



*for a living planet*

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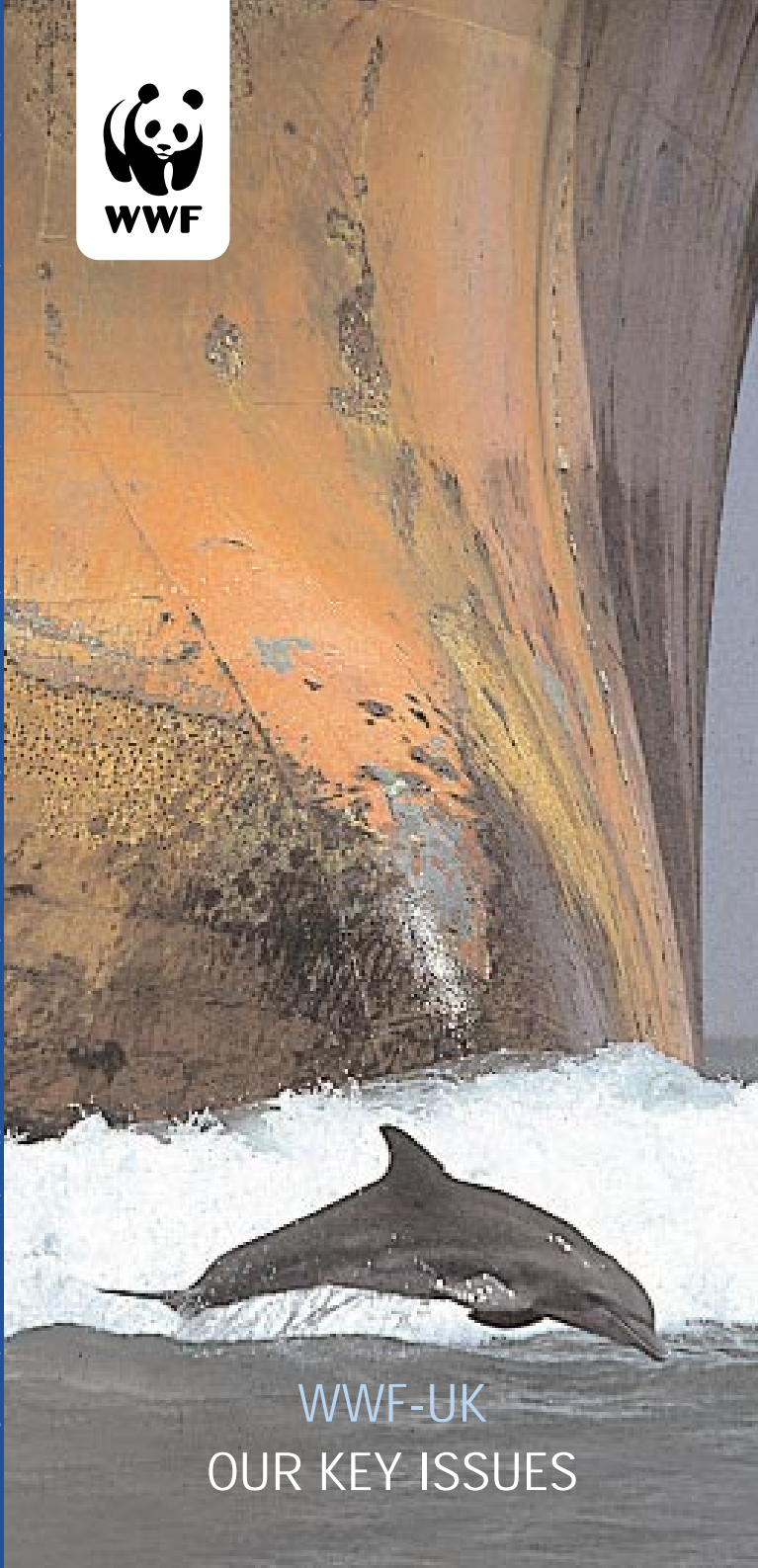
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WWF-UK  
OUR KEY ISSUES



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## MUCH MORE THAN WILDLIFE

WWF is renowned for its work to protect rare and endangered species. But this is just one important piece in a complex, conservation jigsaw.

To be successful in conserving endangered animal species, we need to protect and manage the places in which they live – the forests, rivers, wetlands and seas.

Species and habitats are also under threat because of our attitudes and behaviour – particularly our consumption of natural resources. For example, the rhino is clearly under threat as long as its horn is used in Traditional Chinese Medicine; forests are threatened by our demand for wood and paper; and our use of energy creates carbon dioxide – the main global warming gas – which is already damaging places such as the Arctic, as well as its communities and wildlife.

Working directly to protect species – such as the black rhino from poaching – is just one piece in a complex conservation jigsaw.



We need to protect and manage the places in which animal species live – the forests, rivers, wetlands and seas.



Our use of energy creates CO<sub>2</sub>, the main global warming gas, which is already damaging places like the Arctic and its communities and wildlife.

## Species, spaces and global threats to nature

WWF-UK is part of a global network, with 52 offices working in more than 90 countries. In 2002 alone, WWF spent £154 million to further its conservation goals.

Globally the WWF network takes action to:

- conserve endangered *species* – such as tigers, great apes and whales;
- protect endangered *spaces* – the forests, rivers, wetlands and seas;
- address *global threats* to nature – such as climate change and toxic chemicals.

## Seeking sustainable solutions

Working with partners in the UK and overseas – such as governments and aid agencies, businesses and schools, supporters and the wider public – WWF-UK seeks sustainable solutions to these pressing conservation problems.



Forests are essential to the lives and livelihoods of most of the 1.2 billion people who live in extreme poverty.

## For people and nature

We all enjoy and depend on the natural world. Not only for its outstanding beauty, but also for the many services and resources it provides – such as freshwater, fuel and food.

But often it is the world's poorest people who suffer most from environmental degradation. For example, forests are essential to the lives and livelihoods of most of the 1.2 billion people who live in extreme poverty around the world.

That is why WWF is working to integrate its conservation goals with the needs of the world's people – particularly the most vulnerable.





A quarter of mammals are currently threatened with extinction.



The illegal wildlife trade has driven many endangered species to the brink of extinction.

## SPECIES

### THE PROBLEM OUTLINED

**The world's species are threatened with extinction**

A report by the United Nations Environment Programme indicates that a quarter of mammals are currently threatened with extinction.

**The effect will be felt by people too**

This not only means that many of the animals we cherish could disappear for ever. It is also a clear indication that the environment we all rely on – for food, water, fresh air and medicine – is seriously under threat and that adequate solutions are yet to be found.

**The threats to species are many**

Habitat loss and wildlife trade are among the key threats. As habitats disappear, animals can no longer roam freely, which inhibits breeding and makes small populations particularly vulnerable.

Direct encounters with man, in and around National Parks, can result in conflict and even

death of both humans and animals. This puts further pressure on the species' survival chances.

### THE FUTURE

**Taking action for endangered species**

We need to stop the illegal wildlife trade, reduce and repair habitat loss, and increase populations of vulnerable species by reconnecting protected areas and forging links between isolated populations.

### WHAT IS WWF DOING?

**Protecting the world's rare and endangered species**

Along with the rest of the global network, WWF-UK focuses particular attention on a small number of globally important 'flagship' species, such as elephants, great apes, marine turtles, rhinos, tigers and whales. These charismatic creatures inspire conservation efforts for themselves – and for the thousands of lesser-known, but vitally important, plants and animals with which they co-exist.

WWF is investing in action plans for species' survival, which in many cases focus on reconnecting isolated, protected areas.



Due to effective conservation by WWF and its partners, the last decade has seen the mountain gorilla population increase to 700 animals.

## SOME SUCCESS STORIES

### Elephants

The Selous National Park is now home to more than 60,000 elephants and this population has doubled in the last 15 years. With WWF support for anti-poaching operations, last year marked the first time in 14 years that the park recorded no elephant poaching.

### Mountain gorilla

Thanks to effective conservation, in particular the efforts of the International Gorilla Conservation Programme (a joint programme of Fauna and Flora International, African Wildlife Foundation and WWF), the last decade has seen the mountain gorilla population increase from 620 animals in 1989 to 700 today.

### Rhinos

Between 1970 and 1987, the population of Kenyan black rhinos fell from 20,000 animals to an all time low of just 381. Due to intensive conservation efforts by WWF and its partners, numbers have increased to approximately 425 animals today.

### Tigers

In the early 1990s the tiger population in the Russian Far East was in free-fall, due to poaching for their use in Traditional Chinese Medicine. After nine years of anti-poaching work, supported by WWF, patrols have stabilised this tiger population, confiscating 60 tiger skins and seizing more than 1,700 weapons from wildlife trade criminals.

### WWF-UK and TRAFFIC's Wildlife Trade Campaign

With more than a million items seized by HM Customs between 1996 and 2000, the UK is a major centre for the illegal wildlife trade.



**STOP ILLEGAL  
WILDLIFE TRADE**

Although the laws governing our borders are strong, once within the UK a trader couldn't be arrested for selling a tiger skin or any other internationally recognised endangered species.

In November 2003, after successful campaigning by WWF-UK and TRAFFIC, an amendment to the Criminal Justice Bill was finally passed. Wildlife trade crime in the UK now carries a maximum sentence of five years – thereby making it an arrestable offence.

We have produced a leaflet, 'Protecting The World's Endangered Species', which gives a comprehensive introduction to our species work. It can be ordered by calling our Supporter Care team on **01483 426444**.

For more information about WWF-UK's Species Programme, visit our website: [www.wwf.org.uk/researcher/issues/rarespecies](http://www.wwf.org.uk/researcher/issues/rarespecies)



An area of natural forest larger than England is lost each year.

At least 90 per cent of forest loss is caused by human activities. All the timber and nearly all the paper products we use come from forests.

## FORESTS

### THE PROBLEM OUTLINED

#### **The world's forests are disappearing**

Forests – the lungs and pharmacy of the world – once covered more than half the Earth. Today, they cover only a third. And of those remaining, only around 10 per cent are protected.

Some 14.6 million hectares of natural forest are lost each year – an area larger than England! And every minute, around 30 hectares of forest disappear – that's roughly the size of 37 football pitches.

#### **Wildlife and vulnerable people are bearing the brunt**

Forests contain as much as two-thirds of all plant and animals species. Yet between 1970 and 2000, populations of forest species declined by about 15 per cent.

Often it is the poor who bear the brunt of forest depletion, for forests are essential to the lives and livelihoods of most of the 1.2 billion people who live in extreme poverty around the world.

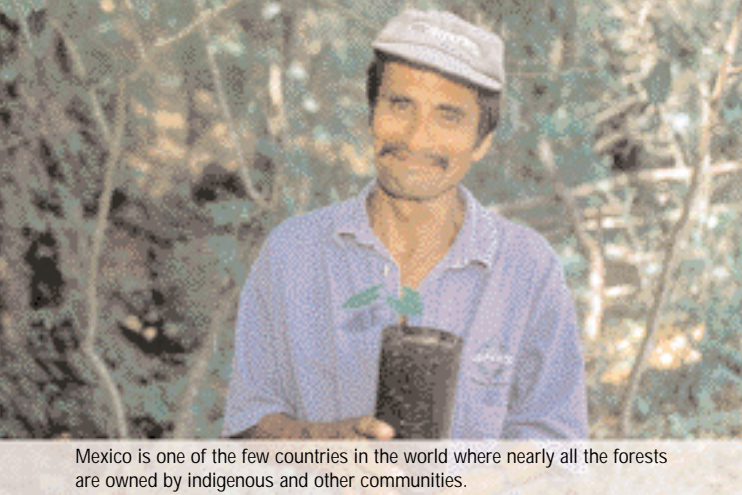
### **A human-induced problem**

At least 90 per cent of forest loss is caused by human activities. The ceaseless spread of urban development, illegal logging, forest clearance (for agriculture or plantations), road building, mining, forest fires and climate change all contribute to the loss of forests.

### THE FUTURE

#### **Forests for Life**

The problems facing the world's forests are too large for any one group to tackle alone. That's why in 1996, WWF launched its global Forest for Life programme. Working in almost 70 countries, with partners such as the World Bank, Ikea and the World Conservation Union, WWF aims to protect, manage and restore the world's most important forests.



Mexico is one of the few countries in the world where nearly all the forests are owned by indigenous and other communities.

## WHAT IS WWF DOING?

### Protecting

*Over the next decade, WWF will create a network of protected areas for the world's threatened and most important forest regions.*

Since the mid-1990s, protected areas covering more than 100 million hectares of forest have been created or had their management improved, with commitments from governments to protect a further 70 million hectares. Much of this is as a result of campaigning by WWF. However, only 10 per cent of the world's forests are protected.

WWF-UK is working in Colombia, Mexico, the south-west Mediterranean, Nepal, east Africa and the island of New Guinea to achieve these goals.

#### *Mexico's Forest Programme*

Mexico's forests, covering more than a quarter of the country's land mass, are globally outstanding in terms of their biodiversity. They contain 50 per cent of all pine species in the world, a remarkable 135 species of oak, and mammals such as the jaguar, puma, river otter and rare pygmy skunk.

Mexico is also one of the few countries in the world where nearly all the forests – some 80 per cent – are owned by indigenous and local communities. Forests are therefore critical to the well-being of Mexico's rural poor because they are one of their main sources of income.

However, Mexico's forests are being lost at an alarming rate: indeed, an area more than twice the size of Scotland has been lost in the last 40 years.

WWF-UK's Mexico Forests Programme aims to reduce the loss of forest resources, increase the area of protected forest, promote sustainable forest management and improve the livelihoods of people who depend on forests.

### Managing

*Globally, WWF is aiming for at least 100 million hectares of independently certified forests around the world, representing the widest diversity of forest types and management systems by 2005.*

All the timber and nearly all the paper products used in everyday life come from forests. With this huge demand it is essential that these forests are managed sustainably.

#### *Forest Stewardship Council*

WWF supports good forest management and credible certification. Currently only the Forest Stewardship Council (FSC) meets WWF's criteria for an international system of credible certification.

WWF has played a leading role in establishing the FSC, and products that come from well-managed forests carry the 'tick tree' trademark that was





launched in 1996. It can be found on thousands of timber, paper and other forest products in retail stores and DIY outlets.

#### *The WWF-UK Forest and Trade Network*

The WWF-UK Forest and Trade Network (formerly the WWF 95+ Group) encourages good forest management worldwide.

Member organisations such as Boots, B&Q, Sainsbury's and the Body Shop have committed to increase the proportion of forest products traded or consumed by their organisations that come from well managed forests.

The emphasis on FTN members is to eliminate illegal and controversial sources of supply as a matter of urgent priority.

#### **Restoring**

*WWF aims to have 20 Forest Landscape Restoration programmes under way in the world's most damaged forested regions by 2005.*

Many countries are suffering from forest loss and degradation, which damages watersheds, erodes soil and disrupts climate, bringing misery to millions of rural people. WWF believes that this situation can be reversed by restoring once-forested land to a more authentic state.

For example, many of Sumatra's forests have been lost, and need to be restored – as do the benefits they bring, such as flood prevention. Well-established tree roots significantly help to stabilise the soil, but once they are destroyed, rain erodes the open ground. Recent flooding caused by rampant logging left more than 200 people dead.

For more information about WWF-UK's Forest Programme, visit our website: [www.wwf.org.uk/researcher/issues/forests](http://www.wwf.org.uk/researcher/issues/forests)



Timber from a well-managed, certified forest in Brazil.



At present more than one billion people lack access to safe drinking water.



Freshwater wildlife indices have declined by 50 per cent in the last 30 years.

## RIVERS AND WETLANDS

### THE PROBLEM OUTLINED

#### The source of life

Everyone needs freshwater. Our very life depends on it. We use it at home for drinking, cooking, bathing and cleaning. Farmers need it to grow our food. And industry needs it to make the products we use every day. All these needs are provided by living wetlands and river systems, whose biological engines clean, store and release the water that is essential to people and wildlife.

#### People and wildlife are under threat

However, although it is a precious and finite resource, freshwater has been mismanaged by humans for years. And the consequences of continuing along the same path are alarming.

Freshwater ecosystems are in far worse condition than forest, grassland and coastal ecosystems. Freshwater wildlife indices have declined by 50 per cent in the last 30 years. At present more than

one billion people lack access to safe drinking water. With the world's population increasing, and if present trends in water consumption and management continue at their present rate, two thirds of the world's population could experience water shortages by 2025.

#### A downward spiral of water degradation

Human population growth is the primary cause of the increase in water use. Poor water management, climate change and the undervaluing of water (both as a commodity and for the ecosystem functions it performs) compound the downward spiral in water degradation.

### THE FUTURE

#### Improved management of wetlands

We are witnessing a water crisis today – and it is the bad management of water, rather than having too little, that lies at its heart. Wildlife, the environment, and billions of people are already suffering the consequences.

## WHAT IS WWF DOING?

### Conserving and restoring river basins

WWF will promote activities to conserve or restore at least 50 large river basins crucial to wildlife and people.

### Changing practices in business and agriculture

WWF will also promote efficiency in the use of water during the production of goods, the provision of services and the growth of selected thirsty crops.

### Protecting and managing wildlife-rich wetlands

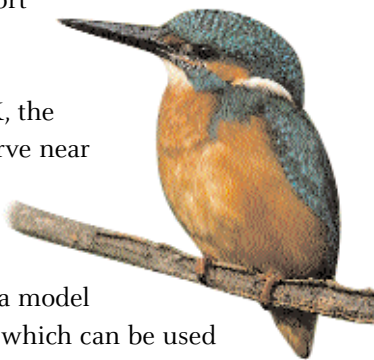
Over the next 10 years, WWF will champion the protection and management of 250 million hectares of freshwater wetlands, more than trebling the area of protected freshwater wetlands worldwide.

#### *Resuscitating three of the world's major river basins*

As part of its *Investing in Nature* programme, HSBC, the banking and financial services organisation, is investing £12.7 million in WWF-UK's global freshwater work.

HSBC's investment will focus on resuscitating three of the world's major rivers – the Amazon, the Rio Grande, and the Yangtze.

In addition, HSBC's support will help protect and restore an important wetland habitat in the UK, the Potteric Carr Nature Reserve near Doncaster, where WWF-UK is working closely with the Yorkshire Wildlife Trust to provide a model for wetland management which can be used across the UK and Europe.



WWF is conserving key wildlife in the Amazon (above), the Rio Grande, and the Yangtze, benefiting some 50 million people who depend on these rivers.

The central Yangtze region has more lakes than anywhere else in China. These lakes used to be connected to the Yangtze river, where they played an important role in removing pollutants, retaining flood water and preventing droughts. The free flow of water also allowed biodiversity to prosper.

However, due to unsustainable land development and ill-planned irrigation, these lakes have been disconnected from the Yangtze river. This has had a devastating impact on the ecosystem. Rare species, such as the Baiji dolphin and finless porpoise, now face extinction.

Supported by HSBC, and working in partnership with local governments, WWF aims to gradually recover 'the web of life' in the central Yangtze River basin – through policy work and demonstration projects that re-link disconnected lakes, support local economic development and create a network of protected areas.

For more information about WWF-UK's Freshwater Programme, visit our website:

[www.wwf.org.uk/researcher/issues/freshwater](http://www.wwf.org.uk/researcher/issues/freshwater)



Precious wildlife and important habitats are being destroyed, and fishing communities are being jeopardised, as fish stocks plummet.



Maritime industries such as oil and gas and fishing can impact negatively on the marine environment.

## SEAS AND COASTS

### THE PROBLEM OUTLINED

#### Home to an amazing variety of life

The seas around our shores are home to an amazing variety of life – dolphins, turtles, sharks and sea horses, as well as the mighty orca, the killer whale. We even have deep-sea coral reefs as rich and diverse as those in the tropics. Our seas are vitally important for the huge resources they contain – including some of Europe’s most important fishing grounds, oil and gas reserves, as well as the enormous potential for renewables, such as offshore wind, wave and tidal energy.

#### Marine life and fishing communities are jeopardised

However, precious wildlife and important habitats are being destroyed, and fishing communities are being jeopardised as fish stocks plummet.

Globally, the WWF marine species index has declined by about 35 per cent since 1970. At least 40 out of 60 commercial fish stocks in the north-east Atlantic are being fished unsustainably,

with thousands of full-time jobs in the UK fishing industry under threat.

#### The marine environment is increasingly at risk

Millions of people rely on our seas and coasts every year, not only for leisure and tourism but also for its rich resources, and the jobs and income generated by maritime industries – such as oil and gas, renewable energy and, not least, fishing.

Individually, each activity can impact negatively on the marine environment. Together the effects are significantly magnified. There is an urgent need to ensure that the different maritime industries are able to operate sustainably and efficiently, without adversely affecting the health of our seas.

### THE FUTURE

#### An urgent need for efficient management of our seas

In order to achieve sustainable development of our marine environment, there is an urgent need to implement efficient planning and management systems. Despite the UK being an island nation, no government has ever passed a comprehensive Marine Act to help protect our marine heritage.

## WHAT IS WWF DOING?

### Campaigning for a Marine Act by 2005

*Oceans Recovery Campaign (ORCA)*

WWF-UK's Oceans Recovery Campaign is calling for a Marine Act which will simplify the hundreds of laws and

policies that are currently failing the marine environment. To ensure the long-term protection and management of wildlife, habitats and people's livelihoods, WWF-UK is calling for the government to bring forward a comprehensive Marine Act by the end of 2005.

For more information about WWF-UK's Marine and Coasts Programme, visit our website:

[www.wwf.org.uk/researcher/issues/livingseas](http://www.wwf.org.uk/researcher/issues/livingseas)

**OCEANS  
RECOVERY  
CAMPAIGN**



WWF-UK's Oceans Recovery Campaign is calling for a Marine Act for the long term protection of marine wildlife, habitats and livelihoods.



The world is warming faster than at any time in the last 10,000 years. Cities – like Chicago, Athens and New Delhi – have sweltered in heat waves.

## CLIMATE CHANGE

### THE PROBLEM OUTLINED

#### The climate is changing

The world is warming faster than at any time in the last 10,000 years. Globally, the 1990s was the warmest decade and 1998 was the

warmest year on record. The hottest day yet recorded in Britain was 10 August 2003, when temperatures reached 37.9°C.



#### The impacts are already being felt by people and wildlife

Cities such as Chicago, Athens and New Delhi have sweltered under heat waves and seen death tolls rise. It is likely that climate change has caused the extinction of Costa Rica's golden toad and has contributed to local extinctions of American pika populations – a hamster-sized animal that makes its home in the mountains of the western United States.



The Arctic is one of the regions on earth where climate change is already being seen, and where the impacts are dramatic – there has been about a 40 per cent decline in Arctic sea-ice thickness during late summer to early autumn in recent decades.

### **Carbon dioxide is the main global warming gas**

Carbon dioxide (CO<sub>2</sub>) is responsible for two-thirds of human-induced global warming and around 97 per cent of the CO<sub>2</sub> emitted by western industrialised countries comes from burning coal, oil and gas for energy.

## **THE FUTURE**

### **Renewables – the winds of change**

Renewable energy sources – such as hydro, wind, solar and wave power – can satisfy our energy needs while contributing negligible CO<sub>2</sub>. Offshore wind alone could generate enough electricity to meet a quarter of current UK demand. Much of the resource remains untapped.

### **Using energy more efficiently**

Of course, the cheapest, cleanest and safest way of addressing all our energy and environmental goals is to be more energy-efficient.



For example, if every household installed three energy-efficient lightbulbs, enough energy would be saved in a year to supply all street lighting in the UK. Or if everyone upgraded their



refrigeration appliance to an A-rated Energy Efficiency Recommended product, emissions would be cut by the equivalent of 47 million double-decker buses of CO<sub>2</sub>.



WWF's One Million Sustainable Homes campaign aims to incorporate energy efficiency and renewable energy into new housing developments.



Offshore wind alone could generate enough electricity to meet a quarter of current UK demand. Much of the resource remains untapped.

## WHAT IS WWF DOING?

At WWF-UK our focus is in the following areas:

### Working with the UK government

WWF is working to ensure that the government continues to play a leadership role in reducing greenhouse gas emissions: globally, through the Kyoto Protocol (the international framework to reduce climate change); and in the UK, through the EU Trading Scheme. The scheme sets CO<sub>2</sub> emissions limits for a number of key sectors, such as electricity generating.

### One Million Sustainable Homes

Most of the UK's homes have significant social and environmental impacts. For example, the residential sector in the UK contributes around 27 per cent of the country's energy use, and domestic energy use is projected to rise by six per cent by 2010. It is therefore essential to reduce emissions from new and existing homes.

WWF's One Million Sustainable Homes campaign aims to bring about the development of a million new and refurbished homes in the UK by 2012.

### PowerSwitch! From coal to clean

The power industry is the biggest CO<sub>2</sub> emitting sector. Many electricity utilities are still operating power plants at low efficiencies and burning fossil fuels such as coal.

Globally, WWF's *PowerSwitch!* challenge calls for all key sectors of society to be part of the solution to global warming. WWF-UK is embracing the *PowerSwitch!* vision in the UK, where we are calling for a CO<sub>2</sub>-free power sector by the middle of the century.

### Supporting WWF in Thailand and the South Pacific

The Asia-Pacific region is a priority region because of its increasing CO<sub>2</sub> emission rates. WWF-UK is lending expertise and support to WWF offices in Thailand and the South Pacific, where they are working to reduce emissions.

For more information about WWF-UK's Climate Change Programme, visit our website:

[www.wwf.org.uk/researcher/issues/climatechange](http://www.wwf.org.uk/researcher/issues/climatechange)



Hazardous man-made chemicals are believed to have contaminated every environment. Wildlife and humans are suffering the effects.



We are all unwittingly taking part in an unregulated global experiment that needs to be stopped.

## TOXIC CHEMICALS

### THE PROBLEM OUTLINED

#### Living in a chemical world

In the last 50 years man has created around 80,000 new chemicals. Some are in use all around us – in products from pesticides to cosmetics, baby bottles to computers. Our 21st century society depends on them. However there is a high price to pay for some of them.

Hazardous man-made chemicals are believed to have contaminated every environment. Wildlife – including birds, polar bears, whales, frogs, alligators, fish, panthers and snails – is known to be suffering. And up to 300 man-made chemicals have been found in humans.

#### Wildlife and humans are known to be suffering

Male fish have been found with female sexual characteristics – in the worst cases they have been found growing egg tissue in their testes. And the reported increased susceptibility of harbour

porpoises to illness has been linked to impaired immunity caused by high levels of bioaccumulated industrial chemicals.

According to some studies, the human sperm counts have dropped by 50 per cent in certain countries since the 1930s, and in some cases the youngest men have the lowest sperm counts. In the UK 66,000 people suffering from new or existing skin disease are seen by clinicians each year.

We are all unwittingly taking part in an unregulated global experiment that needs to be stopped.

#### Two causes for concern

WWF is particularly concerned about the impacts of two groups of chemicals.

The first group is called very persistent and very bioaccumulative chemicals that persist for a long time and accumulate particularly in fat. Once they are released into the environment it is extremely difficult, if not impossible, to recover them.



The second group is called endocrine disrupting chemicals (EDCs). They can mimic, block or interfere with hormones such as oestrogen and as a result, they can hijack normal biological processes and may cause neurological, behavioural, developmental or sexual defects.

## THE FUTURE

### The need for reform

Everyone, including the chemical industry, agrees that reform of the system to regulate chemicals is long overdue. The European Commission, which regulates the use of chemicals in Europe, has admitted that 99 per cent of the volume of chemicals on the market is inadequately regulated.

### WHAT IS WWF DOING?

#### WWF-UK's Chemicals and Health Campaign

For the first time since 1981 European chemical legislation is undergoing a major review. Therefore European governments have a rare opportunity to ensure a safer future for our children and wildlife by putting in place a robust new Chemical Regulation. The campaign is:

#### *Lobbying governments and MEPs*

WWF is campaigning globally for the proper regulation of hazardous chemicals – replaced where safer alternatives exist, or banned where necessary.

As well as taking the case directly to the European Union, we are also lobbying governments in Westminster, Northern Ireland, Scotland and Wales to take urgent action to ban these chemicals.



So far, WWF-UK has collected more than 56,000 signatures for a petition that will be presented to the European Parliament later this year.

#### *Informing the public*

We are raising awareness and gathering support from the public and organisations who share our concerns. So far, we have collected more than 56,000 signatures of concerned people for a petition that will be presented to the European Parliament later this year.

We are also providing practical advice to people on how to minimise their exposure to hazardous man-made chemicals in their everyday lives.

For more information about WWF-UK's Toxics Programme, visit our website: [www.wwf.org.uk/chemicals](http://www.wwf.org.uk/chemicals)

# WE NEED YOUR HELP

None of WWF's vital work would be possible without the generosity of our members, donors, supporters and volunteers. If you would like to join WWF, make a donation, or keep up to date about any aspect of our work, visit our website – [www.wwf.org.uk](http://www.wwf.org.uk)

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