



ISSUE 6 | June 2007

Special edition

CAMPAIGN FOR ONE PLANET LIVING

Join our biggest and
most vital mission yet

Action
for a living planet

Welcome to a different sort of planet

Welcome to a special One Planet Living® campaign issue of *WWF Action*. I've been invited to be guest editor to bring you some exciting news about our biggest campaign in years. Alongside the usual host of news and features, we explain how WWF plans to help the UK on a journey to One Planet Living (**page 10**). As WWF's head of campaigns, I'm excited to introduce the principles that lie behind this vibrant initiative.

If everyone in the world lived as we do in the UK we'd need three planets to support us. Yet I don't believe that anyone gets up in the morning and consciously decides to destroy the environment. However, our seemingly innocent daily decisions often have unforeseen consequences.

The campaign aims to move the nation

“The links between our choices and the impacts they have on the natural world are clear”

from a ‘three planet’ to a ‘one planet’ lifestyle, and we all need to make changes if we are to achieve this. We also need to send clear messages to government and business that we will only vote for and buy from those that commit to meaningful change. If we act now, we have a real opportunity to make a positive difference.

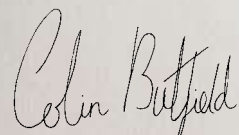
On **page 8**, we reflect on the successes of our One Million Sustainable Homes campaign. My wife and I recently bought a prime example of the need for this progress – a fairly typical British 20th century home that makes a substantial and unnecessary impact on climate change. We're renovating it now – insulating the walls and roof and installing renewable sources of energy.

Conserving and finding alternative sources of energy are at the heart of the campaign and we can all take immediate steps to help. On **page 14**, we look at how you can calculate your personal impact on the planet, and on **page 26** we report on the findings of WWF's Energy Task Force – what are the answers to our future energy needs?

One Planet Living is about a world we want to live in, one where we can enjoy a good quality of life within our fair share of the Earth's resources, while leaving space for wilderness and wildlife.

The links between our choices and the impacts they have on the natural world are clear: the Antarctica feature on **page 18** provides an account of what this means to one especially fragile ecosystem.

Join us on the journey towards One Planet Living.



Colin Butfield
Head of campaigns, WWF-UK



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Back to basics

© Steve Morgan / WWF-UK



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Penguins' paradise

© WWF / Fritz PÖLTING



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Current of change

© WWF / Zhou HUKUAN

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To contact us about changing your address details, direct debit, or for any other assistance, call our Supporter Relations team on 01483 426333 or e-mail supporterrelations@wwf.org.uk

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Back cover photograph © Jan Stromme / Alamy



© WWF-Canon / Edward PARKER



UK

Mapping progress

Thanks to you, where there's WWF there's hope

USA

'Moral' Al triumphs

Al Gore – the mastermind and presenter behind the Oscar-winning climate change documentary *An Inconvenient Truth* – is rolling his message out to high-profile individuals in the UK.

Gore urged some 150 powerful delegates – including Manchester United manager Alex Ferguson – to become fellow 'climate leaders' in the battle against global warming. He is also taking his climate change message to almost 1,000 people in the US and Australia.

The story of the former US vice-president and his impassioned quest to warn the world about global warming took the Oscar for best documentary at the Academy Awards earlier this year.

Britannia rules the waves

The UK is setting the pace when it comes to sustainable fishing: it has just overtaken the US as the country that supplies the most Marine Stewardship Council (MSC)-backed products. It now sells more than 100 products approved by the council; the US retails 93.

Established by WWF and Unilever in 1997, the MSC is an independent organisation that finds solutions to the problem of overfishing. It has developed an environmental standard for well-managed and sustainable fisheries. Those that meet this standard are allowed to display the MSC's blue eco-label on their products.

www.msc.org

MEXICO CITY

New laws may save butterfly

Mexico plans to enforce a zero tolerance policy against the logging that threatens to wipe out the country's monarch butterfly.

Soldiers will be deployed to help clamp down on illegal logging in a protected forest, the winter home of monarch butterflies which migrate thousands of miles from Canada and the US.

Around 10 million trees will also be planted in the butterfly reserve as part of a goal to replenish 250 million trees across Mexico in 2007.

www.wwf.org.uk/monarch



© WWF / Fritz PÖLKE

AMAZON

Forest protected

A national park has been created in the French Guiana region of the Amazon rainforest, significantly increasing the protection of this tropical forest.

The two-million hectare Guyana Amazonian Park will link with other protected areas in neighbouring Brazil, including the Tumucumaque National Park, Grao-Para Station, and the recently declared Maicuru Reserve.

Serge Orru, Chief Executive of WWF-France, said: "The park will help preserve the habitat of endangered species such as the jaguar. The protection of such a large cover of tropical forest will also help reduce deforestation."

www.panda.org/guianas/amazon_protection



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Updated news from around the world can be found on our website every day – www.wwf.org.uk/news



THAILAND

Terrapins rediscovered

A bemused Thai fisherman has caught a giant mangrove terrapin, a species not observed in the wild for over 20 years and thought to be extinct in Thailand.

The female terrapin – who is now being cared for by the fisheries department – weighed 28kg and measured over 50cm in length. It is suspected that she was on her way to nest when she was caught.

WWF now plans to develop a project to protect the headwaters of the Klong Tum River, where the terrapin was discovered.

www.panda.org/news/terrapiin



BORNEO

Keeping Borneo's heart beating

An historic agreement to conserve the 'Heart of Borneo' has been officially endorsed by the Bornean governments – Brunei, Indonesia and Malaysia.

The agreement recognises about 240,000 sq km of the island's equatorial rainforests as a globally important centre for biological diversity.

The good news came as WWF revealed at least 52 new animal and plant species have been identified on the island in the past year, including three tree species, 30 fish species, two tree frog species, and a new species of clouded leopard.

www.panda.org/heart_of_borneo



AUSTRALIA

Bright idea

Australia has announced plans to ban traditional light bulbs and replace them with compact fluorescent models by 2010.

Claiming a world first for a national government, environment minister Malcolm Turnbull pledged that incandescent light bulbs would be phased out by 2010 in favour of the more energy-efficient fluorescent bulbs.

The UK and other EU countries are planning to phase out conventional light bulbs by 2011. WWF's climate change policy officer Kirsty Clough said: "Phasing out energy inefficient products is crucial in the battle against climate change."



SOUTH AFRICA

Population boom for turtles

Loggerhead turtle nests have reached record numbers along the northern KwaZulu Natal coastline, South Africa, where more than 2,000 were found.

"This is the highest number recorded in 43 years," said Richard Penn Savers, head of the WWF/Green Trust Turtle Monitoring and Community Development Project. Populations of the more critically endangered leatherback turtle are also thriving here, with an average of 70 to 80 nestings per season.

www.panda.org/news/loggerhead

No shelter for tigers

Global warming is exposing tiger populations in the low-lying Sundarbans region

Global warming is threatening the survival of tigers and making thousands of people homeless in the Sundarbans region, which borders India and Bangladesh around the Bay of Bengal.

The Sundarbans is one of the last remaining refuges for the charismatic Bengal tiger, and harbours the world's largest mangrove ecosystem.

Based on data collated over the last 10 years, researchers have found that sea levels are rising due to global warming. Indeed, in the past two decades, four islands in the Sundarbans have sunk owing to the swelling of the ocean, making 6,000 people homeless. Coastal erosion resulting from higher sea levels is also blamed for shrinking areas of mangroves, depleting the tigers' main habitat.

© WWF/Canon / Roger HOOPER



The rising sea levels are gradually exposing mangrove forests to excessive levels of salt water – causing them to lose their distinctive red and green leaves. Tigers are then left with little protective habitat. Some scientists claim that this is leaving the animals more exposed to poachers who trade in their skin and bones.

As well as working to combat tiger poaching throughout India, WWF also has an urgent five-year mission to mitigate the worst effects of climate change, including the impacts of melting ice caps. In partnership with other international NGOs, governments, businesses, power companies and individuals, we are seeking to significantly cut global CO₂ emissions.

Diane Walkington, head of WWF's species programme, said: "If we don't act now, these mangrove forests will be lost for ever, as will the tigers that live there. This is a critical juncture in conservation."

For more information, visit www.panda.org/sundarbans

Sundarbans: Did you know?

- Sundarbans means 'beautiful forest' in Bengali. The name may also have originated from the Sundari trees that survive here.
- The Sundarbans is the only mangrove forest in the world to contain tigers.
- During the monsoon season, almost all the of Bengali section of the Sundarbans is submerged, much of it for half a year.
- The Sundarbans delta is the largest mangrove forest in the world
- Most of the plot of prize-winning anthropologist Amitav Ghosh's 2004 novel, *The Hungry Tide*, is set in the Sundarbans.

Wake-up call over coffee

© D. Hurst / Alamy
Caffeine lovers could be drinking coffee illegally grown inside one of the world's most important national parks, a new WWF report has revealed

The coffee beans, which are harvested from the Bukit Barisan Selatan (BBS) National Park in Sumatra, Indonesia, are then mixed with legal coffee beans and sold to major companies. The national park is one of the few protected areas where Sumatran tigers, elephants and rhinos coexist.

The report found that most organisations buying the coffee were unaware of its illegal origins, as there is a lack of regulations in the region to prevent the import or export of illegal beans.



WWF is working with coffee multinationals to introduce stricter controls, helping to eliminate the possibility of buying illegally grown coffee. We are also working with local Sumatran growers to provide incentives for sustainable coffee production.

For more information, visit www.wwf.org.uk/coffee

Deadly spring

British wildlife populations are under threat from record mild winters



Across the UK, mammals, reptiles, birds and insects emerged from shelter far too early this spring, only to be caught out by spells of cold and wet weather. The second mildest winter on record resulted in many baby animals, such as hedgehogs and squirrels, dying or being found in distress.

Many scientific studies have found a link between global warming and earlier breeding, egg-laying, nesting and flowering of plants and trees last year.

WWF chief scientist, Mark Wright, said: "It is clear that climate change is interfering with the natural cycles of species and habitats."

Frontline: Turtles... dangerous?

Leatherback turtles don't usually come with a public health warning. Unless, that is, you are on the front line in the fight against illegal egg poaching. WWF marine programme officer Alvaro Seguro is working to bring key marine species back from the brink of extinction in Central America – although this mission can be a risky business



Alvaro and his colleagues spend much of their time educating communities about how their actions can jeopardise the survival of endangered species. It's a programme that can easily bring them into direct conflict with locals who rely on turtle eggs for their livelihoods.

"All the time I couldn't stop thinking that I might be attacked by a hungry shark"

Alvaro recalls two of his trickiest situations: "One time I was on a turtle nesting beach in Costa Rica and my colleague got into an argument with an egg poacher, who threatened both of us with his machete – he thought he owned the eggs. It was quite frightening but we managed to survive in one piece, thankfully!

"Possibly the most dangerous moment, though, was when I was aboard a fishing vessel in very rough seas. The propeller jammed, and I had to dive down to free it – you could hardly see your hand in front of your face. I didn't have a weight belt so I used some heavy tools instead. All the time I couldn't stop thinking that I might be attacked by a hungry shark."

Alvaro, 48, is currently encouraging fisherman to replace their j-shaped hooks – which are lethal to turtles as they snag on their mouths – with circular ones. And he is starting to see the impact of his work. Many of the fishermen now embrace WWF's concerns for the survival of marine animals, and local communities have begun patrolling turtle beaches at night to protect the eggs.

For details of WWF's work in this region, visit www.panda.org/species/lac_marineturtles/bycatch

© WWF-Carroll / Roger LE GUEN





‘We have changed the face of housing in England’

Four years ago, sustainability was a concept on the very fringes of the housing sector in the UK. But thanks to WWF’s One Million Sustainable Homes (OMSH) campaign, our vision of eco-friendly housing is now a reality

The housing sector contributes nearly 30% of the UK’s CO₂ emissions, so our homes are at the very heart of WWF’s commitment to reduce the UK’s carbon footprint. Up to 85% of the timber used in the UK goes into construction, with more than half being used in our homes. Thankfully, the high environmental impacts of new-build housing will now be confined to the history books, after several key successes in our campaign.

“Up to 85% of the timber used in the UK goes into construction”

Our first step was to establish the One Million Sustainable Homes Task Force, unifying partners such as the Environment Agency, the Home Builders Federation, the Building Research Establishment, BioRegional and Insight Investment.

By tackling the perceived barriers to sustainable homes, the task force provided the government with solutions rather than questions. We called for incentives, such as stamp duty and council tax concessions, to encourage people to buy sustainable homes. And the government listened. In 2004 it introduced the landlord energy saving allowances; then, in 2006, Gordon Brown’s Pre-Budget Report promised that new zero-carbon homes will be exempt from stamp duty.

This move represented a giant leap forward in our bid to make sustainable housing mainstream.

The biggest coup came in December 2006, at a WWF event, when the government launched a national Code for Sustainable Homes. This outlined steps to ensure all new homes will be zero carbon by 2016, and coincided with the launch of a new government policy to tackle climate change, which will complement the code.



© John Brissett / WWF-UK

These changes are a landmark victory for WWF, and we are proud to say that – with your help – we have achieved so much in a short period of time.

Paul King, Director of Campaigns at WWF during the policy changes, says: “It is no exaggeration to say that WWF has changed the face of housing in England.”

“All new homes will be zero carbon by 2016”

Martin Townsend, from the Environment Agency, adds: “The One Million Sustainable Homes initiative is unlike any other campaign, having changed very quickly from a concept to seeing real changes. WWF’s work has been a major catalyst in this whole agenda.”

But as we celebrate our successes, we must also look to the future of the UK’s housing infrastructure. The campaign is far from over – and we will continue to push for improvements to existing housing stock.

This remains a huge challenge for us, but with your continued help we can work towards a truly sustainable future for every home in the UK.

For more information, visit www.org.uk/oneplanet

And for those of us in older houses...

5 eco-tips for around the house

- 1 Install adequate roof, cavity wall and hot water tank insulation, as well as a new boiler where possible. Doing so could reduce heating consumption and costs in the average house by more than half.
- 2 Keep lids on pans when cooking and you’ll conserve valuable energy. Without the lids, you’ll use more gas or electricity than you need to.
- 3 Switch off all lights, unplug chargers when not in use, and don’t leave electrical appliances on standby.
- 4 Turn down your central heating by 1°C. You will reduce the amount of energy you use and therefore lower your contribution to climate change.
- 5 Save water by turning off the tap while you’re cleaning your teeth and by taking showers instead of baths. If you’re fitting a new bathroom, include tap aerators, a water-saving shower head and a dual-flush toilet.

There are a range of grants and offers available to help you implement energy saving measures in your home. Visit www.est.co.uk for details



The first brick in the wall

WWF ambassador Kevin McCloud reveals the tactics that convinced the government to change its mind on sustainable homes – and sets the politicians an even bigger task for the future.

When I first agreed to work with WWF on the One Million Sustainable Homes campaign we faced an uphill battle. We dreamed of being taken seriously, yet the word ‘sustainable’ was a chewy, eco-geek term rarely used by the UK government. And this was just two years ago.

“The next challenge is to retro-fit and upgrade our existing housing stock.”

The position now is radically different: the government wants to champion sustainability, and the London Olympics will have sustainable concepts as its mantra.

WWF made a public stand during the political fudging that went on during last year’s discussions about developing a Code for Sustainable Homes – and walked out because we felt the draft was too weak. But, after the government committed to strengthening the draft, we resumed discussions, and the eventual outcome was a new, much stronger code.

The government has also announced new requirements that will ensure new homes in the UK are zero-carbon by 2016.

That’s great news, but since the vast majority of UK housing that will line our streets in 2016 already exists, the government needs to address these buildings too. It must follow the example of the Germans, who are upgrading their existing homes to the European ‘passivhaus’ standard. It isn’t enough to build new homes to be energy efficient and sustainable. The next challenge is to retro-fit and upgrade our existing housing stock. We’re not talking one million sustainable homes – we’re talking 26 million!

© Tyson Studio

CAN STRAWBERRIES SAVE THE PLANET?

Not by themselves, no. But they can play their part.
Find out how in our exclusive report on One Planet Living
– WWF's biggest campaign yet. **Paul Cottam** reports



There is nothing quite so English as strawberries in summer. But our climate is changing, the seasons are getting blurred and the English weather is increasingly unpredictable. So why can't we eat strawberries in October, December, or whenever we want? Well, we can, at a price.

But a taste of Wimbledon in midwinter is literally costing the Earth. Flying a tonne of strawberries to England from the Middle East in winter creates three hundred times more CO₂ than transporting home-grown strawberries in summer. And of course, it's the same with that last-minute break in Majorca when the weather's a bit bleak at home. It's a price many of us are willing to pay, especially when the airlines and supermarkets keep tempting us in with their bargain offers.

The problem is that WWF has shown that if everyone around the world consumed natural resources and produced CO₂ at the same rate we do in the UK today, we'd actually need three planet Earths to support us!

The good news is that we believe it is possible for people everywhere

to enjoy a healthy, happy lifestyle, within their fair share of the Earth's resources, and still leave space for wildlife and wilderness. This is the vision of One Planet Living, developed by WWF and our partners BioRegional, a sustainability charity which has been developing solutions for sustainable living for more than ten years.

The One Planet Living Campaign is arguably the biggest and most ambitious initiative we've mounted in our 46-year history. The goal is to achieve One Planet Living, globally, by 2050. That means finding ways for people in countries like the UK to significantly reduce their 'ecological footprint', while enabling others, currently using far less than their fair share, to develop and enjoy a good quality of life, but in ways that avoid many of the mistakes and environmental damage that we have contributed to around the world.

If we, as individuals, do everything we can to reduce our ecological footprint, we can probably reduce our impact by about a third, or 'one planet' (see page 14 for our introduction to ecological footprinting). However, to



make the two thirds reduction needed for us to achieve our goal of One Planet Living here in the UK, we are going to need concerted action by government and business – who are responsible for many aspects of our daily lives that we alone cannot control, such as public transport, roads, airports, and the way our homes and cities are planned and built.

Blueprint for change

We don't underestimate the challenges ahead. But, with these challenges come many opportunities. One Planet Living doesn't have to be all about making sacrifices, or giving up the things we enjoy. On the contrary, we think One Planet Living can actually represent a much better quality of life. That's why we are supporting BioRegional's work in developing a worldwide network of One Planet Living communities, designed around the 10 One Planet Living guiding principles (see table below), in places such as China, South Africa, North America, the UK and Portugal.

The UK already has a living prototype of such a community in BedZED (the Beddington Zero fossil Energy Development) – the UK's largest eco-village, a Peabody Trust development in partnership with BioRegional and designed with architects ZedFactory. BedZED was designed to make it easy, affordable and attractive for people to get closer to a 'one planet lifestyle', and all the things that have worked, and haven't worked, have helped to inform the new One Planet Living

One Planet Living communities will adopt the following guiding principles:

1	Zero Carbon
2	Zero Waste
3	Sustainable Transport
4	Local and Sustainable Materials
5	Local and Sustainable Food
6	Sustainable Water
7	Natural Habitats and Wildlife
8	Culture and Heritage
9	Equity and Fair trade
10	Health and Happiness

communities. For example, near Lisbon, in Portugal, Mata de Sesimbra will be the world's first major sustainable development for housing and ecotourism designed using the One Planet Living principles from the outset. The project includes 8,000 zero carbon homes and the largest privately funded reforestation scheme in Europe.

“If everyone around the world consumed natural resources and produced CO₂ at the same rate we do in the UK today, we'd actually need three planet Earths to support us!”

Three to one

There is plenty we can do to make a start in reducing the impact of our 'three planet lifestyle'. Armed with the tips in this edition of *WWF Action*, we can all make a difference, right away. But we can't do it all on our own.

When environment secretary David Miliband said in a letter to the prime minister that he sees the mission of the Department of Environment, Food and Rural Affairs (Defra) as “enabling a move towards what WWF has called One Planet Living”, it was an important recognition that government must act to make One Planet Living a reality.

The One Planet Living Campaign is now calling on the government to commit to our goal of achieving One Planet Living globally by 2050, and to develop the footprint reduction strategies needed to cut the UK's impact by two thirds. And there is room for optimism. The biggest element of our footprint is the CO₂ emissions

from our use of energy, and the UK government has just become the first in the world to commit to a minimum 60% reduction by 2050 with a new Climate Change Bill. When this becomes law, the UK will have a national carbon budget for the first time, so that just like the economic budget, we will have to find new ways to live within our limits.

Our campaign will focus on bringing about change in some of the biggest impact sectors – starting with energy use in our homes, and then moving into areas such as transport and food. In each area the campaign will highlight what we as individuals can do now, and what we need government and business to do, building on our track record of success in these areas (see page 8 for news on our One Million Sustainable Homes campaign).

No one gets up in the morning and consciously decides to contribute to global warming, to cut down rainforest, or to deprive wildlife of its habitat, but these are some of the hidden costs of our 'three planet lifestyle' today. What we need is for everyone – governments, businesses and individuals – to commit to a vision of One Planet Living, so we can all enjoy a good quality of life that doesn't cost the Earth. And while One Planet Living is certainly ambitious, it is also a no-brainer, because at the end of the day, it's worth remembering people and wildlife only actually have one planet we can all call home.

“The vision of One Planet Living is a world in which people everywhere can lead happy, healthy lives within their fair share of the Earth's resources”

wwf.org.uk/oneplanet

BioRegional

One Planet Living® is a Registered Trade Mark identifying a joint initiative of BioRegional Development Group and WWF based on 10 guiding principles of sustainability. The vision of One Planet Living® is a world in which people everywhere can lead happy, healthy lives within their fair share of the Earth's resources.



“Collectively we can work together to establish a better way of life for ourselves and future generations”

One Planet begins in Westminster

WWF’s One Planet Living campaign was launched at a summit meeting attended by more than 150 politicians and business leaders at the Methodist Central Hall in London.

The event was addressed by the secretary of state for the

environment, David Miliband and chaired by TV presenter Clive Anderson.

WWF’s chief executive, Robert Napier, introduced the three-hour meeting, which was not only a launchpad for the campaign, but also an opportunity to reiterate WWF as a partner of choice with government and business.

It also gave us the chance to showcase our innovative ecological footprint calculator (turn the page to find out more).

Guests discussed some of the underlying issues of climate change and sustainable development, and how to overcome potential barriers to change. WWF speakers called on the business community to promote the transformation of financial systems so that they could help, not hinder, the transition to a One Planet society.

Paul King, WWF’s director of campaigns, encouraged everyone present, and the organisations they represented,

to join WWF in a One Planet Business partnership, and Robert Napier called on guests to “come with us on our journey – but with a sense of urgency”.

Afterwards, Robert Napier said: “The summit was hugely important for WWF. To have business and political leaders of such a high calibre engage with the fundamentals of One Planet Living is a tremendously exciting start to a most critical campaign.”



How many planets do you need?

There's now a clever and accurate way to measure how our lifestyles impact on the planet – and essential advice on how to lower this

We have all seen how nations of the world harvest the planet's resources, but what can we – as individuals – do about our impact on the Earth's assets? WWF has created a unique ecological footprint calculator to show the precise impact each of us has... it could be the most important test you'll ever take.

Ecological footprinting is a tool that measures our individual levels of consumption, then works out the impact this has on the global environment. By gauging the precise amount of land and sea needed to provide the resources we use – and in turn to absorb our waste – we can assess whether our consumption falls within the planet's overall environmental limits.

The sophisticated online calculator not only works out your current impact on the world, it also provides detailed tips and advice on how to reduce your footprint. For example, if you discover that your footprint is 5.5 global hectares – that's around three planets – the calculator will provide links to advice on how to bring your consumption down.

<http://footprint.wwf.org.uk>

To show how the system works in practice, we have measured the footprint of three people, taking into account their domestic energy use, food habits, consumer purchases and transport requirements.

James Sykes

33, company director, Bristol

Number in household:

two adults

Type of house:

terrace, two bedrooms

Heating:

gas central heating,
10,840 kwh/year

Electricity:

2,897 kwh/year from
non-green supplier

Energy saving modifications:

none

Zoë Field

35, lawyer, Surrey

Number in household:

two adults, two children

Type of house:

semi-detached,
three bedrooms

Heating:

gas central heating,
23,073 kwh/year

Electricity:

2,887 kwh/year from
green supplier

Energy saving modifications:

none as yet

Brian and Tricia Rae

60 and 61, retired, Glasgow

Number in household:

two adults

Type of house:

detached, two bedrooms

Heating:

gas central heating,
25,196 kwh/year

Electricity:

4,906 kwh/year from
green supplier

Energy saving modifications:

four solar panels, cavity wall
insulation and double glazing

Food:

eats meat five times a week; actively chooses local and seasonal produce; 77% organic

Waste:

one bin bag to landfill a week, recycles all glass, cardboard and steel, and most paper, plastic and aluminium

Travel:

160 km/week in VW Transporter van with average 1.5 occupants

Flights in last year:

Two returns to France

James's total consumption is 4.49 global hectares – which, roughly translated, means he demands the resources of 2.5 planets. James uses more than average energy to power his home. However, he makes up for it by reducing his footprint in other areas: he doesn't travel far and took just two short flights this year; he eats organic food with a low amount of meat; and he spends less than the average UK citizen on goods and services.

Problems/solutions: James should take a look at his house to see where he can improve its energy efficiency. Steps such as switching to a renewable energy supplier will help significantly, and modernising his insulation will reduce his gas and electricity bills. Using public transport wherever possible will also significantly reduce his footprint.

© Robin Cragg / WWF-UK



2.5 planets

Food:

family eats meat six times per week; 95% organic meat and produce

Waste:

one bin bag to landfill; recycles all glass, paper, cardboard, aluminium, steel and batteries, and some plastic. Composts vegetable waste and gives unwanted clothes and toys to charity

Travel:

246 km/week by car in Ford Focus 1.8 Estate with average three occupants; bus/train – 283 km/week; cycle – 3 km/week

Flights in last year:

none

Mother-of-two Zoë notched up a total of 6.4 global hectares – standard for the Guildford area but above the UK average. Put simply, she needs the resources of 3.5 planets to support her. However, this is largely down to her gas use – which gives her a higher than average housing footprint. She makes up for this in transport: neither she nor her family took any flights, her car use is low, and her food consumption is almost 100% organic. In addition, she recycles almost anything that is recyclable.

Problems/solutions: Even though Zoë uses a renewable electricity supplier, she uses a large amount of gas in comparison to the average household. She is committed to changing her old boiler for an efficient condensing boiler. Replacing ineffective old double glazing and insulating her house will have a substantial impact. When shopping, Zoë doesn't always choose locally-sourced produce, so perhaps she could take a trip to the local farmers' market instead of the supermarket, reducing the road and air miles of her products.

© Greg Armitage / WWF-UK



3.5 planets

Food:

eats meat nine times per week; buys only locally produced meat; 30% organic fruit and vegetables

Waste:

2-3 small bags to landfill a week; recycles all glass, paper, cardboard, plastic, aluminium and steel; composting bin

Travel:

80 km/week in Vauxhall Astra 1600 with average two occupants; occasional bus and train usage

Flights in last year:

none

Retired couple Brian and Tricia Rae live in a two-bedroom house in Blanefield, near Glasgow. Although committed to reducing their ecological footprint by investing in a low carbon heating system, they have struggled with both lack of information and the perceived cost of energy-efficiency measures. The couple each have a footprint of 5.32 – roughly the UK average. This works out at about 2.9 planets.

Problems/solutions: Although the couple have invested in solar panels, their gas use is still quite high, while electricity is about average. Insulation and other thermal efficiency methods are needed to bring their overall footprint down. A solar water heating system would be better than their solar panels as they can access green electricity from a central supplier. They are looking at replacing their gas boiler with a condensing boiler or wood-chip stove, both a great deal more energy efficient. The couple believe that the government should improve the alternatives to driving, and invest more in renewable energy.

© Jamie Grant / WWF-Scotland



2.9 planets



The divided land

A graphic 'before and after' picture of deforestation

It is a stark illustration of man's impact on the natural world. This aerial shot of the Iguazu River in southern Brazil shows the contrast between native tropical rainforest and agricultural land developed after deforestation. This is not a unique scene. Across the world, huge areas of forest are being cleared every year for logs, livestock or crops. World demand for soya beans in particular has led to much of this eradication. In northern Brazil, WWF is launching a major project to safeguard vast areas of the Amazon rainforest: the Amazon Keystone Initiative aims to conserve a 50 million hectare network of protected areas – that's an area equivalent to the size of Spain. More on this in future editions of *WWF Action*.







Survival



IN THE SOUTHERN WONDERLAND

Iain Taylor explores WWF's new Antarctic and Southern Oceans initiative, which highlights the plight of species from the microscopic to the gargantuan

The Antarctic and surrounding Southern Ocean occupies nearly 40% of the world's surface. This vast region hosts unique populations of fish, seabirds and marine mammals. The Southern Ocean supports a myriad of marine species, including whales, seals, albatrosses and penguins.

But it isn't one of the photogenic species that is causing a stir in the scientific community dedicated to preserving what's been called the last great wilderness on Earth. The new star of this conservation epic is krill – a small, shrimp-like crustacean, no bigger than a matchbox.

Krill is a large type of plankton that breeds and shelters under sea ice. It is an important prey for fish which, in turn, support seals and seabirds. The decline of krill populations – by as much as 80% since the 1970s – is partly a symptom of climate change, and now threatens the entire marine ecosystem.

Some penguins and filter-feeding (or baleen) whales also feed directly on krill. In the Antarctic summer, swarms of krill attract whale species – such as humpbacks – south from their tropical breeding grounds. In the past, some of the krill swarms covered more than 450 sq km (an area bigger than the Isle of Wight), providing a feast for hundreds of different animals.

But krill stocks are now just a fifth of what they were 30 years ago. Animals in the ecosystem are beginning

to suffer: scientists recently linked the crash of rockhopper penguin populations to rising sea temperatures and a reduction in krill. In just 40 years, the number of breeding rockhopper penguins on one sub-Antarctic island has declined by a staggering 94% from 1.6 million to only 103,000 birds.

“When it comes to wildlife, the Antarctic and Southern Ocean is without comparison”

In the future, the pressures on krill may not just be climatic. Fishing for krill – primarily to stock fish farms in South America and Europe – has the potential to further strain the foundations of the region's food chain.

WWF's new Antarctic and Southern Oceans initiative aims to come up with recommendations to protect krill and ensure that fishing in the region is sustainable. Coinciding with the International Polar Year, our new initiative will carry out climate change research and work closely with the Commission for the Conservation of Antarctic and Marine Living Resources (CCAMLR) to review fisheries and krill management.

Most significantly, the initiative will also push for a network of marine protected areas to cover at least 10% of the 35 million sq km Southern Ocean.

Penguins © WWF / Fritz Polking; Krill © BRITISH ANTARCTIC SURVEY / SCIENCE PHOTO LIBRARY



5 FACTS

The Antarctic

1 When the Antarctic sea ice begins to expand at the beginning of winter, it advances

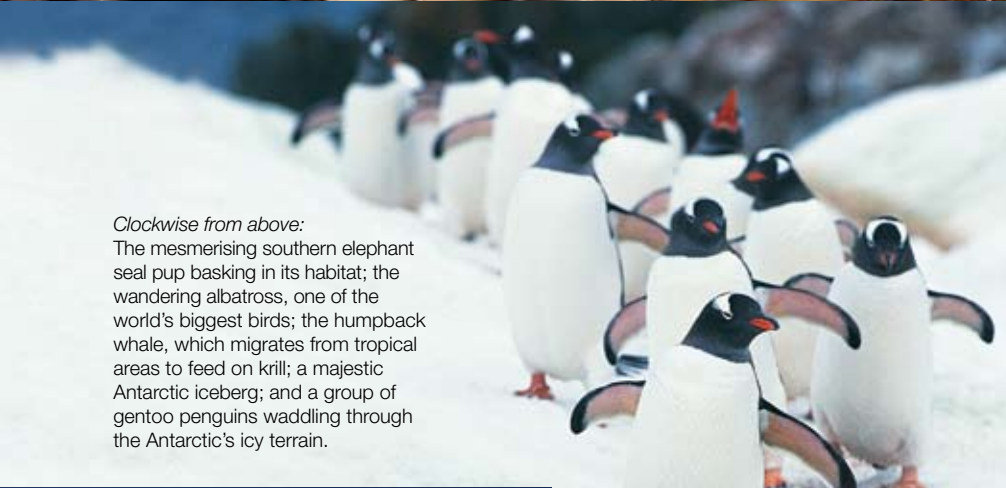
by around 103,000 sq km per day, and eventually doubles the size of Antarctica, adding up to an extra 20 million sq km of ice around the land mass. (That means an area of ice 50 times the size of the UK forms, then breaks up and melts each year.)

2 If all the Antarctic ice were to melt, scientists predict global sea levels would rise by an average of 60 metres.

3 Krill – a small shrimp-like crustacean – has been called the lynchpin of the Antarctic ecosystem. It is the basic building block of the entire region's food chain.

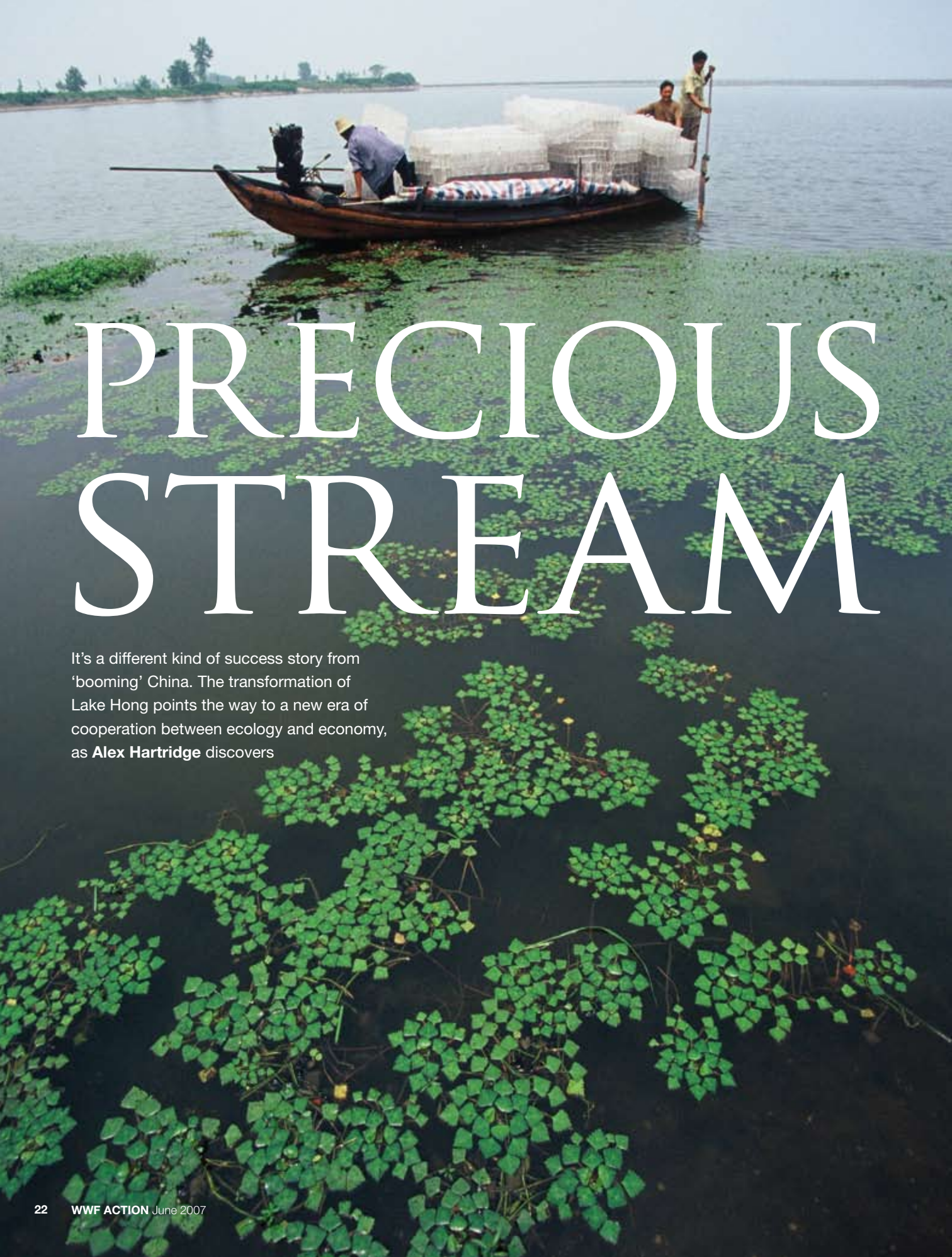
4 It has been estimated that during the feeding season in Antarctica, a full-grown blue whale eats about four million krill per day – that's 3,600kg – every day for 6 months!

5 Before whaling, the Antarctic population of blue whales was estimated to be 239,000. Today, around 2,000 are left.



Clockwise from above:
The mesmerising southern elephant seal pup basking in its habitat; the wandering albatross, one of the world's biggest birds; the humpback whale, which migrates from tropical areas to feed on krill; a majestic Antarctic iceberg; and a group of gentoo penguins waddling through the Antarctic's icy terrain.





PRECIOUS STREAM

It's a different kind of success story from 'booming' China. The transformation of Lake Hong points the way to a new era of cooperation between ecology and economy, as **Alex Hartridge** discovers

5 FACTS

The amazing Yangtze

1 Measuring 6,378km (the distance between London and New Delhi), the Yangtze is the world's

third longest river. Its basin covers an area seven times the size of the UK.

2 The Yangtze basin is home to about a third of the Chinese population – more than 420 million people.

3 The region is known to support 200 species of fish, 84 species of mammals (including the giant panda), 60 species of amphibians, and 87 species of reptiles.

4 The Yangtze supplies 40% of China's freshwater resources – providing water for more than 70% of rice production, 40% of grain and 40% of China's GDP.

5 In the past 50 years, more than 800 lakes in the Yangtze basin have been lost due to land reclamation.

At almost 6,400km, the Yangtze is the world's third longest river. It is central to China's history and culture. But 50 years of extensive engineering, intensive land reclamation and urbanisation has effectively turned the natural network of river, wetlands and lakes into a heavily industrialised and polluted shipping channel. Pessimists find it hard to believe that biodiversity can survive in such conditions. The HSBC-funded Lake Hong project is working to preserve its beauty for future generations.

Lake Hong is one of the few remaining 'super lakes' in the Central Yangtze

region; it covers a similar area to the Norfolk Broads. The lake's purity and wealth of wildlife have made it the subject of poems, paintings and fables over the centuries. But modern-day Hong has suffered catastrophically from years of overfishing and its disconnection from the Yangtze by man-made barriers – dykes and sluice gates. Without the mighty river flushing through the network of lakes, levels of agricultural pollution from nitrogen and phosphorus have risen. The number of indigenous fish species has dropped by a third – a situation not helped by intensive crab farming.

The region faced an economic as well as an ecological crisis. Hong could have read like a parable of modern China: a story of how uncontrolled growth can destroy the resources that growth relies upon.

But the story didn't follow that depressing course. In 2002, WWF's partner, Lake Hong Nature Reserve, purchased a 300-hectare section of the lake to demonstrate the value of natural wetland management. Aquatic plants such as reeds were used to filter damaging agricultural pollutants and to provide food and shelter for wildlife.

Working with the local community, the swathes of fishing nets that

criss-crossed the whole lake were removed from the demonstration area, and 14 species of indigenous fish were reintroduced. After discussions with the Chinese government, WWF coordinated the opening of the sluice gates and restored Hong's natural links with the Yangtze's main waters. As Dr Wang Limin of WWF China notes:

“Within a year the water quality officially rose from only being fit for agriculture to drinkable”

“The sluice gates were built to prevent flooding and for irrigation, but the ecological needs were never considered.”

Astonishingly, within a year the water quality officially rose from only being fit for agriculture to being drinkable. This

is a huge benefit to people living around the lake as the villagers were suffering from all kinds of diseases through collecting water from a nearby polluted canal – tap water is not available in this part of China and bottled water is a luxury item in rural China. In addition, thousands of migrant birds and the globally endangered oriental white stork (now extinct in Japan and South Korea) have returned to the lake after many years' absence.



The local community is now fishing and farming using sustainable methods, with higher financial returns

Local farmer with a harvest of lotus plants. WWF is supporting farmers like this with technical support and funding to adopt sustainable agricultural practices.



© WWF / Zhang Yifei

Two years on, the local community in the WWF demonstration area now farms organic, premium value fish, and grows medicinal plants and aquatic vegetables. The site is now generating more income through sustainable aquaculture and agriculture than it did when commercially farmed.

Such is the success of WWF's demonstration area that the local

government has committed to protecting the entire lake (412 sq km). Its plans incorporate wetland protection, sustainable wetland farming, tourism and navigation – the first initiative of its kind in the Central and Lower Yangtze. Now, all the destructive fishing nets have been removed and the lake has been replanted with reeds.

Provincial governors and key ministers in China met for the first time in April 2005 to discuss protecting the whole Yangtze river basin. This was a momentous occasion with US\$1 billion allocated to ensure improvements to the environment in key wetland areas, therefore securing clean drinking water supplies, improving flood control protection and increasing income from alternative livelihoods.

“The globally endangered oriental white stork has returned to the lake after many years’ absence.”

Last year, Lake Hong received the ‘Living Lakes Best Conservation Practice Award’ at the International Living Lakes Conference. This is the first time a Chinese lake has won this prestigious award. An environmental leap forward is still needed, but WWF believes Lake Hong is a microcosm of what is achievable and indicates

the will of the Chinese people to recognise the connection between personal prosperity and protecting biodiversity.

The rapid development of China and the scale of its associated environmental problems are scarcely out of the world’s news

– but positive and proven changes are being made that reflect WWF’s ethos of humans living in harmony with nature.↴

HSBC turns the tide

Without support from HSBC, the incredible successes of the Lake Hong project would never have been possible. But the company’s influence extends far beyond the banks of the Yangtze.

Globally, 2.2 million hectares of river basin

habitat – an area larger than Wales – have been protected, managed or restored thanks to HSBC’s investment in WWF. In turn, these projects have resulted in higher incomes for over 50,000 people.

HSBC’s assistance has also allowed WWF to engage with governments at home and abroad, catalysing changes in water management worldwide.

Now, HSBC has declared a further five-year commitment to the environment, forming the HSBC Climate Partnership with WWF and three other NGOs: Earthwatch, the Climate Group and the Smithsonian Tropical Research Centre.

The bank has significantly increased its commitment to the work of WWF, with a record donation of US\$35 million. Focusing on Brazil, China, India, the USA and

With HSBC funding, WWF has successfully cleaned-up a 3 sq km demonstration area of highly polluted Lake Hong

the UK, the programmes will offer practical solutions to mitigate the effects of climate change and provide effective water management along some of the world’s most important rivers, creating water security for millions of people.



© WWF / Zhang Yifei



The coldest swim in history

Think the English Channel can be a bit nippy? Try diving into the Antarctic seas in the fight to raise awareness of climate change

How many of us can say we have swum in the southernmost icy waters off Antarctica? Nobody, apart from swimmer and WWF ambassador Lewis Gordon Pugh.

Chances are, if you're reading this magazine you're keen to tackle the problems posed by global warming. But few would take a trip to Antarctica, don their swimming trunks, and dive into the freezing ocean to prove it.

“Leopard seals are fearsome and dangerous, so I made sure I did not swim near any penguins, which are their main diet!”

In 2005, Lewis swam 1km off the coast of Antarctica, near the Ukrainian scientific base of Vernadsky at 65° South, breaking the world record for the most southerly swim yet undertaken.

“As soon as I dived in, I could hardly breathe,” he recalls. “I was gasping for air for the first few minutes and my

skin felt like it was on fire. Swimming rules only allowed me to wear a pair of trunks, a cap and goggles. The cold quickly gnawed its way into my core and no matter how fast I tried to swim, I was moving at a snail's pace.”

And if the perilously cold waters weren't enough to worry about, Lewis also had to avoid some of the more dangerous Antarctic species. “Leopard seals are fearsome and dangerous,” he says, “so I made sure I did not swim near any penguins, which are their main diet!”

There is a good reason why nobody had dared swim so far south before: it's almost physically impossible. The water in most indoor pools is a toasty 27°C, and during the summer months the English Channel is around 17°C. In contrast, the water off Antarctica rarely rises above 0°C – while sea water freezes at -1.8°C. Lewis had to put on 19kg to insulate him against the potentially lethal temperatures.

But despite the physical toll, Lewis is determined that his extreme swims

are necessary to raise awareness about climate change. He deliberately chooses regions where the effects of global warming are most evident.


And he is soon expected to announce yet another mission to the Arctic, a zone he also conquered in 2005.



Both images © PA

CHILLING FACT

Lewis's core body temperature rises by nearly 2°C before he dives into freezing water. Scientists believe this phenomenon, known as 'anticipatory thermogenesis', is a defence mechanism which his body has developed to protect it from the cold.



There's a pressing need for clarity and leadership in the energy debate. **Camilla Palmer** explores how WWF's new Energy Task Force could provide it

ENERGY

There is no alternative to alternative

The news headlines are doom and gloom, but it's not too late for mankind to stop global warming. Some impacts of climate change are inevitable, but we can still avoid the most damaging ones – provided we act now.

So says Keith Allott, head of WWF-UK's climate change programme. It's a message readers of *WWF Action* have become used to over the years. The difference now is that the debate on climate change and energy policy has shot to the top of the political and corporate agenda.

A positive development in the UK came from the recent draft climate

change bill. However, the government and its advisers insist that a resurrection of nuclear power should play a part in meeting the UK's energy needs. Meanwhile, the amount of energy used in our homes and buildings continues to rise.

So WWF took the lead. In 2006, we set up a global Energy Task Force to analyse how best to meet the world's energy needs while minimising the effects of climate change. The team of WWF experts, independent specialists, and members of the scientific community was chaired by Robert Napier, Chief Executive of WWF-UK. Its findings will inform WWF's policies

on climate change and energy, helping us to ward off the threats posed by our current carbon intensive, fossil fuel-based activities.

“The world’s energy demands are projected to double by 2050”

The task force concluded that only an urgent cut in fossil fuel use, switching investment to sustainable, low carbon energy sources, and a reduction in overall energy demand would keep the global average rise in temperature below the critical threshold of 2°C. If temperatures rise above this level we could trigger irreversible melting of polar ice caps, sea levels will rise and some habitats will be damaged irreversibly.

With the world’s energy demands projected to double by 2050, the task force certainly has its work cut out.

Can it be done? WWF thinks so: the task force surmised that our global energy needs could be met by harnessing alternative forms of fuel.

It looked at a full range of energy technologies, and challenges the conclusion of many governments that nuclear power is inevitable. Allott explains: “Nuclear power is in danger of becoming a costly red herring that will distract effort from more sustainable solutions. The risk is that taxpayers will end up covering the costs of an uneconomic industry, leaving future generations to deal with its legacy of radioactive waste.”

But do the clean, low carbon technologies, such as wind, solar, sustainable biomass and wave power offer sufficient capacity to meet the world’s energy needs?

“The great thing about these renewable sources of energy is that they are ready to go, and can be developed on a micro-scale, so individuals and small communities could benefit just as quickly as entire nations,” says Simon Pepper, a consultant on the task force, and former head of WWF Scotland.

The global wind industry is already a £4.8bn sector, and could provide 12% of the world’s electricity by 2020.

But we must go even further. In particular, the developed nations need to cut overall energy demand by improving the insulation of our homes, making existing technologies more efficient and using tools like carbon capture and storage if any new coal-fired power plant is built. This is where CO₂ emissions are captured, liquefied and stored in underground geological formations.

Lungs of the Earth

Trees are essential to life, and conservation of the world’s tropical forests is a vital element in the battle against climate change. This is largely due to the absorptive effects these forests have on CO₂ levels.

The task force concluded that unless forest conservation is included in the climate change mitigation strategy, the probability of success drops from 90% to 35%.

Of course, government policies are vital in catalysing real changes and cutting carbon emissions. That is why the task force is fully committed to convincing world governments to implement effective legislation, while investing in the clean technologies to make it happen.

In the meantime, we can all make a real difference through individual actions – such as changing our mode of transport, investing in energy saving products, or signing up as a WWF campaigner (wwf.org.uk/campaigning).

Allott concludes: “Humans have created this potentially catastrophic situation, but we have a wonderful opportunity to change it for the better if we work quickly.”

“The global wind industry is already a £4.8bn sector, and could provide 12% of the world’s electricity by 2020”



Green up your act with Sky

Sky has taken a leading role in the fight to tackle climate change. The company is working to further reduce the power consumption of its set-top boxes, while educating customers on how small energy-saving steps can make a difference.

“From securing 100% renewable energy sources to introducing automatic lighting controls in the office, Sky is the first carbon neutral media company in the world” says Fiona Ball, Head of Environment at Sky.

If you would like to receive *The Rough Guide to Saving Energy* packed full of useful tips and advice, send an e-mail entitled WWF rough guides, with your name and full address to skyrroughguide@linney.com by 30 July. There are 1,000 to give away to WWF members.

Renewable Energy

Wind: A sustainable resource that doesn’t produce pollutants of any kind. Its energy can be harnessed without causing any damage to the climate. Electricity is generated by turbines powered by the wind at speeds as low as 8kph.

Solar: Solar power uses the Sun’s energy either to heat water directly or to generate electricity.

Sustainable biomass:

Electricity from sustainable biomass is generated by burning sustainably sourced plant products or animal waste. The most common fuel used is wood, although plant oils and other crops can also be used.

Water: Hydro-electric power is generated by a turbine powered by running water, and tidal power by damming and channelling sea water through turbines at the ebb and flow of the tides.

The green pound

How to solve the hassle of ethical banking



Most of my efforts to be green involve some form of discipline: changing habits, spending money and having an internal dialogue as if with a small child ('no, you can't have that nice shiny, plastic thing') or with a dog ('put it down, now').

Thankfully, greening my finances involves nothing more than a bit of paperwork. I have always hated the idea of savings – meagre though they may be – being invested in the arms trade or businesses that destroy the rainforests, but then I also had this irrational fear of moving my bank account.

None of the telephone agents at the major banks I called seemed to have any idea what an ethical investment policy was! I spent long enough on hold to do doodles the size of a mural, while they tried to find out if they had one. After spending a lifetime on the phone and being transferred to numerous different departments, one of the banks reassured me that they did provide an ethical investment policy but couldn't tell me where to get hold of it! How strange that they keep their ethical credentials so secret...

So I decided to switch to *Smile* – the internet branch of the Cooperative Bank, which has solid ethical credentials. The process turned out to be incredibly hassle-free.

I instructed that my pension should be invested in ethical and green funds too, which only took about five minutes. When my mortgage deal expired, I

also changed this to the Cooperative Bank. I am considering going one step better and moving my savings account and ISA from the Cooperative Bank to Triodos, a bank that actively finances ethical and ecological ventures.

Next issue: As the effect of carbon emissions on the climate is becoming more and more apparent, I feel I need to revisit the carbon issue and see how I can reduce my carbon footprint.

For any tips or feedback, e-mail me at sonja.klug@cedarcom.co.uk

Colin says: 'Green' your finances

Becoming a conscious investor is a hugely positive step in keeping our impact on the environment in check. As individuals we are all 'consumers' of capital. Action like Sonja's will help to change the way business does business and money makes money.

Customers who want their choice of financial services to reflect their personal concerns should first of all demand answers from their bank, and their pension fund, insurance and mortgage providers. Write and ask them to explain their investment policies.

Ethical Investment Research Services has published a guide to responsible banking, which looks at the performance of 13 leading UK high street banks on ethical and environmental issues. Log on to www.eiris.org

Other useful resources are:
FairPensions www.fairpensions.org.uk
BankTrack www.banktrack.org

Cut your footprint and help WWF by –



Recycling your mobile

WWF has teamed up with phone recyclers *ShP Solutions* to provide an easy and eco-friendly way for you to recycle your mobile.

The majority of phones donated to *ShP Solutions* are refurbished and reused overseas, so you can be safe in the knowledge that your handset won't be one of the 15 million making its way to landfill. What's more, WWF will receive about £4 for every phone *ShP* receives on our behalf, so you will also be helping to support WWF's work around the world.

Simply send your old phone to FREEPOST, *ShP Solutions*, Lancaster, marking 'WWF' on the envelope or log on to www.shpsolutions.com

Sign up to ecotricity

With UK homes contributing 30% of all carbon dioxide emissions, converting to a renewable energy supplier is an easy way of reducing your carbon footprint.

Every WWF member that switches to Ecotricity will receive a free DVD copy of the Oscar-winning film *An Inconvenient Truth* and WWF will receive a £15 donation.

What's more, Ecotricity will match the standard price of your regional supplier, so your new greener, cleaner source of energy shouldn't cost you any more.



Sign up online at www.ecotricity.co.uk/dvd or call free on 0800 0326 100 and quote 'WWF3'.



Spending equals saving

Living a one planet lifestyle does not have to break the bank.
To help you on your way to a more eco-friendly way of living,
check out this list of 'eco'nomical items!

1 See the light with energy efficient bulbs. These 21-watt bulbs give approximately the same light output as normal 100-watt bulbs, but use 80% less energy and last about eight times longer. Costs £9.99 for two from www.wwf.org.uk/shop

2 It's official: sheep can keep your home warm! *Thermafleece* is loft insulation made from the wool of British sheep. It is less intensively produced than glass fibre and pays back the carbon dioxide produced during its manufacture seven times faster. The yearly savings would be around £60 at current gas prices. Costs from £5.60 per sq metre www.greenbuildingstore.co.uk

3 Opt for the Good Life with the *can-o-worms* wormery. Create your own everlasting supply of top quality compost and liquid feed on a small scale. Costs £60 from www.wigglywiggles.co.uk

4 Bring a ray of sunshine into your life without switching on an energy-guzzling light. *Sunpipe* is a revolutionary system that provides a new way to channel natural daylight into your home. Costs from £200 from www.sunpipe.co.uk

5 The award-winning *Electrisave* is a wireless monitor that shows you how much electricity you use at home. It is a valuable tool that provides you and your family with the information you need to reduce electricity consumption. Costs £69.50 from www.ethicalsuperstore.com

6 Stand out from the crowd with a bamboo TFT computer monitor. These LCD monitors combine technology with nature by adopting bamboo material as a surround. The components on the cover, except for the buttons, are made entirely of bamboo. Monitor costs £199 from www.ecotopia.co.uk

7 Hippo-hooray! *Hippo the Water Saver* is here to conserve water in toilet cisterns. Every time the toilet is flushed, the Hippo saves approximately three litres of water. Costs £5.95 for two hippos from www.wwf.org.uk/shop

8 Use the Sun to send a text! The new *Solio Hybrid* charger pack is compatible with almost all mobile phones, and can even be used to power digital cameras, games players, GPS systems and MP3 players. Costs £50 from *Ethical Superstore* www.ethicalsuperstore.com

9 Be inspired and share our vision of One Planet Living. This little book is all about the challenges and opportunities we face if we are to live within the resources of one planet. A joint project by WWF and BioRegional, it sets out in simple terms how we can all adapt to a sustainable way of life. Costs £4.99 from www.wwf.org.uk/shop

Thanks to you...

Say 'I do'
and save the
planet, too!



© Stockbyte Silver / Alamy

What do you get the couple who have it all? Traditional wedding gifts are all but redundant these days, so why not ask your guests to give to your favourite charity instead?

Wedding List Giving makes this process as easy as possible. Couples choose the charity or charities that they want to support and guests can donate as much or as little as they like. The happy couple receive a figure of the total amount raised, so they can proudly announce it on the big day!

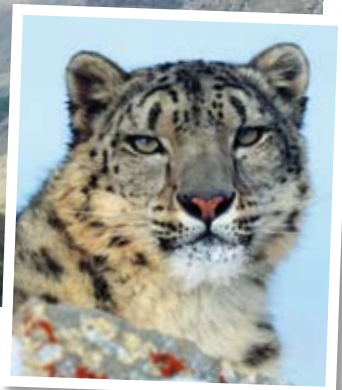
If you or someone you know is planning a wedding this year, encourage them to donate to WWF via Wedding List Giving as an alternative to matching 'his and hers' towels!

Log on to www.weddinglistgiving.com for more information.



Back from the brink?

A tremendous response to our snow leopard appeal has helped protect one of the world's most endearing species



Snow leopard © WWF / KLEIN & HUBERT; landscape © WWF-Carson / Hartmut JUNGIUS

Supporters responded in their droves to raise **£150,000** for WWF's Eastern Himalayas project.

Experts believe there may now be only 300 snow leopards left in Nepal, a perilously low number.

Thanks to you, WWF is working to restore lost snow leopard habitat through sustainable forest management, which in turn encourages more natural prey into the area, such as wild goats and sheep. A donation of £20 helps us to

replenish one acre of habitat, and with your help **we've already restored an area larger than Greater London.** We're also introducing protected corridors to enable snow leopards to hunt and mate freely, while working with farmers to protect their livestock in leopard-proof enclosures.

Campaign manager Linda Moses said: "We had a fantastic response to the appeal, which has given us the ammunition to protect this magnificent creature and its habitat."

thank you!

Action online

For those who use the internet, why not sign up to read your latest edition of *WWF Action* online? Although the paper version is printed on recycled paper with vegetable inks, you could help us save paper and vital funds by registering to receive the online version.

To sign up and get a preview of the paper-free version, log on to www.wwf.org.uk/actionmag



© Heidi Kristensen / Stockphoto



EXTINCT SHOW

PROVES SUCCESS FOR SPECIES

Over a million viewers cast their votes in the WWF-backed prime-time ITV show *Extinct*. The combined audience throughout the show's week-long run last December was some 16 million viewers. It raised more than £670,000 for WWF, over £347,000 of which was generated through viewers' votes.

The Bengal tiger roared home to success and was crowned king of the beasts in the viewers' vote. This endangered species, which was championed by actress Pauline Collins, will now benefit from just over £173,000. The remaining 50% of the voting income will be split equally between the seven runners-up.

And the support kept flooding in after our appeal in February's edition of *WWF Action*, raising an extra £65,000 for the eight featured species. So a big thank you for helping to bolster the funds even further, in turn safeguarding the future of these wondrous creatures.

WWF will use your money to help conserve the Terai Arc landscape bordering India and Nepal, one of the most vital habitats for the Bengal tiger. The success of *Extinct* will allow us to step up our work with government rangers and local communities in Nepal to crack down on poachers. Measures include foot patrols, and promoting intelligence-gathering among members of the community.

Green tea time?

How many of us try – and fail – to gauge the amount of water we need to pour into the kettle? Well worry no more! *Eco-kettle* is a stylish way to boil your cuppa while reducing your impact on the environment.

The specially-designed kettle can be filled to capacity, while an in-built device enables you to choose the number of cups you want to boil, from one to eight.

If everyone in the country boiled only the amount of water they needed, we could save enough electricity to power all the street lights in the UK!

WWF is giving away three eco-kettles worth £39.99. To be in with a chance of winning, all you have to do is answer the following question: What percentage of UK CO₂ emissions are caused by the housing sector?

a) 15% b) 30% c) 40%

Send your answer, together with your name, address and telephone number, to: Eco-Kettle Competition, WWF-UK, Panda House, Weyside Park, Godalming, Surrey GU7 1XR, or e-mail ecokettlecomp@wwf.org.uk

Closing date: 26 July 2007

For terms and conditions go to wwf.org.uk/compterms or call 01483 426333

The eco-kettle is available to buy from the WWF shop wwf.org.uk/shop



Win the Earth

The dramatic deforestation image that appears on pages 16 and 17 of this issue of *WWF Action* is taken from the eye-opening new book, *Fragile Earth: Views of a Changing World*, published by Collins. We have **five copies** of this incredible book to give away.

Fragile Earth has more than 150 dramatic 'before and after' images taken from the air, land and space, providing a unique perspective on how our planet is changing. The book provides a stark look at the catastrophic effect of mankind's endeavours, and

also highlights some of the natural transformations that have occurred in recent years.

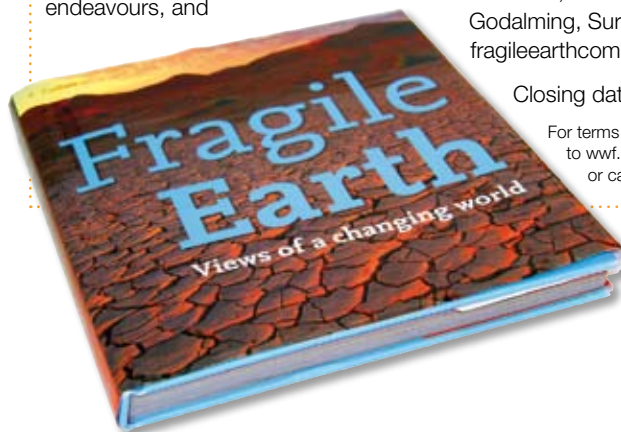
For your chance to win a copy of this book, simply answer the following question: Roughly how much of planet Earth's land area is still covered by forest?

- a) About 10 million sq km**
- b) About 20 million sq km**
- c) About 40 million sq km**

Send your answer, together with your name, address, and telephone number to: Fragile Earth Competition, WWF-UK, Panda House, Weyside Park, Godalming, Surrey GU7 1XR, or e-mail fragileearthcomp@wwf.org.uk

Closing date: 26 July 2007

For terms and conditions go to wwf.org.uk/compterms or call 01483 426333.



Light up your life

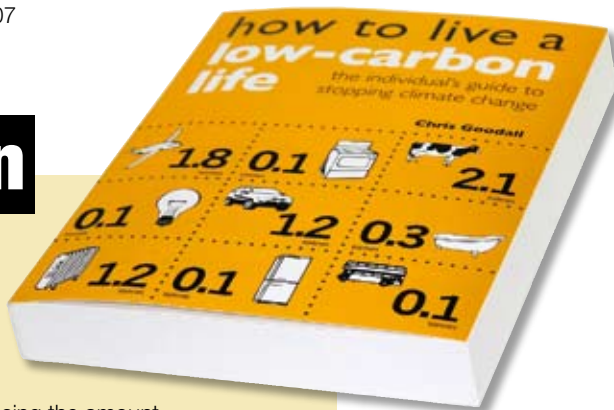
Create light any time, anywhere with the power of your hand! This wind-up lantern is ideal as a garden light, on camping trips, in sheds or simply during power cuts. Wind it up for just 60 seconds and you will get an hour of light on a single LED. You can also charge it up using mains electricity, but using the wind-up function is obviously more energy efficient!

The seven LEDs offer a range of light intensity options, including an ultra bright light – allowing you to match your lighting requirements to specific conditions.

As a special offer to our members, WWF is offering the wind-up lantern for just £37.46 (normal retail price £49.95).

To take advantage of this fantastic offer, visit www.wwf.org.uk/shop or call **0870 750 7023** and quote ACT01.

Offer ends 13 July 2007



Carbon copy

We all know that combating climate change means reducing the amount of carbon dioxide we generate. But with so much conflicting advice around, where do we start?

How to Live a Low-Carbon Life is a one-stop reference guide for individuals, providing practical tools, including data and spreadsheets, for low-carbon living.

WWF has teamed up with publisher Earthscan to offer this book to our members at the discounted price of £12 (usually £14.99) plus free p&p (UK addresses only – postage usually costs £3.50).

To claim your discount, quote 089 when you order by phone, on **01256 302699**, or online at www.earthscan.co.uk

Offer ends 30 September 2007

“Chris Goodall's thoroughly researched book sets out in detail how we can each help the planet pull back from the abyss – not through any high-powered international initiatives, but by ordinary individual actions in our daily lives. We ignore his advice at our peril.”

Robert Napier
Chief Executive, WWF-UK

Take Planet Earth home

It took five years in production, over 2,000 days in the field, and was filmed across 200 locations. It could only be the awesome BBC *Planet Earth* series, the ultimate portrait of our natural world.

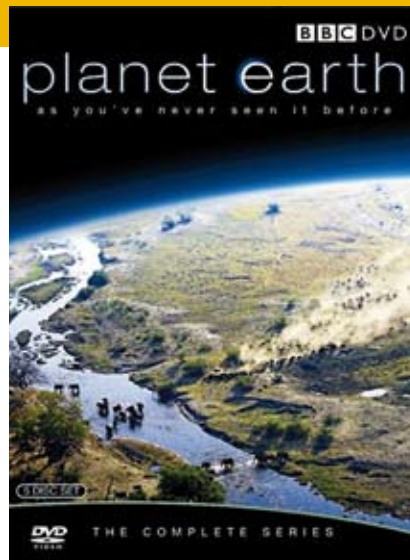
This stunning television experience combines impossible locations and intimate moments with our planet's best-loved, wildest and most elusive creatures. From the highest mountains to the deepest rivers, *Planet Earth* takes you on an unforgettable journey through the world's most extreme habitats.

ChoicesUK is offering WWF members the opportunity to buy the BBC *Planet Earth* 5-disc box set for the special price of just £24.99 (recommended retail price £39.99), plus £1.75 postage and packaging.

To own this epic story of life on Earth, call **0870 400 3800** and quote WWFM0001, or send a cheque made payable to ChoicesUK, stating the quantity required to: ChoicesUK, WWF Offer, PO Box 190, Peterborough PE2 6UW.

Offer ends 31 August 2007

Keep your eyes peeled for a new high-profile BBC documentary in June. *Saving Planet Earth* sees a host of celebrities visiting various endangered species over nine half-hour episodes.



letters

In this issue, guest editor Colin Butfield, WWF-UK's head of campaigns, answers your letters.

Drop us a line We're always interested to hear your views, so why not send us a letter? Write to: **WWF Action, Panda House, Weyside Park, Godalming, Surrey GU7 1XR** or e-mail action@wwf.org.uk



Our star letter winner receives a copy of the book *Ship in the Wilderness*, depicting some of the last wild places on Earth.



© WWF-Carson / Jürgen FREUND

Killed in the name of science?

With reference to the *Action* article 'Iceland kills endangered whale', what do countries such as Iceland, Norway and Japan mean by 'scientific research' when justifying killing these magnificent creatures?

What is WWF doing about this issue? Indeed, what can any of us do to try and stop this madness? Perhaps we should boycott these countries in terms of trade and tourism, or is there another solution?

Stuart Perry,
Birmingham

Colin says: Countries such as Iceland claim that they kill whales to determine their reproductive condition, or to investigate their dietary habits. However, this is often little more than an excuse to hunt whales for their meat.

The good news is that Iceland does value its tourist industry and, as such, it deems whale watching to be a financially rewarding prospect. WWF is promoting whale watching to show that whales can generate more income alive than dead, thus offering a commercial alternative to whaling.

Is climate change a fallacy?

I am a long-standing member of WWF and an enthusiastic supporter of your campaign to save endangered animals and forests. However, I cannot agree with your Climate Change campaign for the following reasons: nature has experienced climate change for the last 500 million years – that is why we have coal and oil today.

How do you explain the end of the ice age 15,000 years ago when there were no humans around emitting carbon dioxide?

JP Paxelrad, Leicester

Colin says: The Earth's atmosphere has indeed gone through numerous natural fluctuations in its temperature during its history.

However, over the last 150 years this warming has accelerated and it is now 0.5°C warmer than it was in 1860 – a huge change for a relatively short period. Other factors do affect our climate, and we do not dismiss them. But there is a comprehensive catalogue of scientific studies which link man-made carbon emissions to global warming. The latest report from a panel of more than 600 scientists from 40 countries concluded that it was 90% certain that human emissions of greenhouse gases are warming our planet.

Foreign invasion?

It amazes me that you can write an article about the UK fishing fleet and the environment without once mentioning the

disastrous effects on the fish stocks around our coasts, a problem deriving from the EU Common Fisheries policy.

We once had a flourishing industry with ample stocks of our native fish, but foreign fleets were allowed to plunder our waters. Also, the idea of throwing dead fish back into the sea if fishermen exceed their EU-imposed catch limit is one of the most pertinent stupidities practised by this country since joining the EU, and is an affront to environmentalists. I would have expected WWF to shout this from the roof tops.

R Hopkins, Eastbourne

Colin says: Foreign fleets are not always to blame for depleted fish stocks in our waters. The reformed Common Fisheries Policy promotes sustainable fishing when used correctly, so this has tackled some of the problems. The main issue is the way EU fishing quotas are agreed. This mismanagement has resulted in 80% of commercial fish species in EU waters now falling below safe numbers. On 19 March, WWF took the Council of Ministers to the European Court for breaching the law by failing to follow scientific advice and obey their self-imposed regulations.

WWF Action magazine is printed on paper that is 100% recycled and recyclable.

It comes from waste paper – paper that has been used previously – e.g. newspapers, magazines and waste paper from printing companies and paper manufacturers.

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Jumbo prize crossword

After solving the crossword, take each letter from the shaded squares (going from left to right and top to bottom) to spell out the prize word.

Clues across

- 7 Victims of deforestation (5)
- 8 _ appliances, white goods which ideally are A-rated for energy efficiency (8)
- 11 Forest Stewardship __, they promote responsible forest management (7)
- 12 Which bears are Earth's largest land carnivores? (5)
- 13 & 43 down Kitchen appliance efficiency score on a scale of A to G generally (6,6)
- 15 _ Sea, waters off the UK where cod stocks have been in decline for years (5)
- 16 Aid organizations (9)
- 17 Sir __ Scott, pictured top left, one of the founders of the WWF (5)
- 20 Inside information given to the WWF's Eyes & Ears wildlife crime hotline (3-3)
- 23 _ layer, region of the atmosphere that was damaged by CFCs (5)
- 25 Notable change in sea levels as a consequence of climate change (4)
- 29 _ sea, it's affected by the destructive fishing method of bottom trawling (4)
- 30 Death __, the lives claimed by any disaster (4)
- 31 What happened to the international trade in ivory in 1989, legally (8)
- 32 Natural __, one of many things that defines our ecological footprint (8)
- 33 Fairly toxic metal used in the rubber industry (4)
- 34 Bukhara __, endangered species, that the WWF have helped reintroduce to Central Asia (4)
- 37 Average in the context of rainfall or temperature (4)
- 38 A dense equatorial forest especially in the Amazon basin (5)
- 39 This endangered species, pictured top right, is the largest of all zebras (6)
- 42 See 52 across
- 44 Any treaty such as the Kyoto Protocol (8)
- 47 World Conservation __, they are also known as the IUCN (5)
- 51 The bearded vulture is one of the rarest in Europe (6)
- 52 & 42 across Maritime force on hand during many oil tanker incidents (5,5)
- 53 The decline of melting glaciers (7)
- 54 The Americas (3,5)
- 55 Animal symbolised by WWF's logo (5)

Prize crossword 6: June 2007

compiled by Aleric Linden

Clues down

- 1 Organic produce commands a higher one, money-wise (5)
- 2 Hazardous chemicals put people's what at risk? (6)
- 3 Environmental contamination (9)
- 4 Unit of temperature – Celsius or Fahrenheit (6)
- 5 The London Convention was agreed to combat dumping where? (2,3)
- 6 An initiative or systematic plan (6)
- 9 Water __, rain-harvester, pictured centre (4)
- 10 Tree __, a once-common farmland bird whose numbers have dramatically fallen in recent decades (7)
- 11 High street bank with a well-publicised ethical policy (2-2)
- 14 _ headed albatross, vulnerable seabird species (4)
- 18 Carbon __, a measure of the amount of CO₂ we emit (9)
- 19 It describes any area with conservation status (9)
- 21 Make a change for the better (7)
- 22 Those who chop down trees (7)
- 24 How moving water is grinding down landmass (7)
- 26 Many consumers still leave their TVs in this energy-wasting mode (7)
- 27 Fitted device measuring household water consumption (5)
- 28 Lowe's Servaline __, mongoose family member, photographed for the very first time in 2002 (5)
- 35 How many loggers continue to operate in violation of national laws (9)
- 36 Well-known species of long-extinct elephant (7)
- 40 The Florida panther is an endangered subspecies of which wild cat? (4)
- 41 What type of animal was the now-extinct Pyrenean ibex? (4)
- 43 See 13 across
- 45 Leaf-tailed animals of Madagascar and victims of the exotic pet trade, pictured bottom left (6)
- 46 European nation which continued to flout the ban on commercial whaling (6)
- 48 Eco-friendly 'good wood' Kenyan carvers have been encouraged to use (4)
- 49 Surname of the politician, pictured bottom right, who doubled UK air passenger duty as of February (5)
- 50 A piece of investigative research (5)

Name (Mr/Mrs/Miss/Ms) _____

Address _____

Daytime telephone _____

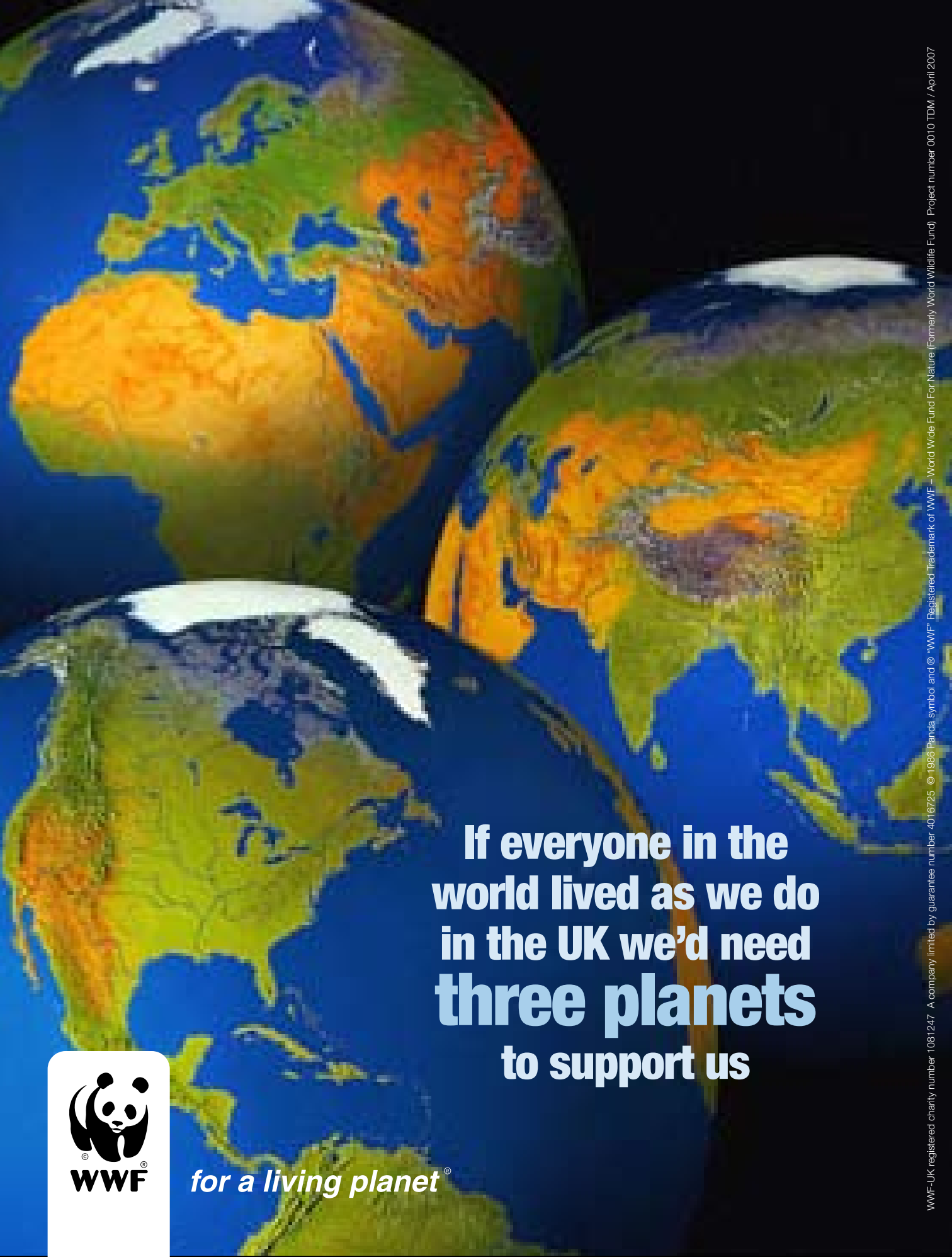
The prize word is _____

Please return, by 9 August 2007, to: Guy Jowett, WWF Action, Panda House, Weyside Park, Godalming, Surrey GU7 1XR

The winner of WWF Action prize crossword 6 will receive a book of the editor's choice.

Solution to WWF Action prize crossword 5

Across 5: Leaf 7: Earthquake 8: Sahara 9: Desert 10: Destroy 11: Trust 14: Storm 16: Nicobar 19: Carbon 20: Action 21: Rainforest 22: List
Down 1: Parakeet 2: Strait 3: Equator 4: Panda 5: Lesser 6: Foot 12: Seahorse 13: Giraffe 15: Robert 17: Otters 18: India 19: Cull



**If everyone in the
world lived as we do
in the UK we'd need
three planets
to support us**



for a living planet