



WWF'S 2015 MANIFESTO PRIORITIES

DEFINITION OF A LEADER

SOMEONE WHO DOESN'T WAIT FOR OTHERS TO ACT FIRST.

SO, WHICH POLITICAL PARTIES AND MPS ARE GOING TO BE THE TRUE LEADERS IN 2015? WHO'LL GO DOWN IN HISTORY AS THE ONES WITH REAL VISION? THE UK GOVERNMENT CAN LEAD ON ISSUES THAT WILL BE VITAL TO THE WORLD IN COMING YEARS - LIKE CLIMATE CHANGE, AND THE WAY WE USE NATURAL RESOURCES, INCLUDING ENERGY AND WATER.

PROTECTING THE NATURAL WORLD IS KEY TO BUILDING A BETTER FUTURE FOR EVERYONE. WWF BELIEVES THAT WE CAN'T HAVE ANY KIND OF SECURE FUTURE WITHOUT LOOKING AFTER OUR NATURAL RESOURCES PROPERLY.

IS POLITICS JUST ABOUT APPEALING TO VOTERS TODAY?

OR ABOUT BUILDING A SECURE FUTURE FOR OUR CHILDREN AND GRANDCHILDREN?

WE'RE ONLY ASKING THREE THINGS FROM THE NEXT UK GOVERNMENT

BUT THEY ARE HUGE, CRUCIAL ASKS.

1

SAVE THE WORLD'S FORESTS AND WILDLIFE

A simple enough request, you might think. But we know exactly how tough it is to achieve.

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WWF has spent the last 53 years reminding the world that we should look after our natural resources and wildlife. But it's gone beyond the gentle reminder stage now.

Most people already know what should be done. The scientific evidence is clear – vast swaths of frankly irreplaceable natural forests (essential for a healthy biosphere) are still disappearing every day. Huge numbers of animal and plant species are still being wiped out, every week – some before their identity, or value, is even known. Here's what the next government can do:

- ✓ Close the loopholes that still allow illegal or unsustainable wood products to be sold in Europe. There's a review of the EU Timber Regulation in 2015 – that's the key chance to get this right.
- ✓ Insist that crimes against wildlife – such as butchering elephants for ivory or smuggling tiger parts – are treated as the serious offences they are. In the UK we need long-term funding for our vital National Wildlife Crime Unit.

2

BUILD A CLEAN, 21ST CENTURY ECONOMY - AND DO WHAT WE PROMISED ON CLIMATE CHANGE.

Lack of knowledge isn't the problem here – the scientific consensus on climate change is overwhelming. Burning fossil fuels and cutting down forests have been messing with the planet's fragile atmosphere, and dangerously warming the Earth.

The UK led the world with the Climate Change Act in 2008, but we need to maintain that leadership now. We can't wait for someone else to do it, and we are in a great position to push for meaningful action in Europe and globally. Here's what the next government can do:

- ✓ Confirm solid commitments and targets for slashing our greenhouse gas emissions. The Committee on Climate Change has worked out the figures in its 'carbon budgets' – politicians now need to put them into practice.
- ✓ Be serious and ambitious about backing renewable energy and make energy efficiency of homes our national infrastructure priority. We can and must 'de-carbonise' the UK's economy, moving away from the old dependency on dirty fossil fuels for our energy and transport. We must encourage EU and global economies to do the same.
- ✓ Promote and support sustainable development at home and abroad. We need a new Office of Environmental Responsibility to hold the government to account on its environmental performance, putting action on the environment and climate change at the heart of policy.

34%

FALL IN EMISSIONS
FROM 1990 LEVELS
BY 2020, AND A 60%
CUT BY 2030

3

MAKE SURE THE UK HAS HEALTHY RIVERS AND SEAS

We're an island nation, and it rains a lot – but we haven't done as good a job as we should have of looking after the natural resources this gives us.

We waste far too much precious fresh water, we've let some of our once-thriving fish stocks decline, and we need to make better progress on protecting our best marine sites. Here's what the next government can do:



80%
OF HOUSEHOLDS ON
A METER BY 2020

- ✓ Create a coherent network of protected areas in the seas around the UK – safeguarding some of our most precious wildlife.
- ✓ Prevent too much water being taken from our rivers, and restore damaged ones to health. And insist that businesses and households use water much more efficiently – much greater use of water meters will help.

WHO'S GOING TO TAKE UP THESE CHALLENGES AND BE A REAL LEADER IN 2015?

THE TIME FOR ACTION ON THE ENVIRONMENT IS NOW.
THE ISSUE ISN'T WHAT SHOULD BE DONE. IT'S DOING IT.
POLITICS CAN MAKE THE DIFFERENCE FOR THE FUTURE OF OUR PLANET.

For more information visit: wwf.org.uk



Why we are here

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