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# World Wildlife Fund

For 50 years, WWF has been protecting the future of nature.

The world's leading conservation organization, WWF works in 100 countries and is supported by more than one million members in the United States and close to five million globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

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# History

In 1961, a limited number of organizations around the world—such as the International Union for the Conservation of Nature and Natural Resources (IUCN) and The Conservation Foundation—were trying to meet conservation needs, but were desperately short of funds.

The first call for broad support was the Morges Manifesto, signed in 1961 by 16 of the world's leading conservationists, including biologist and African wildlife enthusiast Sir Julian Huxley, IUCN vice president Sir Peter Scott and director-general of the British Nature Conservancy E. M. Nicholson. The Morges Manifesto stated that while the expertise to protect the world environment existed, the financial support to achieve this protection did not. The decision was made to establish World Wildlife Fund as an international fundraising organization to work in collaboration with existing conservation groups and bring substantial financial support to the conservation movement on a worldwide scale.



# WWF'S MISSION

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

We organize our work around these six areas:



**FOOD**



**CLIMATE**



**FRESH WATER**



**WILDLIFE**



**FORESTS**



**OCEANS**

# FOOD

WWF works with partners to feed the world while conserving the earth's precious natural resources.

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# INCREASE SUPPLY OF MORE SUSTAINABLY SOURCED FOOD

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WWF is dedicated to building innovations for sustainability. We support producer improvement projects for priority food crops and promote sustainable supply chain solutions for food companies. These business solutions help companies reduce environmental impacts, become more profitable and provide cases to shape the way we think about becoming more sustainable in the future.

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# INCREASE DEMAND OF MORE SUSTAINABLY SOURCED FOOD

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WWF is engages companies, platforms, sectors and governments to reduce key impacts of food production. This includes convincing priority companies and sectors to use purchases and investments to drive more sustainable food production.

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# EDUCATION AND ACTION

Produce better and consume more wisely. That's the message but it will take entire sectors, platforms or even countries to move the needle on sustainability. WWF encourages enabling conditions and enforcement of policies that encourage more sustainable and efficient food production and consumption. We help businesses understand how they can contribute to a more sustainable brand. And we create awareness of the issue for US consumers, from shopping wisely to reducing food waste.

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# REDUCING FOOD WASTE

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An effective food strategy must address the issue of food loss and waste. In order to meet global food security needs, as well as the food demands of an increasingly affluent global population, we will need to both increase productivity and efficiency as well as reduce food waste.



# CLIMATE

To adequately address the climate crisis we must urgently reduce carbon pollution and prepare for the consequences of global warming—which the world is already experiencing—and raise our collective voice for action. Combining global outreach with local expertise, WWF's focus is on:

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# PREPARING FOR A CHANGING WORLD

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WWF works with local communities, governments and others around the world to help people and nature prepare for the many impacts of a changing climate. To do this we:

- Work with communities and governments to understand and prepare for climate change
- Integrate environmental considerations into disaster recovery, reconstruction, and risk reduction
- Study how people's responses to climate change affect ecosystems and wildlife
- Assess species to determine traits that make them resilient or vulnerable to changes in climate

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# DELIVERING ON THE PROMISE OF THE PARIS AGREEMENT



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In the US and globally, WWF is leveraging its expertise, reach and partnerships to call for urgent and accelerated action on climate from all sectors of society in order to deliver on the ambitious temperature goals of the historic Paris Agreement. WWF is helping accelerate climate action by:

- Providing financial support to developing countries as an implementing partner of the Global Environment Facility (GEF)
- Helping transition developing countries to clean energy sources like wind and solar
- Working with companies and cities to switch to 100% renewable energy and harnessing their purchasing power to drive bigger change
- Ensuring that ecosystem-based approaches to adaptation are incorporated into national development plans
- Collaborating with US Latino leaders and communities to raise awareness of climate risks from Latin America to North America
- Curbing climate pollution from international aviation

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# REDUCING EMISSIONS FROM DEFORESTATION

Forests are nature's greatest technology for combating climate change: they naturally absorb carbon dioxide (CO<sub>2</sub>), reducing the amount of this heat-trapping gas in our atmosphere. When forests are not managed responsibly, they release large quantities of CO<sub>2</sub> into the atmosphere. Deforestation and degradation are the largest sources of CO<sub>2</sub> emissions after the burning of fossil fuels. Scientists estimate up to 13% of global carbon emissions come from deforestation.

WWF saves forests and fights climate change by:

- Supporting REDD+, which offers financial incentives to developing countries that create and implement strategies to manage and use their forests responsibly.
- Creating multi-million dollar funds to properly manage forests that are designated as protected.
- Working to end illegal logging.
- Ensuring that global climate change agreements reduce forest loss and degradation.
- Helping countries and regions assess the benefits nature provides under different development and climate change scenarios.

# FRESH WATER

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- PROMOTING GOOD WATER GOVERNANCE
- PROTECTING FRESHWATER ECOSYSTEMS
- MANAGING WATER RESOURCES IN A CHANGING CLIMATE

# WILDLIFE

Our biggest goal is to save wildlife. We will achieve this by focusing on populations of the most ecologically, economically and culturally important species in the wild. These are what WWF calls our flagship species, the iconic animals that serve as ambassadors for conservation. We also work on wildlife threatened by unsustainable human pressures like illegal fishing and over-use.

We will continue to use the best science available to link on-the-ground work with high-level policy negotiations to create lasting solutions that benefit wild animals as well as the people that live alongside them.

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# EMPOWER PEOPLE TO PROTECT WILDLIFE

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We will leverage US funding, markets and expertise to promote and scale community-based conservation. Nowhere is this more apparent than in Namibia. WWF's work focuses on supporting a communal conservancy program. We partner with local communities to help them manage their natural resources and ensure a future that includes healthy wildlife populations and sustainable economic growth.

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# STOP WILDLIFE CRIME

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We will use our expertise in the policy arena, wildlife trade, advocacy and communications to ensure a comprehensive US and global response to the illegal wildlife trade crisis. WWF led a global campaign that truly changed the global conversation on wildlife crime, catalyzed high-level government action to tackle this issue seriously and galvanized millions to call for change like Thailand's ivory ban.



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# CATALYZE TECHNOLOGY INNOVATIONS FOR WILDLIFE CONSERVATION

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WWF will forge partnerships with US technology, research and development sectors to generate cost-effective applications for wildlife conservation. WWF has been testing an umbrella of technology to protect wildlife and give governments battling wildlife crime a vital advantage thanks to the Google Impact Award we received in 2012. WWF worked with the Namibian Ministry of Environment and Tourism to test an integrated network of technologies and are now exploring new now exploring technology applications in other countries.

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# ELEVATE WILDLIFE'S WORTH

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We will use our best science, policy influence, market-based strategies, and communications to quantify and enhance the value of wildlife for key stakeholders and expand constituencies and funding for wildlife conservation.

# FORESTS

ELIMINATE DEFORESTATION  
THREATS

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# INFLUENCE FUNDING

WWF seeks to close the gap between how much is available for forest conservation and how much is needed. We help create multi-million dollar funds to properly manage forests that are designated as protected. The funding is to train park officials about responsible forest management, buy satellite GPS collars to monitor and track endangered wildlife, and more. We also support Reducing Emissions from Deforestation and Forest Degradation (REDD+), a global initiative designed to pay groups or countries for protecting their forests and reducing emissions of greenhouse gas pollutants, especially carbon dioxide.

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# INFLUENCE POLICIES

Effective policies related to forest conservation are as important as the funding. That's why WWF helps countries, like Myanmar and Belize, assess the value of their natural resources and the services they provide, such as forests that absorb carbon and provide habitat for endangered wildlife. Decision makers use the assessments in a variety of ways, including promoting a green economy approach—one in which the sustainable use of natural capital is integrated into a country's new plans and policies for the economy, agriculture, energy and more.

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# STOP ILLEGAL AND UNSUSTAINABLE LOGGING

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Forests will not survive unless the responsible management of them becomes the norm. That requires eliminating illegal and unsustainable logging. To do so, WWF works to strengthen the US government's ability to prosecute illegal timber cases; stop illegal logging in countries that export high volumes of timber; ensure full implementation of the Lacey Act, a US law that prohibits illegal timber and timber products from entering the US market; and design rural energy programs that rely on fuels other than firewood.

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# MOTIVATE THE MARKETPLACE

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We tap into the power of US companies that buy and sell forest products. For example, through our Global Forest & Trade Network, we help US companies source products from responsibly managed forests, particularly those certified by the Forest Stewardship Council (FSC). We also encourage them to invest directly in increasing the acreage of responsibly-managed working forest and to help increase the demand for FSC-certified products.

# OCEANS

CLOSING THE OCEAN CONSERVATION GAP



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# SUSTAINABLE FISHERIES



WWF is working to expand the volume of wild fisheries that are sustainable, or actively working towards sustainability, and eliminate illegal fishing. By working with major trade actors, their supply chains and financiers, WWF will transform seafood markets globally, by reducing their environmental footprint and make conservation a core part of their business. WWF's sustainable fisheries approach will work across the seafood supply chain to ensure 20% of the world's wild capture fisheries are sustainable as measured by the marine stewardship council certification or equivalent; and illegal fish will be diminished by 50% in international trade through expanded governance, enforcement and market access controls. Underpinning success is the expertise and trusted relationships WWF has, to build political will and support through education and advocacy, public outreach, technical research, and furthering solutions through the public sector with technology and partnerships.

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# ARCTIC CONSERVATION



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WWF is working to conserve habitats in the Arctic, to establish oceans governance mechanisms that safeguard vulnerable marine ecosystems and support resilience. Our goals are to achieve adoption of a legally binding regional seas agreement by Arctic nations that protects vulnerable marine ecosystems important for future resilience; conserve critical areas are identified and receive permanent protections from offshore oil development and shipping; and advocate for the adoption of Arctic-specific rules that reduce pollution and accidents, and enhance ecosystem resilience to climate change. As an Observer in the Arctic Council, WWF will work to promote a protection and resilience agenda and communicate impacts of offshore development, shipping and climate change on Arctic wildlife, and landscapes, to build a strong US constituency.

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# RESTORING RESILIENT ECOSYSTEMS



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The restoration of mangroves in key coastal ecosystems, such as salt marshes, corals, sea grasses is key to mitigating climate impacts and forms a key component of WWF's approach to resilient ocean ecosystems. With a focus on research, this approach will advance our understanding of climate impacts and dynamics, and inform our conservation practice. Critical to the success of this work is power of partnerships, both within the WWF network and externally. For example, in the Coral Triangle WWF is working on mangrove biomass projections considering different climate scenarios in the Sunda Banda Seascape. Through a partnership approach WWF will share best practices, build and disseminate tools, and scale management and protection efforts in critical mangrove areas.

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# INNOVATING OCEAN SOLUTIONS



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Underpinning WWF's work to conserve ocean habitats is the development of a new platform to source, develop and accelerate innovations and technologies that address critical ocean conservation challenges, producing a "blue revolution" that creates impact. Working with Conservation X Labs and others, WWF is sourcing innovations for the ocean space, using a different avenues to catalyze, connect, amplify, and mobilize, to provide incubation for innovations that need support.



## WWF'S VISION

- We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth, we seek to practice conservation that is humane in the broadest sense. We seek to instill in people everywhere a discriminating, yet unabashed, reverence for nature and to balance that reverence with a profound belief in human possibilities. From the smallest community to the largest multinational organization, we seek to inspire others who can advance the cause of conservation.
- We seek to be the voice for those creatures who have no voice. We speak for their future. We seek to apply the wealth of our talents, knowledge, and passion to making the world wealthier in life, in spirit, and in living wonder of nature.



# WWF'S MARKET

Bold action is required to solve these challenges at the scale and pace they require. Practices of the companies that have a disproportionate level of influence over some of the world's most important habitats and natural resources need to be transformed.

Rather than trying to educate 7 billion consumers or improve the practices of 1.5 billion producers, the most efficient way to effect change is to work with this handful of companies – about 100 in total.

Together they buy and sell 25 percent of the commodities with the greatest impact on WWF's priority places. And this demand can shift 40-50% of global production. By engaging these companies, WWF helps them achieve positive and measurable benefits for their businesses, while creating conservation impacts where they matter most.

# GOOD



# SERVICE



Six thousand staff. Six million members. In over 100 countries. We are united. And together, we are protecting life on Earth. Will you join us to make change?



*By Anger*

Invest into future. Start making difference today, save the world tomorrow. Explore the planet and make it possible.



## WWF'S TECHNOLOGY

We harness the power of science to advance conservation of the most important species and places. Scientific publications, computer-based tools, and data sets generated by WWF strengthen the integrity of conservation efforts worldwide. WWF's seminar and symposia series foster scientific discourse and facilitate the cross-fertilization of ideas across sectors. Other conservation organizations, government agencies, and academic researchers regularly adopt WWF's innovations.



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# VALUING NATURE

Natural ecosystems support livelihoods and economies in countless ways: they store carbon to slow climate change, purify and regulate water supplies, pollinate crops, and provide food and medicine. WWF scientists quantify these benefits and map their sources so the value of these ecosystem services are included in policy and decisions.



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# CREATING POWERFUL CONSERVATION TOOLS

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WWF scientists use new technology to answer key conservation questions. Wireless internet, global telecommunication systems, cloud computing, online mapping, and smart phones help us approach scientific research in new ways. Our analyses enable decision makers and field practitioners to quickly incorporate the best information into their work.

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# ASSESSING THE IMPACT OF CONSERVATIO N



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WWF scientists are leading an effort to determine which conservation strategies are working well, which need improving, and, most importantly, why. They are doing this through “impact evaluation,” a new application of the scientific method that draws upon best practices in the medical and education sectors.

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# ADVANCING SCIENCE: FULLER SCIENCE FOR NATURE FUND

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The Kathryn Fuller Science for Nature Fund supports and harnesses the most promising conservation science research and puts it into practice. Named in honor of the former president and CEO of WWF-US, the fund supports an annual Science for Nature Symposium featuring global leaders in science, policy, and conservation. Additionally, a regular seminar series provides a regular forum for the conservation community to learn, discuss, and network.

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# ADAPTING TO CLIMATE CHANGE

WWF scientists and colleagues research climate change impacts and analyze data to find ways to build resilience for vulnerable people, species, and their habitats. We strive to provide practical solutions for conserving biodiversity by developing a new paradigm of "climate-smart" conservation that focuses on best practices to reduce vulnerability and enhance resilience by putting nature at the center of sustainable development.



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# SUPPORTING CONSERVATION LEADERS

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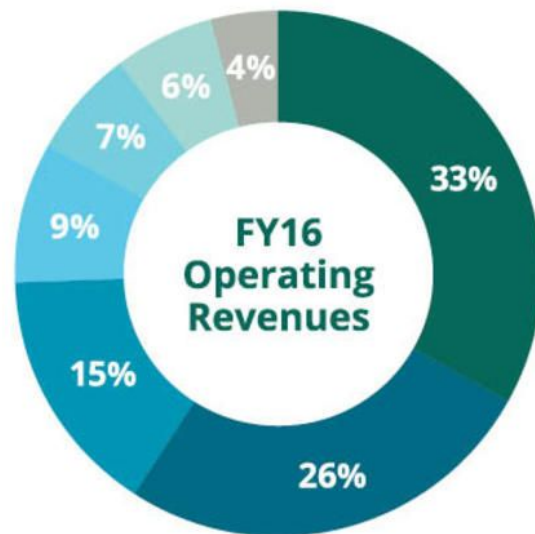
WWF knows that investing in training and education is critical for biodiversity conservation. That's why for nearly two decades the Russell E. Train Education for Nature Program (EFN) has been providing financial support to proven and potential conservation leaders in Africa, Asia, and Latin America to gain the skills and knowledge they needed to address the conservation challenges in their home countries. EFN supports conservationists to pursue graduate studies, attend short-term training courses, and train local communities in WWF priority places.



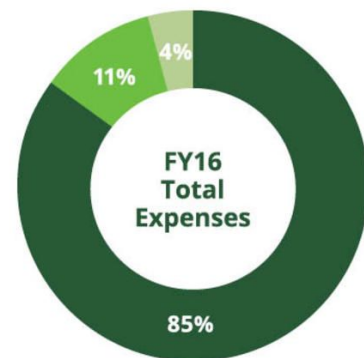
# WWF'S RESULTS

Activity	30 June 2016 £m	30 June £m
Incoming resources	71.1	63.2
Costs of raising funds and reorganisation costs	13.7	14.9
Net income available for charitable purposes	57.4	48.3
Expenditure on charitable activities	49.3	47.1
Net increase in reserves	9.2	2.2
Net operating income	8.1	1.1

85% of WWF's spending is directed to worldwide conservation activities.



Individuals	\$100,355,045	33%
In-kind and other	79,845,124	26%
Government grants	46,365,374	15%
Foundations	26,543,278	9%
Other non-operating contributions	20,493,975	7%
Network	17,934,104	6%
Corporations	13,671,189	4%



Programs	\$259,505,203	85%
Fundraising	32,750,779	11%
Finance and administration	12,950,274	4%



Data credits:

<https://www.worldwildlife.org/>

<https://www.worldwildlife.org/about/financials>