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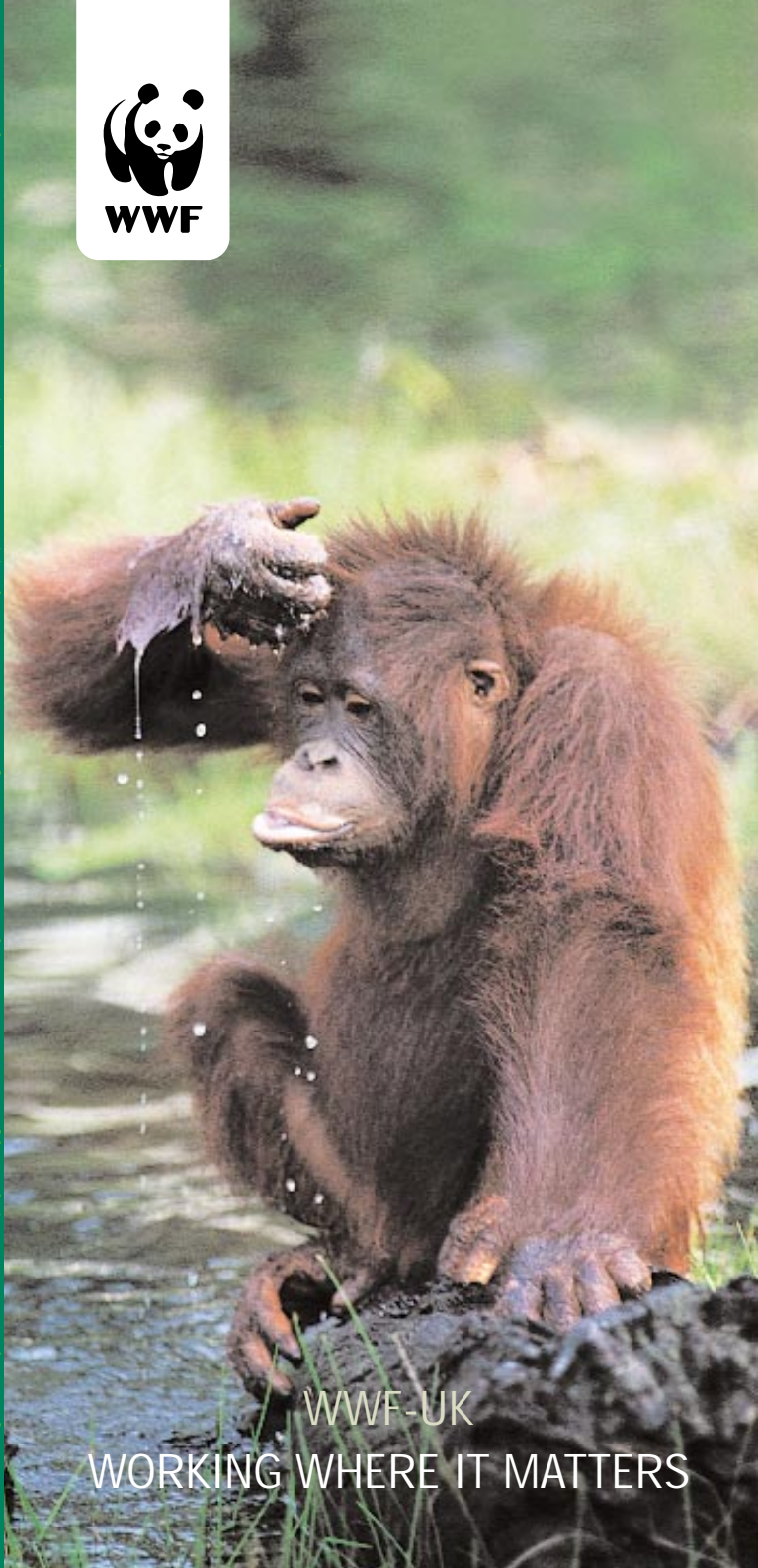
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WWF-UK
WORKING WHERE IT MATTERS



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WWF-UK takes action to conserve endangered species, protect endangered spaces and address global threats to nature.

Species, spaces and global threats to nature

WWF-UK is part of a global network of 52 offices working in more than 90 countries.

WWF-UK takes action to:

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

for the benefit of people and nature.

Working for change

In the UK, WWF confronts these issues through its work with government, business, schools, local authorities and the wider public.

Further afield, WWF-UK directs some 70 per cent of its funds towards its Global Conservation Programmes.

Global Conservation Programmes

To secure lasting conservation across the issues we work on, WWF-UK is committed to a number of Global Conservation Programmes – 13 of which are included in this leaflet.

These Programmes

- **are big in scale** – often involving a number of countries, WWF offices and partners such as governments, non-governmental organisations and community groups;
- **are globally representative** – covering key forest, freshwater and marine ecosystems in Africa, Asia-Pacific, Europe, and Latin America;
- **tackle a whole mix of interrelated conservation issues** – not just single issues;
- **draw on a complete tool-kit of conservation responses** – such as the management of habitats and natural resources, policy, business partnerships, campaigning, and communications;
- **are designed for the long-term** – to enable the necessary changes to take place in legislation, business practices, trade and investment, and international development planning.



WWF's programmes are big in scale – often involving a number of countries, WWF offices and partners.



Species were the basis for WWF's foundation in 1961 and they remain at the heart of its mission to conserve the world's biodiversity.

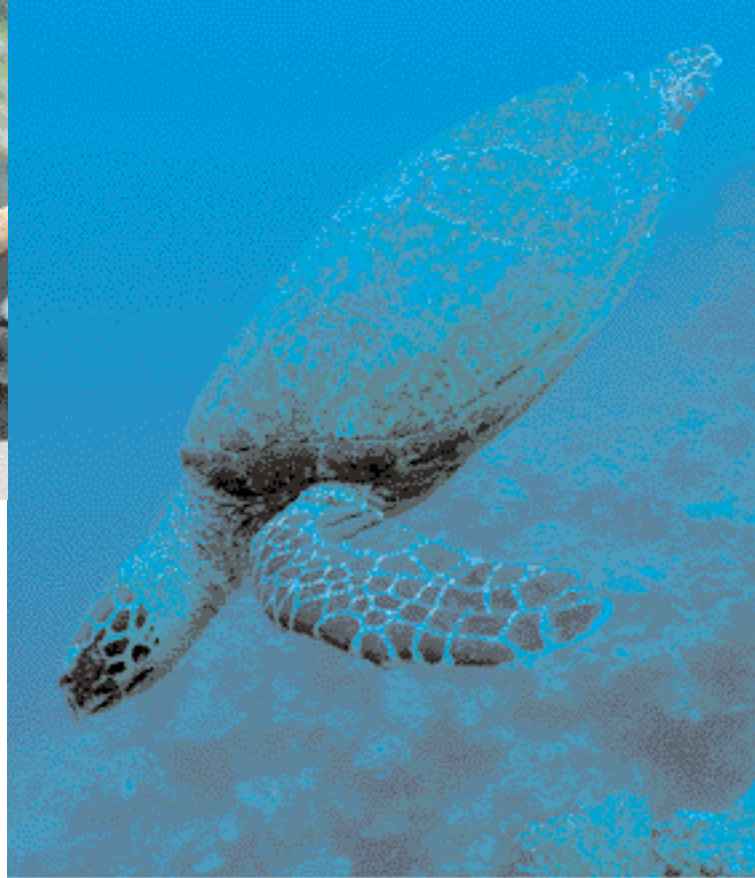
ENDANGERED SPECIES

The world's species are facing serious threats to their survival – from habitat loss, over-exploitation, and illegal trade. For example, there are only 1,000 giant pandas in the wild, and twenty five per cent of all mammals are threatened with extinction if current trends persist.



While all WWF's conservation efforts affect the whole web of life and vast numbers of species, WWF focuses particular attention on a small number of globally important 'flagship' species. These charismatic creatures inspire conservation efforts for themselves – and for the thousands of lesser-known, but vitally important, plants and animals with which they co-exist.

WWF-UK's flagship species include elephants (African and Asian), great apes (gorilla, chimpanzee and orang-utan), giant panda, rhinos (black, Javan, Sumatran and greater one-horned), tigers (Bengal, Siberian and Sumatran), hawksbill turtle and humpback whale.



WWF focuses particular attention on a small number of globally important 'flagship' species.

The Endangered Species Programme aims to halt or reverse the decline in key populations of these flagship species, by working with governments to tackle the critical issues of habitat loss, poaching and illegal wildlife trade.

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

For a more detailed leaflet, '**Protecting The World's Endangered Species**', call our Supporter Care team on **01483 426444**.



WWF's programme is working with local people and partners to rebuild and secure a healthy environment for the east Africa marine ecoregion.

Restoring the year-round flow of Tanzania's Great Ruaha River will improve the lives of local people within the entire watershed.

EAST AFRICA MARINE ECOREGION

The east Africa marine ecoregion, in the Indian Ocean, extends for about 4,600km of coastline from southern Somalia, through Kenya, Tanzania and Mozambique to the north-eastern shores of South Africa.



The ecoregion boasts over 11,000 species of plants and animals – including more than 200 types of coral and 1,500 types of fish – and the coastline supports some 22 million people who depend on the rich marine life for their livelihoods. But the resources along the entire length of east Africa are extensively used, creating problems of over-harvesting, which can destroy habitats and species alike.

WWF's programme is working with local people and partners to rebuild and secure a healthy environment for the future of the east Africa marine ecoregion, ensuring that both marine resources and the livelihoods of coastal communities are protected.

RUAHA FRESHWATER – TANZANIA

One of WWF's great challenges in Africa is to restore the year-round flow of Tanzania's Great Ruaha River, which flows through the important Usangu wetlands and the magnificent Ruaha National Park within a river basin that is home to more than three million people.



Over-use of the water resources for rice irrigation schemes, coupled with intensive livestock grazing and deforestation, have seen this river dry up each year for longer and longer periods – as long as 111 consecutive days recently. People, wildlife and wildfowl are all suffering the effect of the unsustainable use of the river's water resources

WWF's programme is working to integrate local people in the management of water resources, as well as providing alternative water sources and water-efficient rice farming practices.



The past few years have seen dramatic increases in wildlife numbers – a fitting testament to the success of this programme.

SUSTAINABLE LIVING – NAMIBIA

Before this programme was launched, wildlife in Namibia was hunted for income or was seen as a competitor to domestic animals for scarce resources, such as grazing. Wildlife numbers dropped drastically, with species such as the elephant and black rhino being pushed towards local extinction. For many Namibians, there was no economic alternative to this unsustainable use of wildlife.



That is now changing as WWF, through its local partner, demonstrates that properly managed wildlife resources can bring social, environmental and financial returns to communities.

WWF is supporting work with conservancies in Kunene and Caprivi to create sustainable and responsible tourism opportunities. And in return for these new economic opportunities, the communities have introduced conservancy guards who prevent poaching activities and monitor wildlife. The past few years have seen dramatic increases in wildlife numbers – a fitting testament to the success of this programme.



A game guard crouches by an elephant footprint in Kunene. Properly managed wildlife resources can bring strong social, environmental and financial returns to communities



The soaring mountains are home to the endangered snow leopard, while tigers, elephants and rhinos are found in the lower reaches.



Supported by HSBC, and working in partnership with local governments, WWF aims to recover 'the web of life' in the central Yangtze River basin.

EASTERN HIMALAYAS

The eastern Himalayas are among the most spectacular landscapes on Earth. Yet they contain some of the world's most threatened flora, fauna and ecosystems.



Local people depend almost entirely on their natural surroundings for their subsistence, but the resources are now being used unsustainably. Localised forest clearance for agriculture, livestock grazing and over-collection of plants for medicines are all having a huge impact, in addition to the threats brought by international tourism and climate change.

WWF has embarked on a programme to tackle environmental degradation in the eastern Himalayas by reducing the rate of forest conversion and pressure from poachers, improving environmental management, and stabilising populations of elephant, tiger and rhino. All this, we believe, will also greatly improve the livelihoods of local people.

YANGTZE FRESHWATER – CHINA

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



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

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



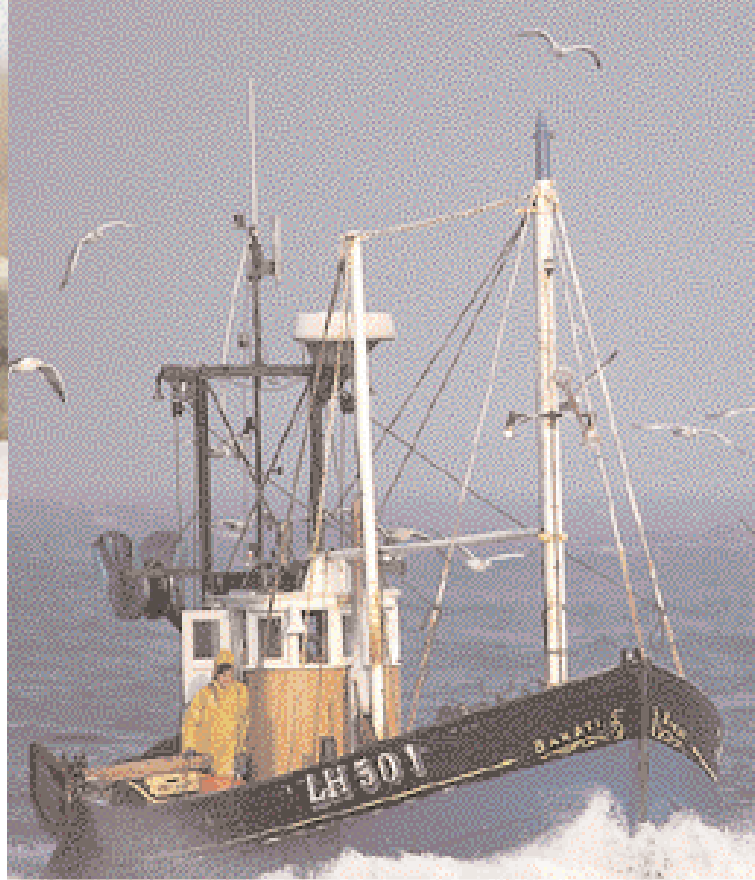
While marine wildlife is threatened by toxic chemicals, fish stocks and marine ecosystems are under heavy pressure from overfishing.

NORTH EAST ATLANTIC MARINE ECOREGION

The North-east Atlantic Marine Ecoregion provides a diverse range of marine and coastal habitats including highly productive kelp forests, sea grass beds and even cold water coral reefs. It is extremely rich in marine wildlife, including basking sharks – the second largest fish in the world – and seals.



But this rich and precious marine environment is at risk. Marine wildlife is threatened by toxic chemicals, which enter the sea via rivers and the atmosphere. This is exacerbated by discharges of oil and chemicals from offshore platforms and shipping activities. Fish stocks and marine ecosystems have also come under heavy pressure from overfishing, while coastal and marine habitats are increasingly threatened by harbour construction, industrial development, flood defence and the extensive extraction of oil, gas, sand and gravel.



WWF has initiated significant commitments to keep the ocean clean, to green fisheries policy and to conserve biodiversity at sea.

The WWF North-east Atlantic Programme aims to protect and, where necessary, restore biodiversity in this important marine environment. Through lobbying and advocacy, WWF has brought about significant commitments to keep the oceans clean, to green fisheries policy and to conserve biodiversity at sea. Through its Oceans Recovery Campaign (ORCA) WWF is campaigning for these pledges to be put into practice, and for a comprehensive Marine Act to protect all UK waters.



This programme will expand the reserve and restore wetland wildlife treasures for local people and visitors to enjoy.

NATURAL RIVERS – UK

WWF’s Natural Rivers programme in the UK is working towards a healthy freshwater environment, aiming to reduce pollution from agriculture, increase the use of natural flood management, and help people to use water more efficiently.



Potteric Carr Nature Reserve, a key part of this programme, is a Yorkshire Wildlife Trust reserve near Doncaster. It protects the city by storing flood water, and its reedbeds and wetlands naturally absorb pollution and help clean the River Torne. Potteric Carr is also a valuable leisure site in an area with significant pockets of social deprivation.

The diverse wildlife of Potteric Carr includes around 70 species of breeding birds, such as the kingfisher and long-eared owl, and at least 25 species of butterfly and 19 species of dragonfly.

Supported by HSBC, WWF-UK is working closely with the Yorkshire Wildlife Trust to expand the reserve and provide a model for wetland management throughout the UK.

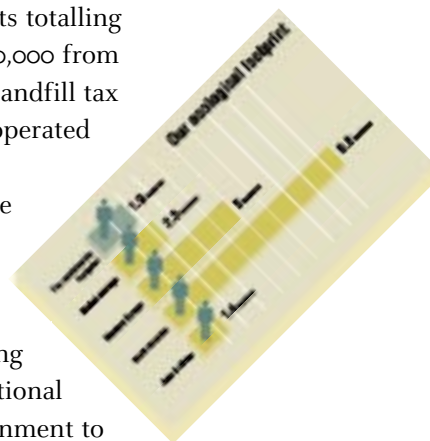
UK FOOTPRINT

Every individual, every household, every business, and ultimately every country, consumes resources. The mark this consumption leaves on the natural world is the “ecological footprint”. For example, when we consume petrol, the effect is not only felt on stocks of fossil fuels, but also in levels of pollution and climate change.



The UK’s consumption of natural resources is unsustainable. If everyone in the world had a footprint as big as the average person’s in the UK, we would need three planets to support us.

Thanks to grants totalling more than £800,000 from Biffaward, the landfill tax credit scheme operated by Biffa Waste Services and the Royal Society for Nature Conservation, WWF is working closely with national and local government to reduce the UK’s footprint on the natural world. Planning for sustainable communities, launching renewable energy and waste minimisation programmes, providing locally-grown food and creating integrated transport initiatives are among the initiatives being pursued.



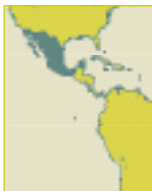


Forests are critical to the well-being of Mexico's rural poor because they are one of their main sources of income.

Supported by HSBC, WWF's work aims to break the cycle of escalating water exploitation in the Rio Grande.

MEXICO'S FOREST PROGRAMME

The biodiversity of Mexico's forests is globally outstanding. They contain 50 per cent of the world's pine species and a remarkable 135 species of oak. Mexico is also one of the few countries in the world where nearly all the forests – some 80 per cent – are owned by indigenous and local communities.



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

The main causes of forest loss are clearance for agriculture and grazing, poor and illegal logging practices, uncontrolled forest fires and major infrastructure development. However, the root causes – such as loss of indigenous knowledge and weak community organisation – are much wider.

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

FRESHWATER IN MEXICO AND THE US

The Rio Grande, bordering Mexico and the US, supports an exceptional array of wildlife, including golden eagles and aplomado falcons, Mexican wolves and mountain lions, and some 200 species of fish. It is also home to some of the fastest growing communities in the US and Mexico.



Due to high population growth and an ever-increasing demand for water, compounded by poor water management, there has been a history in the Rio Grande basin of over-use and reduced availability of water resources. This has led to significantly less flow in the river and a deterioration in water quality – resulting in the loss of biodiversity, including the extinction of some fish species unique to the area.

Supported by HSBC, WWF's work in the Rio Grande basin and its main tributary, the Rio Conchos, aims to break the cycle of escalating water exploitation, thereby restoring and conserving the rivers, and letting the water flow freely once more.



This programme will reach as many as 115,000 local people, promoting the creation of six new protected areas including forests, rivers and wetlands.



WWF's Water for Life Programme, supported by HSBC, seeks to promote a vision of water as a living system.

SOCIAL CHANGE FOR CONSERVATION – COLOMBIA

Colombia possesses a wealth of natural resources such as tropical forests, rare plants and exquisite wildlife. Building on more than 10 years of experience, WWF and its team of specialists have embarked on an ambitious programme that will enable local communities to maintain important ecosystems, while improving their own wellbeing.



This programme will reach more than 100,000 local people, and is promoting the creation of six new protected areas including forests, rivers and wetlands. It has supported the development of low-impact whale watching and aims to achieve 70 per cent protection of nesting beaches for two species of Pacific sea turtle.

In addition, we are supporting skills development to enable local organisations, communities and governments to resolve a range of environmental and conservation problems.

WATER FOR LIFE – BRAZIL

Brazil is the world's richest country in terms of freshwater resources. It contains 17 per cent of the world's available freshwater; the world's largest continental wetlands (the Pantanal) and flooded forests (the Amazon); and remarkable aquatic wildlife. However overuse and pollution threaten this resource and much of Brazilian society suffers from drought, flood and water-borne disease.



WWF-Brazil's Water for Life Programme, supported by HSBC, is working to improve water management in Brazil, so that the resource is seen as a living system to be preserved for the good of all, now and in the future.

This will be achieved by working with government and partner organisations to implement policy reforms – such as ensuring water taxes are invested in improving the freshwater environment; providing environmental education to local leaders and communities; and demonstrating how the floodplains and river basins can be managed for the benefit of both people and nature.



PICTURE CREDITS

cover: DIGITAL VISION

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M A VALLEDERES, WWF-CANON,
E PARKER, WWF-UK

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page 5: C HOLLOWAY, WWF-CANON

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