the oceans can sustainably support.

In 2001, thanks in part to pressure from WWF, World Trade Organization members committed to draft rules to phase out harmful fishing subsidies. Similarly, the EU committed to end the use of public money to expand or maintain Europe's fishing fleet. We are now working to see these commitments implemented.

## Changing business practices

The increasing globalization of business, industry, and agriculture means that without environmentally appropriate standards, these sectors are likely to increase biodiversity loss and humanity's ecological footprint. We are therefore working with progressive industry and other leaders to change the way that business is done.

**creating market links:** Illegal logging is a major threat to forests worldwide. To encourage and support companies, communities, and NGOs committed to responsible forest management and trade, WWF set up the Global Forest and Trade Network (GFTN) in 1991. Through this global partnership, we help timber companies achieve credible certification and find markets for their products, while helping purchasing companies access timber that has been responsibly grown and harvested. Interest in the network has grown enormously: today there are over 300 participating companies employing 2.7 million people worldwide and representing 12 per cent of the global forest trade, by value.

Tackling threats to plants, animals, and habitats is not enough – we also need to tackle the social, economic, and political reasons why these threats exist in the first place.



## Into the future

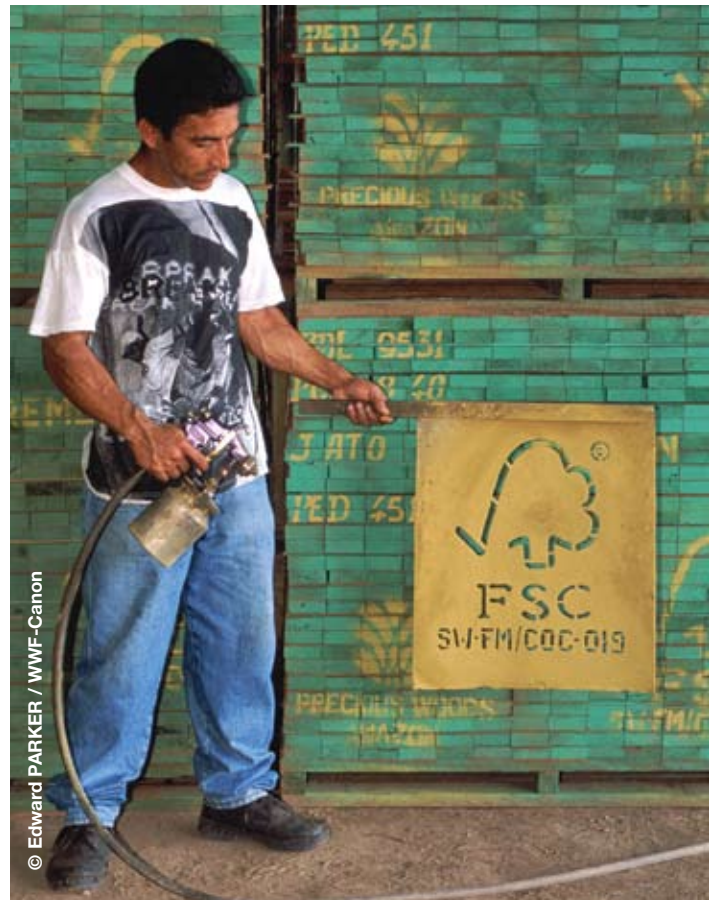
WWF has identified five global drivers that are particularly relevant to our twin goals of conserving biodiversity and reducing humanity's ecological footprint. These are: public sector finance, private sector finance, business practices, laws and regulations, and consumer choices and attitudes. Addressing these drivers will allow us to better target our strategies, actions, investments, and expertise.

The work includes:

- understanding and engaging with the key actors – organizations, businesses, communities, and individuals – behind each driver
- anticipating future trends and changes so we can be proactive.

**Left: Climate change demonstration, Canada**

**Right: FSC symbol being spray-painted onto stacks of processed timber, Brazil**



© Edward PARKER / WWF-Canon

**working for sustainable agriculture:** Conversion of natural forests to plantations is another key threat to forests worldwide. WWF helped establish two industry-led roundtables on palm oil and soy, two crops whose rapidly expanding cultivation has led to much forest clearing. These groups of committed companies and other stakeholders – who in the case of the Roundtable on Sustainable Palm Oil represent more than one-third of global palm oil production – have made real progress in setting standards for the sustainable production, processing, and trade of these two commodities, including minimizing forest conversion and protecting high conservation value forests.

**making fishing gear more selective:** Non-selective fishing gear is a contributor to overfishing and also threatens a host of species that are accidentally caught as bycatch. Through partnerships with governments, fisheries, and others, we are helping Pacific Ocean tuna fisheries replace traditional longline hooks with circle hooks that can dramatically reduce marine turtle bycatch. Some 140,000 hooks have already been replaced and 300 longline boats have converted their fishing gear. Several Central American longliners associations have now announced plans to form an independent organization to reform their fisheries toward sustainability.

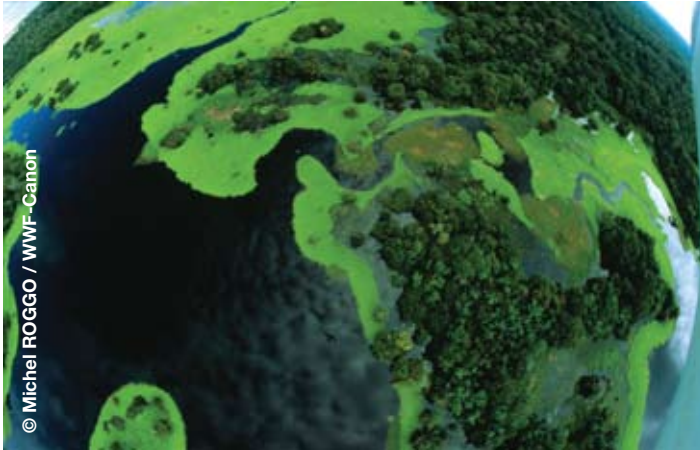
## Aiding consumer choice

WWF helped create two highly successful certification schemes – the Forest Stewardship Council (FSC) and Marine Stewardship Council (MSC) – that enable consumers to choose from responsibly-sourced products. These independent, not-for-profit organizations work with producers, processors, retailers, and other stakeholders to identify, certify, and promote environmentally responsible, socially beneficial, and economically viable practices around the world.

**FSC:** Since the FSC was established in 1994, WWF has supported the efforts of hundreds of forest owners, producers, and traders worldwide to achieve FSC certification. The area of FSC-certified forest has increased from 20 million ha to 100 million ha over the last six years, and over 20,000 FSC products – from furniture to building materials to paper – are now available from major retailers.

**MSC:** Founded by WWF and Unilever in 1997, the MSC has so far certified 28 fisheries around the world, including 40 per cent of the world's prime whitefish catch. Nearly 1,500 MSC-certified seafood products are available on supermarket shelves around the world, including large chains in France, Germany, Switzerland, and the UK. In 2006 the world's largest retailer, Wal-Mart, announced that it will purchase all of its wild-caught fish products for the North American market from MSC-certified fisheries within five years, thus further increasing global demand for responsibly-sourced seafood.

# Large-scale, lasting conservation



**Above: Aerial view of flooded forest, Rio Negro, Brazil.**

**Bottom right: Young children with small carp, Tonle Sap River, Cambodia**

We are aiming for large-scale transformational changes that lead to lasting conservation, sustainable development, and sustainable lifestyles – a Living Planet in which people live in harmony with nature.

Our conservation framework provides the roadmap for doing so. WWF's tremendous strengths are turning this ambition into concrete action.

Active in over 100 countries and with a proven track-record of successfully working with diverse partners at every level – from on-the-ground conservation to national and international policy to private sector engagement – we have the unique ability to forge collaborative, creative solutions that meet the needs of both people and nature.

To further harness this power and drive change at a grand scale, we have embarked on a number of long-term initiatives. These include conservation of vast priority places like the Arctic, the Amazon, and Borneo, and changing the minds and actions of key stakeholders for critical issues such as climate change and overfishing.

For all our work, we are committed to finding science-based, cost-effective solutions; to seeking dialogue and forming partnerships; to involving local communities and indigenous peoples; and to following the highest standards of excellence and accountability.

## An Amazon-sized initiative

The world's largest expanse of tropical rainforest – home to at least 10 per cent of the world's known species and more than 30 million people – forms the focus of one of WWF's ambitious new initiatives.

WWF has already played a unique role in conservation of the Amazon over the past 40 years, developing scientific knowledge, experience, and key partnerships with local, regional, and international players. We have invested more than US\$30 million in conservation in the region since 2001 and are working with the government of Brazil and other partners on the Amazon Region Protected Areas Programme (ARPA), which has already helped create more than 20 million hectares of protected areas since 2002. We have also helped with sustainable management of natural resources and improved conditions for the people who rely on them, for example by developing FSC certified forestry and forest management, successfully lobbying for tighter international trade regulations for big-leaf mahogany, and promoting sustainable freshwater fisheries.

Building on this solid foundation, in 2007 we launched a ten-year initiative to vastly scale up our efforts. By forming powerful partnerships with diverse partners – Amazonian governments, aid agencies, local communities, local and multinational businesses, other conservation organizations, and research institutions – we seek to conserve the entire Amazon Basin through a combination of good governance, clear land tenure, sustainable commodity production, forest-friendly infrastructure development, and biodiversity conservation.

These efforts will ensure the survival of Amazon species and ecosystems, and hence continued provision of environmental goods and services that sustain people and economies locally, regionally, and in the wider world. Sufficient forest cover will also maintain regional rainfall and build resilience to climate change, ensuring a healthy Amazon that will continue to regulate climate regionally and globally.



# Join us for a Living Planet

WWF's innovative, ambitious approach is more vital now than ever before. But we can only achieve it with your help.

indigenous peoples, farmers, fishers, landowners, consumers, activists, and donors.

Partnerships are a key part of our success – and absolutely essential for driving change at the scale needed. We work with, and seek support from, everyone, at every level – politicians, policy makers, business and industry leaders, bankers, development and conservation workers, local community members,

Together we will develop and implement lasting solutions for conserving biodiversity and reducing humanity's ecological footprint. Together we will build a future in which people live in harmony with nature.

Together we are working for a Living Planet.

**“We have only this generation to get sustainability and the environment right. We all need to work together as never before to get there.”**

James P. Leape  
Director General, WWF International





*for a living planet*

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans 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.



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