



for a living planet[®]

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WWF-UK
Working with the
drivers for change

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WWF'S MISSION

Stopping the degradation of the natural world

WWF-UK is part of a global network working in more than 90 countries. Our mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity;
- ensuring that the use of renewable resources is sustainable; and
- promoting the reduction of pollution and wasteful consumption.

According to the WWF Living Planet Index – an index which shows trends in terrestrial, freshwater and marine species worldwide – the planet lost a third of its natural wealth between 1970 and 1999.



Species, habitats and global threats to nature

Globally, the WWF network is working to:

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

Around the world and in the UK

The WWF network has identified 200 of the world's most outstanding ecoregions, known as the Global 200. This covers every major habitat type, and spans five continents and all the world's oceans.

Around 70 per cent of WWF-UK's funds are directed around the world. The remaining third is spent in the UK to help people find more sustainable ways of living.

For people and nature

Often it is the world's poorest people who suffer most from environmental degradation. That is why WWF is working to integrate its conservation goals with the needs of the world's most vulnerable people.




A photograph of a mangrove forest. In the foreground, a person is sitting on a log in the water, surrounded by dense mangrove vegetation. The background shows a large, dark, rounded mound of earth or a large tree trunk, with more mangrove trees growing on top. The sky is overcast and grey.

GLOBAL POLICY

Getting to the root of the problem

Underlying all of these issues are a number of social and economic drivers that have a huge effect on the natural world – for better or for worse.

For example, phenomenal increases in international trade can fuel unsustainable consumption and pollution, and the search for oil and gas is threatening marine, forest and freshwater habitats all around the world.

A person is seen from the side, looking at a laptop and documents on a table. The scene is dimly lit, with light coming from the laptop screen and a desk lamp. There are several glasses and a water bottle on the table. The person is wearing a dark jacket and a watch.

WWF-UK is working to ensure that sustainable development becomes a reality at the heart of international decision-making.

Working with the underlying drivers for change

WWF's experience over 40 years has taught us that we need to work with the people who drive social and economic change in the world.

It is only by working with these drivers – governments, aid agencies, businesses, financiers and local community groups – that we can hope to achieve the widespread change required to protect the natural world and the people who depend on it.

WWF
changing
WORLDS

40
years
of
experience
in
conservation

WWF changing WORLDS

COMPANIES AND FINANCE

The challenge outlined

Business – the emerging global power

The world's top 100 corporations – based almost exclusively in developed countries – wield immense power, influencing global production, consumption, trade and investment.

A double-edged sword

Although corporations can contribute positively to society, by helping to reduce poverty for example, unsustainable and irresponsible business activities contribute to much of the destruction of the natural world. The pollution of rivers as a result of mining activities is one example.

What is WWF-UK doing?

Working with investors – the life-blood of companies

WWF is working to change how money is invested, to avoid unnecessary damage to the environment and people's lives.

Case study: developing a code of conduct for banks

WWF played a key role in drafting the Collevocchio Declaration, a vision for sustainable investment. This led to the establishment of the Equator Principles, a set of guidelines on how private banks should consider the social and environmental consequences of their investment. The principles, which WWF is monitoring to ensure implementation by banks, have been adopted by some of the world's largest financial institutions including ING Group, Citigroup, Credit Suisse, HSBC and the Royal Bank of Scotland.

Going beyond voluntary initiatives

WWF has been instrumental in pioneering a number of voluntary global initiatives, such as the Marine Stewardship Council and the Forest & Trade Network. Yet while these voluntary initiatives are immensely valuable, on their own they are not enough.

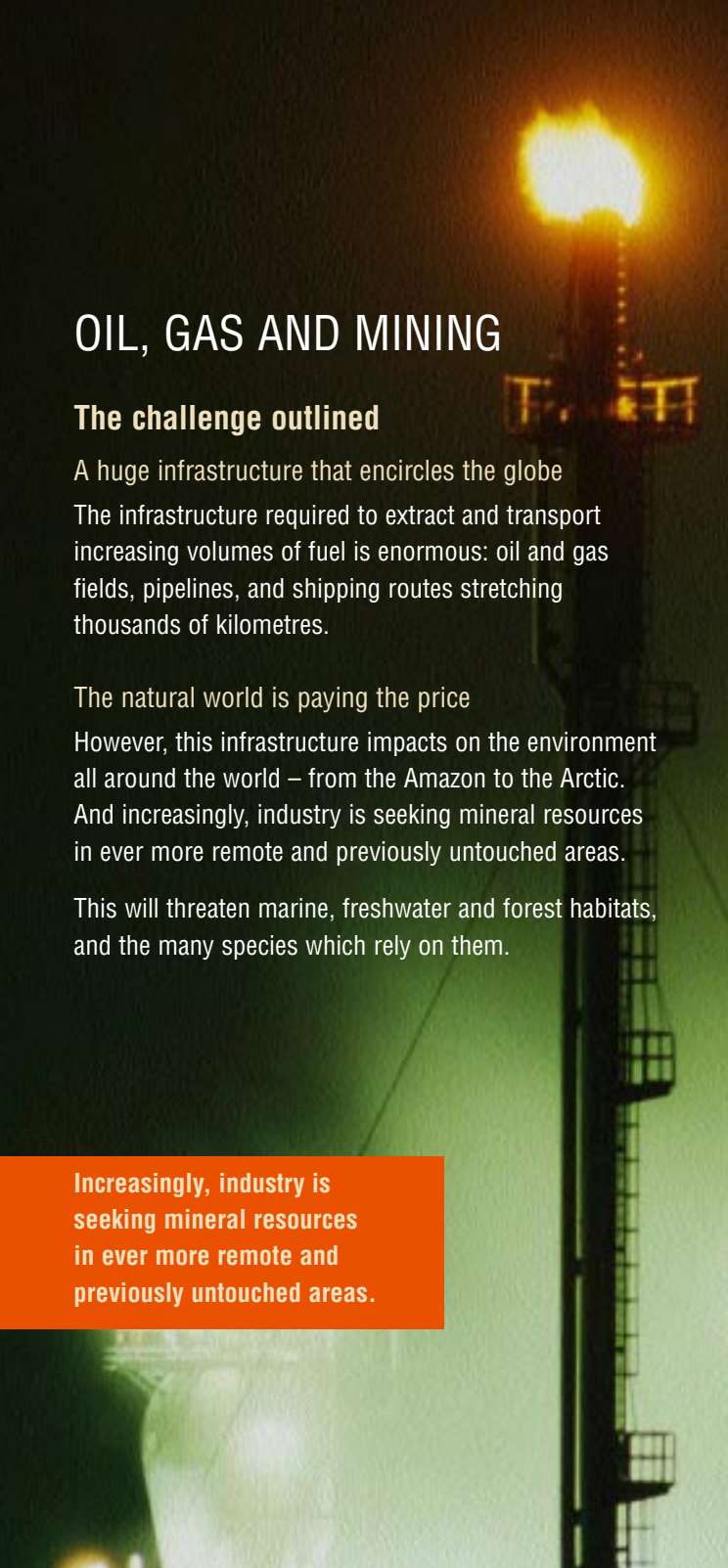
Because of market pressures to be competitive, companies are often unable to find a 'business case for sustainability'. WWF believes there is a need for smart regulation to steer companies in the direction of successful, sustainable business.

To find out more about our work in this area, visit our website

www.wwf.org.uk/research/companiesandfinance



Thanks to WWF's influence, forests high in biodiversity will not be destroyed in any of HSBC's global investments.



OIL, GAS AND MINING

The challenge outlined

A huge infrastructure that encircles the globe

The infrastructure required to extract and transport increasing volumes of fuel is enormous: oil and gas fields, pipelines, and shipping routes stretching thousands of kilometres.

The natural world is paying the price

However, this infrastructure impacts on the environment all around the world – from the Amazon to the Arctic. And increasingly, industry is seeking mineral resources in ever more remote and previously untouched areas.

This will threaten marine, freshwater and forest habitats, and the many species which rely on them.

Increasingly, industry is seeking mineral resources in ever more remote and previously untouched areas.

WWF is looking for far-reaching and fundamental solutions to issues such as mining in protected areas, and the development of renewable energy.

What is WWF doing?

Addressing the most damaging projects

Since the impacts of oil and gas on the natural world are widespread, WWF engages with corporations whose projects pose the most serious threats to sensitive ecosystems.

Case study: oil and gas in Russia's Far East

The waters around Sakhalin island, on Russia's far eastern coast, are home to wild populations of the endangered gray whale. But an international consortium headed by Shell is proposing to undertake a US\$10 billion oil and gas development in the area.

WWF believes that Shell has not taken sufficient steps to protect the human and natural environment of the region, in particular the threats to the local populations of the gray whale.

WWF is working in Russia and in the home countries of the multinational companies involved. We are calling on Shell – and the international financial institutions that are being asked to provide support – to ensure that the appropriate environmental assessment is undertaken, so that the project does not harm the important biodiversity of the area if it goes ahead.

Working to change key policies

WWF is also seeking to change the overall approach of multinational oil and mining companies, international banks, and international financial institutions such as the World Bank. We are looking for far-reaching and fundamental solutions to issues such as mining in protected areas and the development of renewable energy.

Case study: the World Bank's extractive industries review

The World Bank provides hundreds of millions of dollars each year in support of oil, gas and mining projects. Yet some of these projects have not only been environmentally destructive, but have also brought few benefits to local people.

WWF has participated closely in an independent review of these investments. The review found that the World Bank needed to overhaul its approach, and WWF has pushed hard for the recommendations to be adopted – such as the need for strategic assessment of environmental impacts.

Early engagement

WWF is making a concerted effort to engage as early as possible with governments and companies. Transparency and participation in decision-making processes from the very beginning is required to deliver environment and development objectives on the ground.

To find out more about our work in this area, visit our website www.wwf.org.uk/research/oilandgas

AGRICULTURE AND RURAL DEVELOPMENT

The challenge outlined

Man's food

Agriculture is the greatest source of livelihoods for the world's poor, and plays a key role in rural development.

Nature's threat

However, agriculture has the biggest environmental impact of any human activity. Key consequences include the pollution of water, soil and air; land and habitat conversion; soil degradation; and the huge demand for water.

For example, agriculture draws 70 per cent of the world's freshwater – more than 90 per cent in some countries – and this contributes to the massive degradation that has taken place in the world's freshwater ecosystems. Increasing food and fibre demands of the world's growing population will hugely increase this problem in future years.

Agriculture is the greatest source of livelihoods to the world's poor. It also has the biggest environmental impact of any human activity.

What is WWF doing?

Building partnerships to help growers

WWF is engaging with progressive 'agri-businesses' – investors, grower groups, other charities and transnational organisations that are committed to helping farmers improve what they do – so that they make money but have less impact on nature. When growers make more money, and land is fairly shared, the local economy prospers and more people escape poverty.

Case study: cotton, sugar and water use in the Indus valley

Water abstraction for cotton and sugar growing in the Indus valley is leading to the wholesale destruction of the mangrove swamp ecosystem in the river delta and is threatening many people's livelihoods, which depend on fisheries and shrimp production.

WWF is engaging with the growers, brand owners and global distributors of cotton and sugar. We are not only working to improve their environmental and water use practices, but to help them improve their social and financial performance. Using water less wastefully means that more is available for all people and nature.

Linking up around the globe

WWF works at every level to coordinate local partnerships and engagement with business; and undertakes policy work to deliver agriculture that is better for people and nature.

To find out more about our work in this area, visit our website www.wwf.org.uk/research/agriculture

WWF is working to improve the water use practices of cotton and sugar growers, and helping to prevent the destruction of downstream mangrove ecosystems.



ECONOMICS

The challenge outlined

Ecosystems provide economic benefits

From the freshwater that we all depend on, to the plants used for food and medicines, the natural world provides a wealth of resources, and supports livelihoods and economies all around the globe.

The natural world – an undervalued resource

Yet, as it stands, the true economic value of these resources is often grossly underestimated.

This means that those who use and degrade the natural world don't pay the full price. And the communities and organisations which protect it receive inadequate financial benefits.

When a forest is cut down for its timber, the value of many other services is often ignored. The food and medicine it supplies, for example, and the essential role of soil stabilisation and flood prevention.

What is WWF doing?

Providing Incentives to conserve biodiversity

WWF is working with governments and communities to find ways to reflect the full economic value that the natural world provides, and to ensure that appropriate economic incentives are given to people to protect and restore ecosystems.

Case study: valuing Samoa's natural wealth

In 2000, the Samoan government invited WWF to help identify the true economic value of its biodiversity.

WWF recommended a number of economic instruments to ensure the long-term survival of key resources such as fisheries, forests and natural parks which contributed significantly to the national economy. These included increased fees to be paid by large shipping vessels and logging companies; and visitor entrance fees to protected areas.

Securing sustainable economic benefits for people

WWF is also working to protect the natural systems which support economic growth and alleviate poverty – both now and into the future.

Case study: diving into eco-tourism

WWF worked with local government in the Philippines to assess how much scuba divers were prepared to pay to protect the coral reefs they visited. As a result, a fee is now charged to visiting divers. This is used to help conserve the marine environment, and ensures the long-term survival of the eco-tourism industry and the livelihoods it supports.

To find out more about our work in this area, visit our website www.wwf.org.uk/research/economics

TRADE AND INVESTMENT

The challenge outlined

Trade and investment in a rapidly changing world

The world is experiencing rapid and unprecedented change, and at the centre of this change is the extraordinary growth in world trade and investment. Some of this is for the better – including improvements in health, the alleviation of extreme poverty, and advances in new environmentally friendly technology.

Widespread environmental degradation

However, much of this change, due mainly to the consumption patterns of the affluent, results in widespread environmental degradation, such as deforestation, toxic pollution, climate change and the depletion of the world's biodiversity. For example, an area of forest greater than the size of Germany is depleted each year to support the total annual timber trade.

By 2015, 40 per cent of all products and services in the world will be traded internationally.

What is WWF doing?

Bringing an international perspective to trade debates

Led by WWF-UK, and comprising people working with WWF offices in Beijing, Brasilia, Brussels, Geneva, Johannesburg, Moscow, Stockholm, Toronto and Washington, WWF's Trade and Investment Programme brings a truly international perspective to trade and investment debates.

Galvanising global alliances

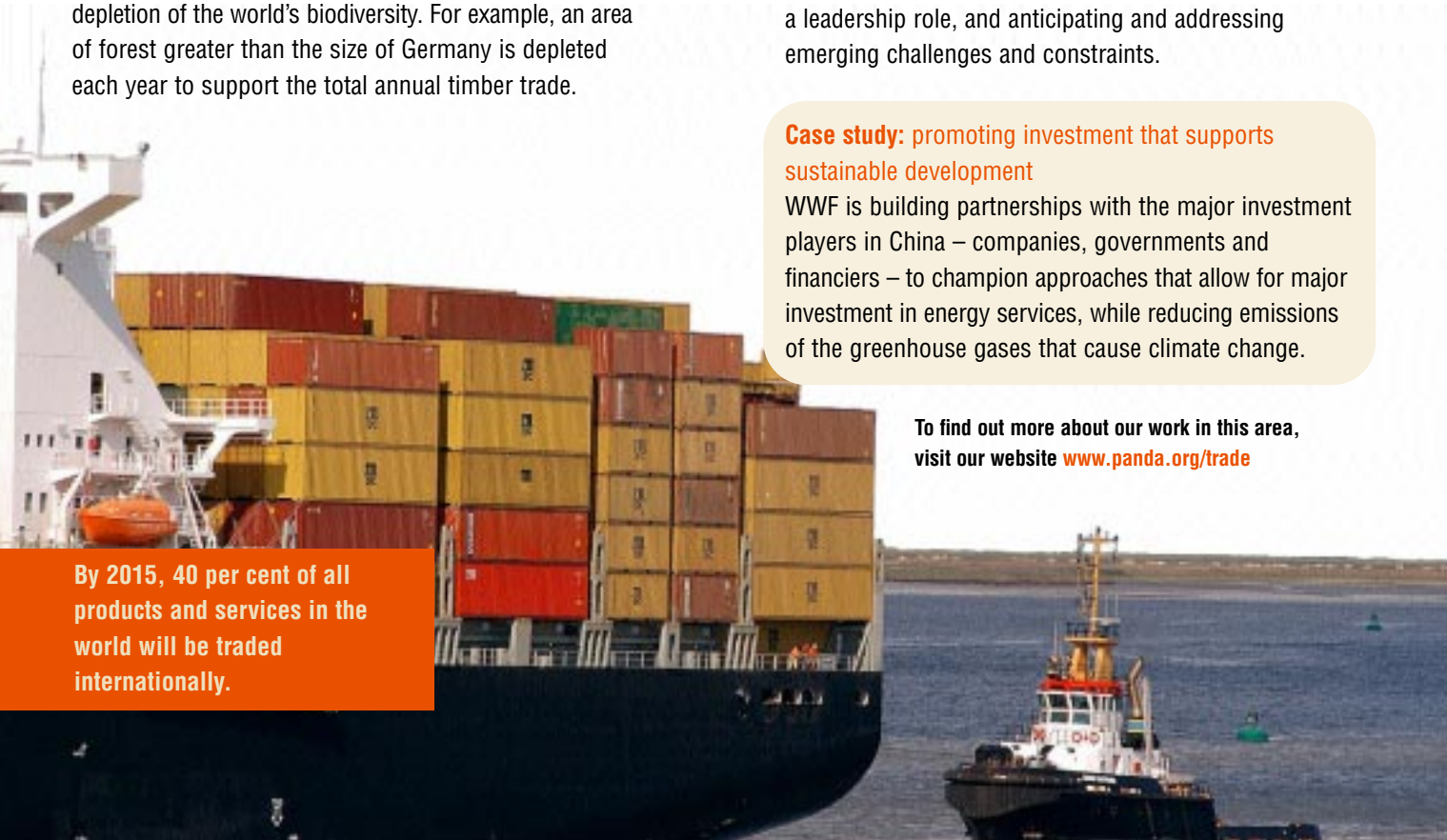
WWF is working to find new ways to encourage trade and investment patterns that reduce poverty, increase the quality of life, and foresee the causes of environmental degradation.

In particular we are building alliances in the public and private sectors, galvanising global players willing to take a leadership role, and anticipating and addressing emerging challenges and constraints.

Case study: promoting investment that supports sustainable development

WWF is building partnerships with the major investment players in China – companies, governments and financiers – to champion approaches that allow for major investment in energy services, while reducing emissions of the greenhouse gases that cause climate change.

To find out more about our work in this area, visit our website www.panda.org/trade



AID AND INTERNATIONAL DEVELOPMENT

The challenge outlined

The natural world – a lifeline for the world's poor

More than a billion people depend directly on their environment – for food, water, fuel, medicine, clean air and other resources.

Governments fail to link the environment to poverty reduction

But too often the environment is excluded from aid planning, and the funds and policies which help support the world's poorest people. This in turn leads to the degradation of the natural resources on which the long-term alleviation of poverty depends.

The Millennium Development Goals, agreed by the United Nations in 2000, recognise environmental sustainability as one of eight contributors to human wellbeing.

“The issue is not environment versus development, nor ecology versus economy. Contrary to popular belief, we can integrate the two.” Kofi Annan, Secretary-General of the United Nations

What is WWF doing?

Addressing environmental issues of importance to the poor

WWF's programmes seek to ensure that some of the world's poorest communities gain secure livelihoods from the natural world.

WWF-UK's aid and development programme is working with partners to integrate environmental issues into the agenda of development aid agencies and international institutions.

Case study: aid policy and the environment

Despite written commitments, too little of the billions of euros spent by the EU on aid and development each year supports key natural resources, such as freshwater or fisheries management.

WWF has used its experience in developing countries to press for environmental concerns to be given higher priority in the EU's future aid spending and for improved environmental assessment of large aid programmes.



Case study: increasing rural people's control over their natural resources

The east African coast is home to around 22 million people. Most are very poor and depend on the natural resources of the sea, coastline and estuaries. WWF's East Africa Marine Programme supports local fishing communities as they strive for a role in decision-making. We are also building the capacity of local and national governments to plan with the communities they serve, and to be more accountable to their needs.

To find out more about our work in this area, visit our website www.wwf.org.uk/research/internationaldevelopment



With one foot firmly planted in the reality of our field programmes, and the other straddling the international political stage, WWF is ideally placed to influence positive, environmental change.