



safeguarding the natural world

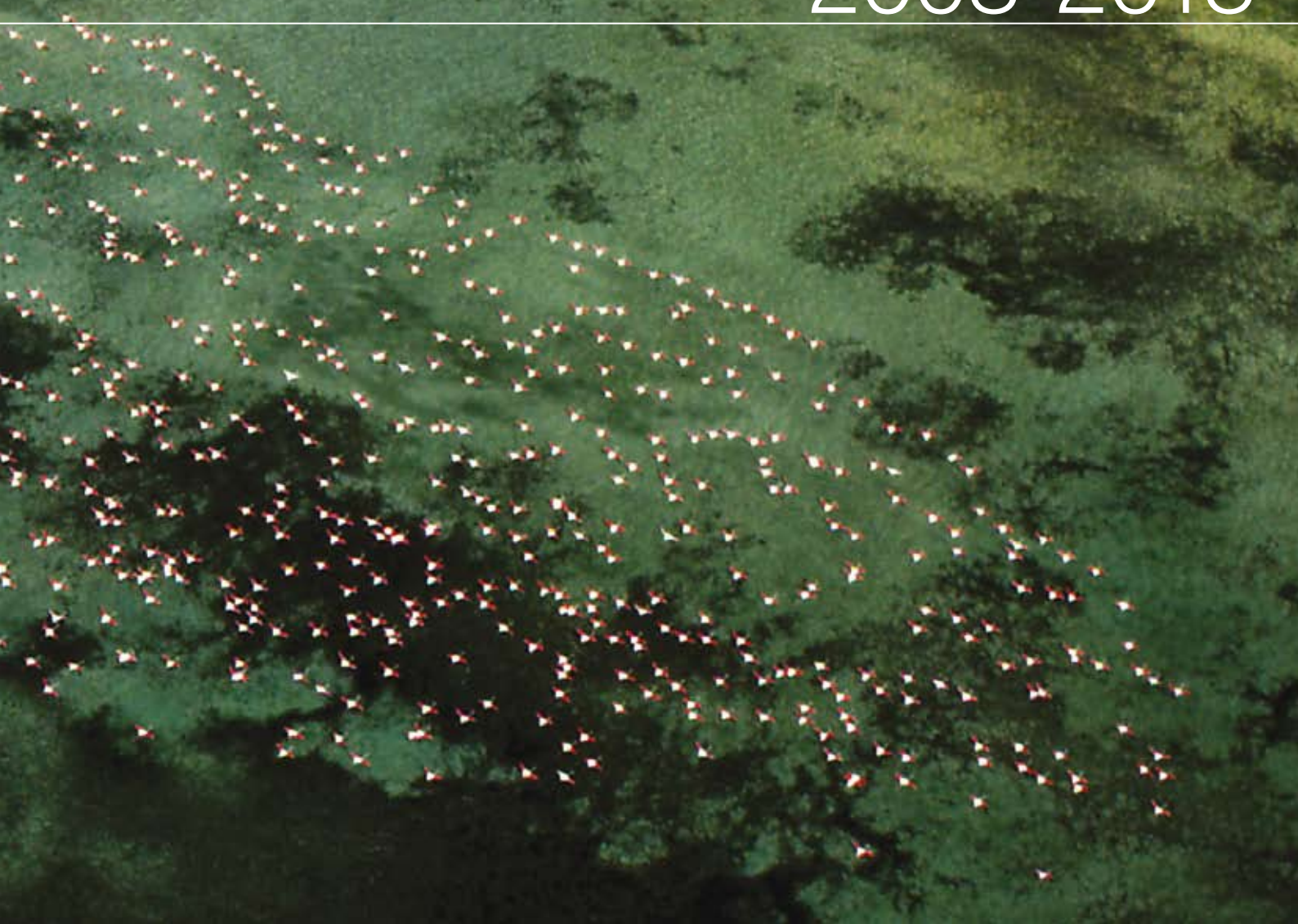
WWF-UK

tackling climate change

Strategic Plan

changing the way we live

2008-2013



“WWF is not just about saving whales and tigers and rainforests, and preventing pollution and waste, but is inescapably concerned with the future conduct, welfare and happiness and indeed survival of mankind on this planet.”

Max Nicholson, one of the founders of WWF

About WWF-UK

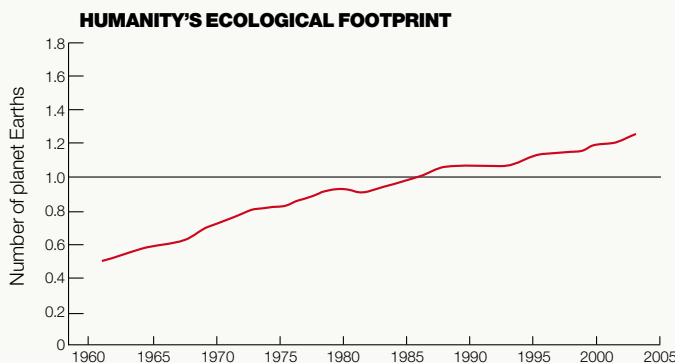
We are the UK affiliate of the WWF Network, the global environmental organisation founded in 1961 and now active in over 100 countries. Using our unique combination of practical experience, knowledge and credibility, our 300-strong staff work with governments, businesses and communities both here in the UK and around the world so that people and nature thrive within their fair share of the planet's natural resources. In 2007/8 we spent £42m on our work; most of our income comes from our dedicated members and supporters.

We are living in a decisive period of human history.

Our runaway demand for natural resources is threatening the environment we depend on. The opportunity to safeguard the future of both people and nature still lies in our hands. But only just.

WWF-UK, the UK arm of the world's leading independent environmental organisation, is at the heart of efforts to develop the solutions we need – striving to build a future where people and nature thrive within their fair share of the planet's natural resources.

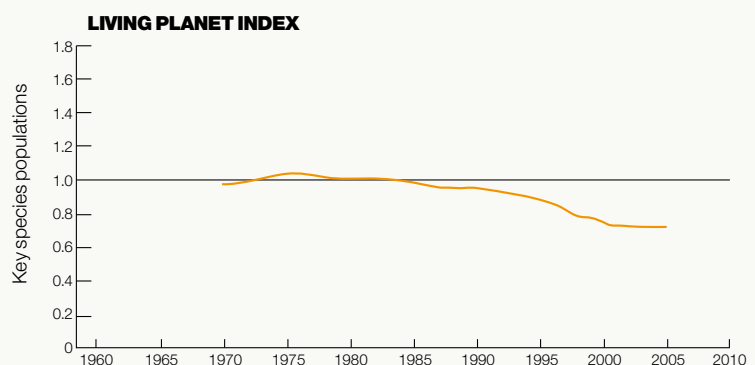
Read on to discover how we will address the urgent challenges we all face in the coming five years...



Two revealing indicators from WWF's Living Planet Report, which is published every two years, starkly illustrate the crisis now facing people and nature:

- People are now using about 25% more natural resources than the planet can replace. However, the example set by the developed world shows that things could get far worse – three planets would be needed to support us if everyone lived like people in the UK.
- Wildlife is failing to cope with the increasing human demand for natural resources. Our measure of biodiversity surveys nearly 1,500 species and reveals a 27% decline in populations since 1970.

WWF's two key indices of the health of planet Earth demonstrate the failure of governments, businesses and all of us to take the environment seriously enough – yet.



The threat to the planet

With the natural environment now under greater pressure than ever before, the consequences for both people and nature will be disastrous unless we act now.

What is happening to the planet?

It's been over 20 years since the UN report, *Our Common Future*, warned about the unrealistic demands people were making on natural resources such as fuel, water, timber and fish. Urgent action was called for to safeguard the future of the human race.

Since then there has been a threefold rise in global trade and average income per head, with the world population increasing by one third. This rapid growth has dramatically increased the threat.

Why are the next five years so crucial?

Our natural environment can only take this pressure for so long. The growing loss of habitats, the over-exploitation of wildlife and other environmental threats mean that widespread wildlife extinction and the breakdown of our most important natural systems are inevitable unless we urgently work together for change.

Climate change is the most obvious consequence of our over-consumption of natural resources. Most scientists agree that we face a high risk of severe and irreversible environmental change unless the release of greenhouse gases starts to decline within the next 10 years. If we fail to act, the consequences for people and nature could be devastating. For example, hundreds of millions of people in low-lying cities like London would be threatened if the Greenland ice sheet – already melting twice as fast as a decade ago – was to melt completely. The natural environment would be placed under even more severe pressure through predicted changes such as the drying out of rainforests and the destruction of coral reefs.

Whether we like it or not, it is up to our present generation to act, and act now.

In the air

Emissions of CO₂ – the main gas responsible for climate change – have risen by one third over the last 20 years.

On land

The world's forests are disappearing at an annual rate of 13 million hectares – that's one England a year.

In the oceans

70% of global fish stocks are now over-exploited or fished to a level that is no longer sustainable – double the figure of just 20 years ago.

In rivers and lakes

Half the world's wetlands have been lost since 1900, and globally some 1.4 billion people live in areas where water use exceeds sustainable levels.

How we meet the threat

WWF is creating solutions to the most serious environmental problems facing our planet, helping people and nature to thrive.

What we do

The growing environmental threat to the planet over the past two decades has increased the complexity of the challenges WWF faces and broadened the scope of our work. As well as working to improve the protection and governance of the world's most special wildlife and places, we now tackle global issues such as climate change and people's increasingly unsustainable lifestyles. In addressing the UK's current 'three-planet' lifestyle, we strive for what we call a 'One Planet Future' – where people and nature live in harmony, thriving within their fair share of the planet's natural resources.

We take this holistic approach, recognising that the well-being of people and nature is intimately linked. People can't thrive without a flourishing natural environment. Nature can't thrive without careful stewardship by people. They share the same planet, share the same limited natural resources and ultimately share the same future. Our global priorities therefore focus on helping nature to thrive and reducing humanity's global footprint to a sustainable level.

Our strategic plan

Working with others, including government, business and communities, we will focus on three main challenges in the coming five years:

Safeguarding the natural world

Nature's most outstanding wildlife and places (on land and in our oceans, rivers and lakes) are under severe threat from habitat destruction and over harvesting. We will provide both practical support at a local level for wildlife, habitats and communities, and broader policy solutions that address the runaway demand for natural resources and help people value nature.

Tackling climate change

The continuing growth of greenhouse gas emissions could result in devastating consequences for people and nature. We will seek cuts in emissions at a UK, EU and global level that prevent global temperatures rising dangerously. We will also develop solutions that address the unavoidable effects of climate change, helping to protect what our conservation work has already achieved.

Changing the way we live

The planet can no longer support the demands people make on its natural resources. We will forge solutions that help people enjoy more sustainable lifestyles, addressing humanity's global footprint through action on issues such as transport, food, housing and energy.



Our goals by 2013

Safeguarding the natural world

The growing and unsustainable demand by people for natural resources is putting the natural world under severe pressure.

Globally, 23% of all mammal species, 32% of amphibians and 12% of birds are threatened with extinction. The rapid destruction of forests – every year an area the size of England is lost – not only harms forest-dwelling people and wildlife but also adds to the growing danger of climate change.

The increasing threat to some of the planet's most important rivers, lakes and wetlands has been matched by a 29% decline in populations of freshwater wildlife in just 30 years. And in the oceans, 40 million tonnes of bycatch (including 300,000 marine mammals) are caught accidentally each year when targeting other species.

The threat to people and their livelihoods is of equal concern. For example, more than a billion people do not have access to clean water. Some 250 million people worldwide earn their living from fishing.

Around the world WWF works with a wide range of partners in business, government and local communities to create sustainable solutions that take account of the needs of both people and nature.

Our practical conservation work with our colleagues in the global WWF Network focuses on safeguarding wildlife and places considered by WWF to be of global importance. This is supported by policy initiatives at a UK, EU and global level – creating the commercial and legal frameworks that ensure good governance of natural resources.

Our goals: forests

Timber trade:

ensure by 2012 that the EU has adopted legislation which outlaws the trade in illegal timber and wood products, and that key countries, where logging takes place, can engage in voluntary agreements with the EU to address illegal logging; and in the UK, achieve increased government procurement of legal and sustainable timber by 2010 and a 20% reduction in imports of illegal and unsustainable timber by 2013.

Amazon:

ensure that governments of at least three of the nine Amazon countries (including Brazil, which contains 70% of the Amazon) introduce effective measures to reduce deforestation and designate more priority forests as protected areas; and ensure that 30% of the total UK demand for beef, soy, sugar and palm oil (the top four commodities impacting the Amazon) require globally-recognised sustainability standards for their production.

Borneo:

ensure that key UK buyers of timber and palm oil from Indonesia and Malaysia promote environmentally-certified products, and major UK investors in these sectors adopt WWF-endorsed sustainable finance standards; and identify opportunities for the UK banking sector to link bilateral debt swaps to conservation and sustainable development.

Colombia:

stabilise forests by 2012 by increasing protected areas and reducing illegal logging and the impacts of oil palm expansion. Our work includes influencing the UK commodities market (particularly palm oil) and working to reduce carbon emissions from deforestation.

East Africa:

establish by 2011 a measurable increase in the legality and sustainability of timber production and trade in and from the region's coastal forests.

Himalayas:

gain a commitment by 2010 from the governments of Bhutan, Nepal and India to conserve the important species and habitats of the Eastern Himalayas; establish mechanisms that manage the impact of climate change in two river basins in the region; and promote sustainable energy technologies that reduce the demand for local timber.

New Guinea:

declare a moratorium by 2012 on all new logging concessions in Papua New Guinea; work for logging income to be replaced by more sustainable alternatives (including forest carbon compensation); and ensure by 2012 that higher sustainability standards are agreed by the banking, forestry, oil and gas, oil palm and mining sectors.

UK commodities trade:

ensure the UK government supports the sustainable sourcing of key commodities responsible for the conversion of forests to agriculture; and all major UK retailers use environmentally-certified palm oil and commit to sustainable production methods for soy, biofuel, sugar, cotton and beef.



Food for thought

Since 1990, the Amazon rainforest has been destroyed at a rate of up to 27,000 sq km each year – an area almost the size of Belgium. A major cause is the clearance of forest for cattle grazing to produce beef, and to grow soya which is used to feed animals across the world. In the UK, our demand for beef, soya and other commodities impacting on the Amazon is taking its toll. It is estimated that 2% of Brazil's land area is used to feed UK consumption. WWF is campaigning to minimise the impact that food production has on the planet.





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Helping communities, helping mountain gorillas

A WWF-backed initiative* is helping to prevent the need for people to encroach into protected wildlife parks that form the last strongholds of the world's remaining 720 mountain gorillas, in Rwanda, Uganda and the Democratic Republic of the Congo. For example, locals are paid to remove stones from their farmland, helping to improve the quality of the soil. They are then paid to use the stones to build a wall around the perimeter of the parks. This helps to prevent buffalo in the park from raiding farmers' crops, and people to cultivate fields closer to the park boundary, thereby increasing crop production and income.

* The International Gorilla Conservation Programme, which is supported by WWF, the African Wildlife Foundation and Flora & Fauna International.



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Our goals: wildlife

Wildlife trade:

achieve UK laws that protect endangered species by regulating the wildlife trade and preventing the illegal trade in wildlife and their products in the UK; and establish measurable improvement in international trade controls for the following five 'flagship' species/groups: Asian big cats, elephants, rhino, great apes and marine turtles.

Tigers:

halt the decline of tigers in their core breeding areas in 11 countries by 2013, with the wild tiger population increasing to at least 6,000 by 2020.

Giant pandas:

by 2013 stabilise panda populations by ensuring that over 2 million hectares of panda habitat are effectively protected from the growing infrastructure and agricultural development in China's Yangtze Basin.

Javan rhino:

establish a second population of Javan rhino by 2013 to achieve a 10% increase in population by 2020. Currently there is a single viable population of just 50 individuals, without enough habitat for numbers to increase and located in an area prone to natural disasters.

Orang-utans:

create a secure habitat for 5,000 orang-utans in the Ulu Segama Malui Forest Reserve in Borneo by 2013.

Mountain gorillas:

ensure by 2011 that the cross-border habitat of the mountain gorilla is collectively managed by the protected area authorities of Rwanda, Uganda and the Democratic Republic of the Congo.

Amur leopards:

increase and stabilise the Amur leopard population in the Amur-Heilong, a region which straddles China, Mongolia and Russia; and provide a safe habitat by establishing over 1 million hectares of protected areas and over 2 million hectares of additional certified forest.

Other key species:

support the WWF Network's global efforts to safeguard other wildlife, including African elephants and black rhino in Kenya; snow leopards, greater one-horned rhino and Indian elephants in the Himalayas; and marine turtles and humpback whales in Colombian waters.

EU/global conservation policy:

ensure that the UK government works for the conservation of endangered wildlife in the EU and globally via international species treaties such as the Convention on International Trade in Endangered Species and the Convention on Biological Diversity.

Our goals: rivers and lakes

Water scarcity:

develop solutions for at least four of the planet's major rivers (Amazon, Ganges, Thames and Yangtze) that ensure less water is used when and where it is scarce. Working with governments, businesses, user communities and water management authorities, we will restore and maintain river flows.

Agriculture and water footprint:

help establish and implement global market mechanisms and farming practices for at least three key agricultural products (such as cotton, rice and sugar) to make freshwater ecosystems healthier.

Dams:

develop with key global players a new framework for sustainable infrastructure development so that the right dams are being built in the right places and operated in the right way.

Wetlands:

working through global conservation treaties such as the Ramsar Convention, support the protection and better management of millions of hectares of the most important wetlands in the world, including those in China, Brazil and Eastern Europe.

UK/EU rivers:

working with governments and environment agencies in the UK and the EU, put in place river basin management plans aimed at ensuring all EU freshwater ecosystems are thriving by 2015.

Our goals: oceans

UK and Scottish Marine Acts:

achieve the implementation of the Acts by 2011, with appropriate devolved legislation also in place, which protects the UK's marine wildlife and ecosystems, and manages the growing pressure of human activities. In particular, it will deliver an ecosystem-based approach to marine resource management – considering the needs of the whole marine ecosystem rather than focusing on individual activities such as fishing or energy exploration.

EU Marine Strategy Directive:

achieve its implementation by 2013, delivering an ecosystem-based approach to EU marine resource management and ensuring resources are used sustainably.

EU Common Fisheries Policy:

achieve its implementation by 2012, including the introduction of ecosystem-based marine resource management. The introduction of recovery plans for fish stocks, which includes fisheries closures, is needed to aid the recovery of overexploited stocks and protect marine species and habitats.

UK retailers and processors:

at least five major UK retailers and processors commit to Marine Stewardship Council certification of all their wild-caught fish by 2012. The next step will be to ensure *all* major retailers and processors in the UK take wild-caught fish from sustainable sources.

The world's oceans:

use the expertise we have developed in the UK and EU to support international marine areas that WWF has identified as being of global importance (e.g. Antarctic, Arctic, Meso-American Reef, South Pacific and western Indian Ocean). The solutions we seek will include reducing destructive fishing practices, increasing the coverage of marine protected areas and developing adaptation strategies for climate change.

Our goals by 2013

Tackling climate change

Unless we stop average global temperatures from rising more than 2°C above the level recorded in pre-industrial times, we face a high risk of severe and irreversible changes in the planet's natural systems. The consequences of changing weather patterns, warming seas and melting ice could be devastating for people and nature.

To stay below 2°C, global greenhouse gas emissions must peak within the next 10 years and then fall by 80% by 2050. This can only be achieved by reducing the world's reliance on fossil fuels and preventing further destruction of tropical rainforests.

Even if global warming is successfully limited, some climate change will be inevitable. Strategies are therefore needed to help people and nature adapt.

WWF will work in the UK to create a low-carbon roadmap for the industrialised world, and internationally with WWF Network partners for EU and global policies and frameworks that deliver the urgent action now required.

Our goals

Global agreement:

achieve a robust global deal on climate change by the end of 2009. This must come into force by the end of 2012, when the commitments under the current international agreement – the UN's Kyoto Protocol – come to an end.

Reducing emissions:

work on sectors that have the biggest effect on emissions:

– *The power industry:*

secure a rapid reduction in carbon emissions from the power industry, the largest single source of emissions in the UK and globally. We will aim for zero emissions in the UK and EU by 2035, through a strong focus on energy efficiency, renewable energy and (subject to environmental safeguards) carbon capture and storage for fossil-fuelled power plants. This work is a stepping stone towards decarbonisation of other sectors such as the car industry.

– *Aviation:*

secure a fundamental rethink of aviation policy to ensure that emissions from flights leaving the UK's airports stabilise at around 2010 levels. Emissions from aviation are growing more rapidly than from any other sector, and threaten to take up the whole of the UK's fair share of global emissions within a few decades.

– *Housing:*

ensure both new and existing buildings meet tough standards for carbon emissions, delivering homes which are affordable, comfortable and healthy.

UK government action:

ensure that the UK government displays strong international leadership on climate change when negotiating the global deal; delivers,

along with the Scottish Government, ambitious UK and Scottish Climate Change Acts which will aim to reduce UK emissions by at least 80% by 2050; and helps developing countries follow a low-carbon path and adapt to climate change impacts.

Carbon markets:

ensure that carbon markets help to cut emissions in the UK and EU, as well as deliver a massive increase in low-carbon investment and sustainable development overseas. The EU emissions trading scheme is likely to be the cornerstone of any future global carbon market, and we are working to ensure it is as robust as possible. With the UK now an international centre for carbon markets, we are particularly well placed to enable change.

Forest carbon emissions:

achieve reduced forest carbon emissions (responsible for about 18% of global emissions) by working with key countries such as Brazil, Indonesia and Papua New Guinea to safeguard both forest environments and people's livelihoods; and ensure that the UK government works for a post-2012 climate agreement that rewards developing countries for reducing emissions from deforestation.

Climate change adaptation:

ensure all WWF conservation programmes around the world have climate impact assessments and adaptation strategies built in from the outset, and help define policies and best-practice guidelines that can be adopted more widely.

Rivers and climate change:

develop a plan with governments on how to adapt at least four of the planet's major rivers to the socio-economic and environmental impacts of climate change.



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Arctic voyager witnesses climate change

Emma Biermann was one of 18 young people from around the world chosen to join WWF on a journey to the Arctic, where she learned about the critical role this region plays in regulating the global climate. She also witnessed the impact climate change is already having on glaciers, sea ice and wildlife. “The situation is far more urgent than we had perceived,” said Emma. “Visiting the Arctic and hearing the scientific background has confirmed how urgent this issue is.” She is now actively supporting WWF’s ongoing climate change campaign, and delivered a petition to Downing Street calling on the government to commit to reduce the UK’s CO₂ emissions by at least 80% by 2050.





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Inspiring a greener future

Engaging and inspiring young people to reconnect with nature is one of the key ways to achieve a future where we live within the ecological limits of the planet. WWF's new One Planet Schools programme aims to do exactly this, by putting sustainability at the heart of school life. We are focusing on making school grounds and buildings greener, delivering a curriculum that gives young people the skills and knowledge to live more sustainably, and ensuring that teachers and children demonstrate to the wider community how positive behavioural changes can be achieved.

Our goals by 2013

Changing the way we live

Globally, people are using about 25% more natural resources than the planet can replace. In the UK, we're consuming three times our fair share of the planet's natural resources. We face an 'ecological overshoot' that will have severe consequences for both people and nature unless we humans change the way we live.

Although advances in technology have helped people to produce things more efficiently, the benefits have been swamped by ever-higher levels of consumption by affluent industrialised economies and the growing middle classes in the developing world.

Some 70% of humanity's global footprint arises from carbon emissions; other pressures are linked to commodities such as crops, meat, fish and wood, and the freshwater we take from rivers and lakes.

WWF is seeking a One Planet Future where both people and nature thrive within their fair share of what's available. We are developing a range of One Planet sustainability initiatives to support this goal, helping to bring sustainability and equity to production, trade and consumption.

With an established track record in supporting the development of sustainable lifestyles, WWF is well placed to provide leadership in helping to reduce the UK's footprint and supporting other countries to do the same.

Our goals

One Planet Economy:

building on our vision for a sustainable economy, develop a strategy for the UK and EU to adopt footprint targets by 2009; have in place by 2011 a robust set of European footprint indicators that can be used alongside GDP measurements; and ensure UK public policies are implemented by 2012 that measure and contribute to footprint reduction.

Key UK economic sectors:

undertake practical work with partners in local government and business to help reform key UK sectors such as transport, food, housing and energy; and use the partnerships we develop to influence national and European policy. This will include launching a One Planet Food campaign in 2009.

Working with the developing world:

with partners in the WWF Network and other non-governmental organisations, support current WWF global initiatives on tackling poverty and creating sustainable trade and development with and in the developing world; and ensure by 2011 there is a greater adoption of and capacity to use footprint measures among the emerging economies (especially Brazil, Russia, India and China).

One Planet Finance:

working with key finance leaders and our WWF network partners, develop an action plan for the UK-based finance sector by 2010 that will deliver footprint reduction; help establish London as the global leader in green finance by 2011; and by 2012 have five footprint-reducing initiatives under way. We are well placed to influence change because the UK is a primary centre for global finance and 70% of carbon markets trade through London.

One Planet Schools:

Working with education leaders, teachers and young people, by 2010 increase the capacity of schools to put sustainability at the heart of everything they do (curriculum, campus, culture and community). To establish by 2012 a 'centre of excellence' on sustainability leadership and learning that is recognised by influential thinkers and practitioners in the education field.

One Planet Cities:

launch a 'One Planet Cities' action plan by 2009 to support sustainability initiatives for cities that have a regional or global impact such as Barcelona, Freiburg, London and Stockholm; roll out with partners in the WWF Network at least two pilot city projects by 2010; and ensure there is a demonstrable footprint reduction in the pilot cities by 2012.

Why we make a difference

The WWF Network

With almost five million supporters and working in more than 100 countries around the world, the WWF Network is a powerful force for change. Being part of this global network means we can work collaboratively, pooling our collective resources and talents, and focusing on activities that have the most impact worldwide. Our priorities for the coming five years are rooted in this joined-up approach.

Our track record

We have a worldwide reputation as a leading expert and a measured and principled contributor on environmental issues. The goals we have set ourselves in the coming five years are based on a firm foundation of scientific evidence and practical experience. Our successful track record working with government and business means we can help develop the policies and standards that deliver our key objectives. Our wide-ranging work with communities in some of the world's most threatened wild places offers practical solutions for local problems.

Our partnerships

Our approach is to work with partners – business, government, non-governmental organisations and our own supporters – to achieve our objectives. Our reputation for being accountable, inclusive and constructive means we can bring a broad range of stakeholders to the discussion table as well as contribute to the debate in a positive way. It also means that when a more challenging stance is needed, our views are given greater weight.

Communicating and influencing

To deliver global change we engage with politicians in Brussels, Westminster, Cardiff, Holyrood and Stormont; run UK campaigns on transport, food, housing and energy; and make sure WWF's messages abound in the media. We work constructively with progressive businesses, challenge 'greenwash' and campaign against those who refuse to change. We have also developed a powerful international voice by developing solutions that can have a global impact and by taking full advantage of the UK's influential role, both as an international trading centre and as a major political player in the EU and other international bodies such as the UN.

Funding our strategy

We have developed a robust fundraising strategy to deliver our ambitious plans for the coming five years. We aim to grow considerably faster than inflation, and will invest to increase our supporter numbers. We will bring in more funds from companies and government sources through relationships which are not just about funding but also about changing their policies and practices on the issues we care about. We will also develop a new programme for major individual donors.

Helping our people to deliver

People are our biggest asset in delivering our mission. We will continue working hard to ensure that all our staff are valued and to recognise people's career needs. This will help us achieve our vision of WWF as an efficient organisation in which every employee understands the big picture, achieves results, and works well together and individually. We are continuing to reduce WWF's own footprint – this includes aiming to reduce our travel CO₂ by 25% between 1994 and 2010. With the lease due to expire on our main office and with the offer of a significant donation, we will build a new state-of-the-art, green headquarters.



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Fighting floods naturally

Natural flood defences, developed by WWF in partnership with HSBC, helped to protect thousands of homes and businesses from devastating floods that hit Doncaster in summer 2007. The area around the wetland reserve we helped to extend at Potteric Carr, in south Doncaster, coped far better with the floods than the man-made defences elsewhere in the city did. Under our continuing partnership with HSBC, WWF is helping to protect some of the world's major rivers – the Amazon, Ganges, Yangtze and Thames – from the impacts of climate change, benefiting the 450 million people who rely on them.

Now you've read about our plans, we'd like to hear from you.

We build rewarding partnerships with the business world – working together to deliver our vital conservation programmes and advance sustainability policy and practice.

We work with politicians of all parties at the devolved, UK and European levels – helping parliaments and assemblies to take action on climate change, resource use and the protection of nature.

We also develop strong and long-lasting relationships with our personal supporters, whose financial support and campaigning voice enables us to achieve so much.

Find out more by calling us on 01483 426333, emailing strategy@wwf.org.uk or visiting wwf.org.uk/takeaction

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The mission of the international WWF network 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 natural resources is sustainable
- reducing pollution and wasteful consumption

wwf.org.uk

for a living planet®

