



WWF®

MAGAZINE

OCTOBER

2014

Action

Issue 28

EXCLUSIVE MAGAZINE FOR WWF MEMBERS

THROUGH STORMY WATERS

The race to save marine turtles



VIRUNGA VICTORY

Thanks to you, this natural wonder is safer

FORCE OF NATURE

Protecting polar bear mums and their cubs

MEKONG MARVELS

Securing a healthy future for wildlife and people

FOR THE LOVE OF...

How you can help tackle climate change

PEOPLE POWER

Our work to protect vulnerable species such as polar bears wouldn't be possible without you.

To mark the second year of our Arctic Home campaign with Coca-Cola, hundreds of supporters took part in a living artwork that highlighted the female polar bear's struggle to find a safe place to raise her cubs.

The campaign is funding key research that will help us understand more about polar bear mums and their changing habitat, so we can better protect them. Thank you.



OUR BLUE PLANET

Water is life. We can't live without it, and it's essential to the healthy functioning of all the world's ecosystems. But our oceans and rivers are increasingly under pressure from climate change, human activities such as illegal fishing, and pollution. With your help, we're working to safeguard the future of these watery places and their amazing inhabitants.

How so? Well, you'll find out on page 10 how we're campaigning to save marine turtles, and cleaning up beaches in Kenya that they rely on. Read how Simon Reeve – the broadcaster and WWF ambassador – is supporting us.

Then journey down the Mekong river – a vital lifeline for millions of people and many unique species. Discover how we're working to make sure economic development in this region is managed sustainably (page 22). You'll meet some of the people who devote their lives to protecting critically-endangered Irrawaddy dolphins.

Also in this issue, check out some inspiring photos of supporters who took part in our living artwork last month, to raise awareness of how polar bear mums in the Arctic are struggling to cope with climate change (page 16). And find out how you can help protect these beautiful bears through our Arctic Home campaign.

It's not only polar bear mums who care for something that's affected by climate change. The chances are, we all do. We've featured some of your stories about what matters to you most, along with some tips on ways you can help fight climate change (page 20).

And such people power really works. For example, the huge numbers of you who supported our Virunga campaign have achieved a fabulous result. We've recently heard that this incredible national park in the Democratic Republic of the Congo is now safer from the immediate threat of oil exploration. We can't thank you enough, and hope you'll continue supporting our campaign to preserve other World Heritage Sites.

Liz

Liz Palmer, acting editor
editor@wwf.org.uk

P.S. We're offering you the chance to join the *Action* team and tell us what you'd like to see in the magazine. See page 9 for details.



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Simon Reeve
Simon is a TV presenter and WWF ambassador with a passion for wildlife, conservation and the environment. In this issue of *Action*, he talks about his recent trip to the islands around Lamu in Kenya – also the focus of our marine turtles appeal. He says: "We must act now to protect these beaches and the seas around them so that the next generation of marine turtles have a chance of survival."

Thanks to:
Jacqueline Dragon, Barney Jeffries, Paul Quinn, Vickie Richards, Sophie Stafford (writers); Charlotte Bagg, Leo Hickman, Amy Langridge, Caroline McKay, Donna Neale, Rose O'Neill, Beverley Wilson, Geoff York (contributors)

Front cover: © JURGEN FREUND / NATUREPL.COM



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HOLD THE LINE

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You could win some forest-friendly trainers, designed by Lily Cole



BE INSPIRED BY UK WILDLIFE

The British Wildlife Photography Awards celebrate the amazing natural wonders captured by amateur and professional photographers across the UK, such as a beautiful jellyfish (opposite page) and the winning image of a goose in London (inset). We were delighted to sponsor the Coast and Marine category again this year – and you can read about what inspired some of these photographers at: wwf.org.uk/bwpa2014

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© LEE ACASTER



VIRUNGA: TOGETHER WE DID IT!

Virunga is safer from immediate oil threat – thanks to you

With your support we've achieved a major victory for our planet. UK oil company Soco has announced it will stop exploring for oil in Virunga National Park, in the Democratic Republic of the Congo (DRC). This gives us the chance to preserve the habitat of hundreds of rare species and the livelihoods of thousands of local people.

In June, Soco committed to cease its current oil exploration operations. Removing the immediate threat of oil exploration and associated environmental damage from Africa's oldest national

park provides new hope for sustainable development in a region that could support 45,000 jobs through ecotourism, fishing, and renewable energy.

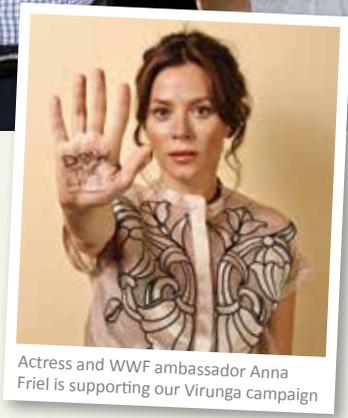
Gorilla tourism in neighbouring Rwanda is one of conservation's greatest success stories. It could also help to bolster the economy of the DRC. Virunga National Park has a greater variety of wildlife than any other protected area in Africa, including three species of great ape – eastern chimpanzees, eastern lowland gorillas and mountain gorillas. The region is home to 216 species that are not found anywhere else on Earth, including the okapi, golden monkey and Rwenzori duiker (a type of antelope). Thanks to you, this precious wild place and its remarkable animals stand a better chance of being preserved.

THE FIGHT GOES ON
An overwhelming 765,000 people have already signed our petition, and we'd like to thank every one of you for standing strong with us through this first stage of the campaign. Together, we've proved that people power works. We've drawn the line!

Soco's decision to cease operations in Virunga – and its pledge to keep out of all other UNESCO World Heritage Sites – means that the national park is safe... for now. But our goal is to keep it safe for ever. For this, we need you to help us hold the line!

Please continue to support Virunga at: wwf.org.uk/virunga

765,000
PEOPLE HAVE ALREADY SIGNED OUR PETITION



Actress and WWF ambassador Anna Friel is supporting our Virunga campaign

© JIM NAUGHTEN / WWF-UK

CAMPAIGN TIMELINE

AUGUST 2013
CAMPAIGN LAUNCHES
In August 2013, we launch our campaign to protect Virunga. Hundreds of thousands of you – from countries around the world – have signed up to show your support.

OCTOBER 2013
FILM PREMIERE
WWF ambassador Anna Friel launches a film of her visit to the mountain gorillas in Uganda, just over the border from Virunga. Media around the world highlight the issue. wwf.org.uk/anna

OECD COMPLAINT
We file a complaint alleging breaches of corporate social responsibility standards outlined in the OECD guidelines – the world's most respected rules relating to multinational corporations.

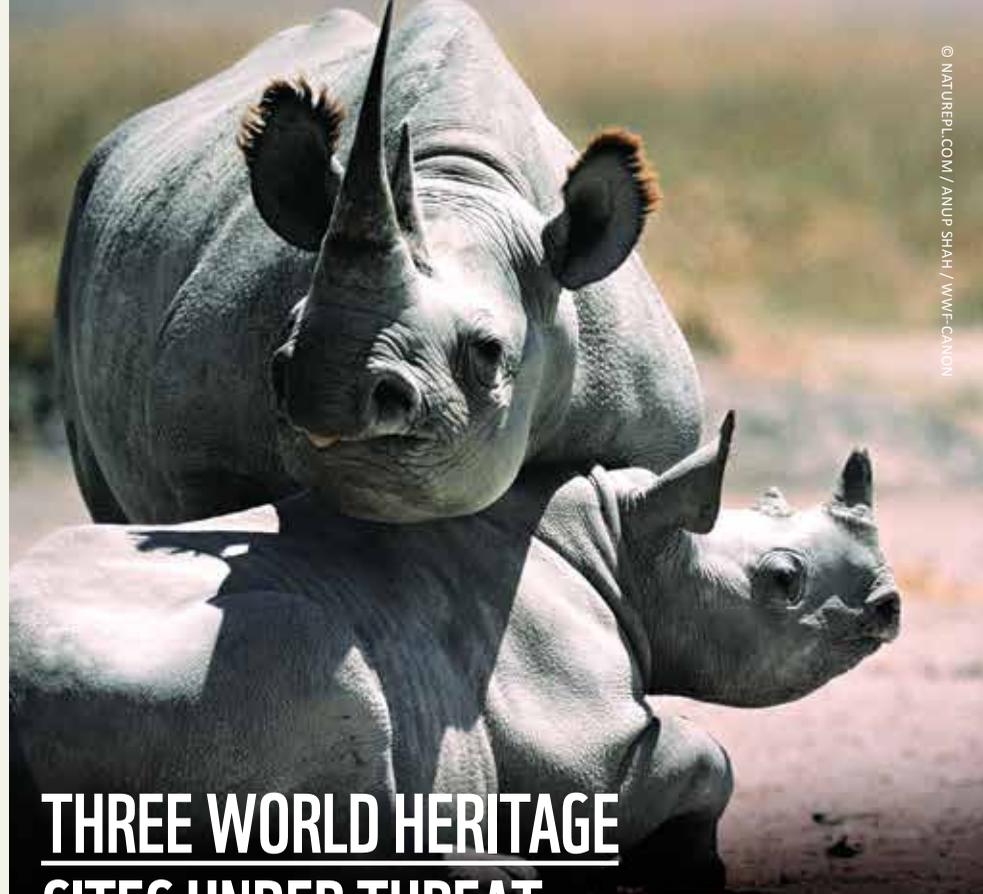
FEBRUARY 2014
COMPLAINT UPHELD
The UK government agency evaluating the case finds that it merits further examination through the OECD complaint process.

JUNE 2014
PEOPLE POWER
We invite people from around the world to join Anna Friel in Trafalgar Square to show they draw the line at oil exploration in Virunga, and other threats to precious World Heritage Sites. wwf.org.uk/trafalgar

SOCO AGREES TO STOP
Soco agrees to cease its existing operations in Virunga – and pledges to remain out of all other UNESCO World Heritage Sites.

UNESCO REQUEST
UNESCO's World Heritage Committee repeats its call for all oil permits in Virunga to be cancelled.

NEXT STEPS
HOLD THE LINE
We still need your support to keep Africa's oldest national park safe for ever. Help us hold the line! wwf.org.uk/virunga



THREE WORLD HERITAGE SITES UNDER THREAT

At WWF, we believe that all natural World Heritage Sites and other fragile places must be preserved. We'll keep fighting as long as they remain in danger. Here are some other threatened World Heritage Sites that we're working to protect

1) DOÑANA, SPAIN
Considered one of the most valuable wetlands in Europe, Spain's Coto Doñana is a sanctuary for endangered species such as the Iberian lynx, as well as millions of migratory birds. But human development, particularly dredging for agriculture, poses a serious threat to the area. We're restoring wetlands that have been converted to agriculture. And we're helping to conserve one of the last two remaining populations of wild Iberian lynx.

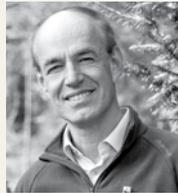
2) SELOUS, TANZANIA
Located in south-eastern Tanzania, the Selous Game Reserve is one of Africa's largest protected areas. The reserve is home to large numbers of elephants, black rhinos, cheetahs and African wild dogs. Despite its protected status, there are some serious problems here, such as poaching, environmental degradation and conflict between people and wildlife. We're helping to prevent the poaching of elephants, as well as promoting conservation-based activities

among local communities that neighbour the reserve.

3) GREAT BARRIER REEF, AUSTRALIA
This natural wonder of the world is threatened by widespread, rapid and damaging industrial developments. The Queensland government has been considering dredging and dumping three million tonnes of seabed and rock in the reef's waters to make way for port development. Our Fight for the Reef campaign is calling for an immediate ban on the dumping of dredge spoil in this World Heritage Site and protection of high conservation value areas, such as the Fitzroy Delta and Cape York, by excluding port development. We're also calling on all political leaders to tackle all threats facing the reef, including climate change, agricultural pollution, coastal development and poor fishing practices.

wwf.org.uk/fightforthereef

Our planet, our solutions



THE 10TH EDITION OF OUR LIVING PLANET REPORT REVEALS A WORRYING DECLINE IN THE HEALTH OF OUR PLANET. BUT WWF INTERNATIONAL DIRECTOR GENERAL MARCO LAMBERTINI EXPLAINS WHY YOUR SUPPORT GIVES HIM HOPE

The latest edition of our *Living Planet Report* is not for the fainthearted, so I wanted to personally share our key findings with you – and explain why I remain optimistic about the future.

One statistic which leaps out is that species populations worldwide have declined by 52% since 1970. These are the living organisms that make up the ecosystems that sustain life on Earth: we ignore their decline at our peril.

The report also highlights that we continue to use nature's gifts as if we had more than one Earth at our disposal. By taking more from nature than can be replenished, we are jeopardising our future.

Conservation and sustainable development go hand-in-hand. They are not only about preserving biodiversity, but about safeguarding our future: our well-being, economy, food security and social stability – indeed, our very survival.

It can be hard to feel positive about the future. Hard, but not impossible – because it is in ourselves, who have caused the problem, that we can find the solution. And, I know that, as WWF members, you're already doing what you can to help.

We're all in this together, and I'm confident that, with your ongoing support, we'll find the practical solutions that will safeguard the future of this, our one and only planet, and build a future where people can live in harmony with nature.

Marco Lambertini

Marco Lambertini

We continue to use nature's gifts as if we had more than one Earth at our disposal

» YOU CAN HELP

To read more key findings from the report and find out how else you can help the planet, visit: wwf.org.uk/livingplanetreport

For tips on how to reduce your carbon footprint, see our climate change feature on page 20.

THE STATE OF OUR PLANET

WWF's *Living Planet Report* is a biennial publication that documents the health of the planet – the changing state of biodiversity, ecosystems and humanity's demand on natural resources – and what this means for all of us.

CHANGE CAN HAPPEN

WWF's *Living Planet Report* also provides solutions for a healthy planet. It calls for better ways of managing, using and sharing natural resources within the planet's limitations – so as to ensure food, water and energy security for all. With your support, we're helping thousands of people around the globe to reduce their impact and conserve biodiversity

COMMUNITIES AND CONSERVATION: AFRICA



WWF's support of the International Gorilla Conservation Programme, including their work with local communities, has helped increase the number of critically-endangered mountain gorillas in the wild by almost 30% in recent years. Life for communities in the region has also been transformed. In Uganda, for example, funds from ecotourism have improved their livelihoods, as well as health and education facilities.

INVESTING IN CORAL REEFS: AUSTRALIA



The Great Barrier Reef is the world's largest coral reef ecosystem. But coral cover has halved since 1985, in part due to agricultural run-off boosting numbers of coral-eating crown of thorns starfish. In the past five years, we've helped 2,000 sugar-cane farmers to improve productivity across more than 3 million hectares and to reduce their pollution, which will help enable the coral to recover and the reef to continue supporting fishing and ecotourism.

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Mapping success



THANKS TO ALL OF OUR SUPPORTERS AROUND THE WORLD, WE'VE ACHIEVED SOME GREAT SUCCESSES. YOU CAN READ MORE STORIES LIKE THESE ON OUR WEBSITE – WWF.ORG.UK/NEWS

FINLAND

Snow ploughs save seals: WWF-Finland has commissioned new research that's helping the world's most endangered seals in a new way. Finland's only endemic mammal is the Saimaa ringed seal, whose tiny population of 300 is struggling to cope with climate change. The seals normally give birth in protective lairs they dig in snowdrifts – but this year there just wasn't enough snow. With the help of supporters, we conducted a study to see if the seals would use special caves dug in 241 snow banks that were ploughed by volunteers. They did, and dozens of new pups were safely born inside.

wwf.org.uk/arctic

SOUTHERN OCEAN

'Scientific' whaling ban: the International Court of Justice has recently ruled that Japan should stop its so-called 'scientific' whaling activities in the Southern Ocean. This is something we've been pressing for, along with other organisations, for many years. The Southern Ocean is an important feeding ground for southern-hemisphere great whales and is essential for maintaining healthy whale populations around the world. We believe there's no longer a need for scientific whaling to provide research data and we're calling for an end to whaling in the Southern Ocean Sanctuary.

wwf.org.uk/whales

JOIN THE ACTION TEAM!

Would you like to become an Action adviser? We'd love to know what you think of *Action* and *Impact* magazines, as well as our website, so we can give you the best content possible. By becoming an online 'Action Adviser', you'll be part of an exclusive group who are passionate about conservation and want to help us spread the word more effectively.

To join in, please visit wwf.org.uk/actionadvisers and fill out the short registration survey. If you're selected, we'll be in touch from time to time to ask your opinion on *Action* and other matters. Thanks for helping us to help wildlife!

CAUCASUS

Rare leopards spotted: we were delighted to see new photos of rare Caucasian leopards in eastern Europe, which show that our conservation efforts are working. Also known as Persian leopards, these big cats were once widespread in the mountains between the Black and Caspian seas, but they declined drastically in the 20th century owing to poaching and habitat loss. WWF-Caucasus has helped to create four new protected areas for these leopards since 2002, and recent camera trap images from southern Armenia and Azerbaijan suggest there could now be up to seven leopards in the area.

wwf.org.uk/caucasianleopard

CHINA

Dog detects wildlife crime: the 'detector dogs' that your donations helped to train had their first success in China earlier this year. Labrador Jin Kai – the first 'graduate' of the Chinese programme supported by TRAFFIC and WWF – helped to foil two would-be smugglers at an international airport in southern China. The dog alerted customs officers to suspicious luggage, where they found ivory bracelets and necklaces, and scales from pangolins. It's an important milestone in the battle against illegal wildlife traffickers in China and around the world.

wwf.org.uk/detectordogs

HOW YOU CAN BE WATER-WISE

We've worked with campaigners, local river groups and businesses to help ensure the UK's new Water Act includes effective measures to protect UK rivers. For example, the new legislation will encourage water companies to take less water from the environment when our wildlife needs it the most.

It's important stuff, as people in the UK take up to three billion litres more every day from the environment than it can sustain. It's putting pressure on freshwater plants and wildlife.

On average, every person in the UK uses 150 litres of water a day. All water companies have a duty to provide free water-saving advice and equipment including water meters to their customers. Why not call your local company for help with making your home more water-efficient and safeguarding water for wildlife?

Find out more about our work to protect UK rivers: wwf.org.uk/ukrivers



© JIRI REZAC / WWF-UK

“Only about one in 1,000 turtle hatchlings survives to adulthood. Few creatures start life with the odds of success stacked so heavily against them.”



AGAINST ALL ODDS

TURTLES HAVE GRACED THE WORLD’S OCEANS FOR MORE THAN 100 MILLION YEARS, BUT TIME IS RUNNING OUT FOR THESE ANCIENT MARINERS. HERE’S HOW YOU’RE HELPING US PROTECT THE TURTLES OF COASTAL EAST AFRICA

Imagine you’re a baby hawksbill turtle. Only three centimetres long, you’ve just struggled out of your leathery egg and found yourself buried 45cm deep in sand, along with up to 200 of your siblings. You’re the last of your clutch to hatch and the others have already begun scrabbling their way up towards the surface. The sea is calling.

The cooling sand indicates that the sun has set. But even after dark, the beach above is full of dangers. Between you and the ocean lies 100m of smooth, flat sand – perfect hunting grounds for predators.

You orient yourself by the moon and prepare to rush towards the light. But as you watch your siblings race down the beach, flippers flapping like wind-up toys, the feeding frenzy begins. Yellow-billed kites, pied crows, mongooses, porcupines, genets and even tiny ghost crabs pick them off, one after another.

Even hatchlings that reach the sea aren’t safe – hungry fish lurk over the reef while tiger sharks patrol the open ocean. But you have no choice. You make a dash for it...

LIVING DANGEROUSLY

Only about one in 1,000 turtle hatchlings survives to adulthood. Few creatures start life with the odds of success stacked so heavily against them. But for the critically endangered hawksbill turtle, there are so many other threats too.

For generations, hawksbills have nested on the beautiful white sand beaches of the Lamu archipelago, a remote island chain in the Indian Ocean nestling close to the northern shore of Kenya. Here, they share the lush seagrass beds and rich coral reefs with four other species of marine turtle – green, olive ridley, loggerhead and leatherback.

Many local people rely on the incredible natural resources here for their livelihoods. Not only seafood, but wood for fuel and building, and honey too. They also illegally hunt hawksbills for their meat, eggs and stunning marbled shells, which are used to make ‘tortoiseshell’ products.

“People believe that turtle meat and eggs have healing powers, provide strength and act as an aphrodisiac,” explains Mike Olendo, who manages our marine projects in and around Lamu. “The illegal trade in turtle products is worth a lot of money and poaching is not restricted to just a few local fishermen. People travel from neighbouring Somalia to catch turtles.”



FIVE MAIN THREATS TO MARINE TURTLES

1/ UNSUSTAINABLE FISHING PRACTICES

Every year, vast numbers of marine turtles accidentally drown after getting caught in drift, gill and shrimp trawl nets or becoming snagged on longline hooks.

2/ LITTER

If turtles swallow floating plastic bags and other rubbish, mistaking it for prey, they can choke or suffer blockages in their digestive systems and eventually die.

3/ HUNTING AND ILLEGAL TRADE

People illegally hunt marine turtles for their meat and eggs, which in some places are considered a delicacy. And turtle products such as shells and leather can fetch a high price on the black market.

4/ UNSUSTAINABLE TOURISM

Poorly planned coastal developments destroy turtle nesting beaches and pollute their feeding grounds. And beachfront lighting can disorient emerging hatchlings and lead them towards dangers such as roads.

5/ CLIMATE CHANGE

Rising temperatures affect all stages of a marine turtle’s life. For example, warmer sands caused by climate change disrupt the normal sex ratio of turtle egg clutches, resulting in fewer male hatchlings.

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TURTLES IN CRISIS

TRASH TO CASH

BROADCASTER AND WWF AMBASSADOR SIMON REEVE IS SPEARHEADING OUR CAMPAIGN TO SAVE MARINE TURTLES. HE'S SEEN HOW SUSTAINABLE BUSINESSES ARE CREATING A CLEANER ENVIRONMENT FOR LAMU'S TURTLES

The world's seas are awash with waste plastic – a soup of objects and particles that will never fully biodegrade. Hundreds of thousands of turtles, whales and other marine mammals, and more than a million seabirds, die each year after ingesting or becoming entangled in it.

Simon recently visited Kenya's Lamu archipelago to film the *Indian Ocean* TV series. "Travelling along the coast I saw vast amounts of plastic clogging the sea and once-pristine beaches," he says.



But on Kiwayu, a small island in the east of Lamu, a community project is turning this trash into cash. Here, with our support, local women collect flip-flops washed up on the beaches and transform them into colourful ornaments and souvenirs to sell to tourists. They sell their flip-flop art

through organisations such as Ocean Sole, a Kenyan recycling company that supports marine conservation and encourages sustainable trade – putting money back into the communities.

Its Nairobi-based workshop provides employment for artists such as Eric Mwandola who fashions discarded flip-flops and other plastic junk into eye-catching art. Eric says: "I was not able to afford shoes and had to borrow some to come to Nairobi to find work. I've been working here for six years... now I can afford to send my two children to secondary school."

These sustainable businesses not only provide communities with vital income, they also create a cleaner environment for nesting turtles and their hatchlings.

Today, Simon is supporting our appeal to help protect marine turtles. He says: "Turtles have been swimming the world's oceans for more than 100 million years, surviving predators, catastrophic events and even the extinction of the dinosaurs. But humans are proving too great a challenge. We must act now to protect and restore turtle populations – before it's too late."



The Kenyan government is currently seeking investment in a major new transport corridor, proposals for which include a deep-sea port at Manda Bay, Lamu. The port could have a devastating impact on local fishing grounds, marine ecosystems in Lamu and thus on turtle feeding sites. We're lobbying the government to undertake an independent and comprehensive environmental impact assessment for the entire infrastructure project, and to agree to implement mitigation measures to offset any negative impacts. And, should the infrastructure project go ahead, to designate a new marine reserve to better protect the coral reefs, seagrass beds and turtles nesting and feeding in this area.

Another threat to marine turtles is global climate change. Average global temperatures are predicted to increase by at least 2°C in the next 40 years.

It might not sound a lot, but even a small change in the temperature of the sand on nesting beaches could have serious consequences for the turtles in Lamu, as the temperature of a turtle's nest determines the sex of its hatchlings. If the sand is warmer than 30°C most hatchlings will be female; if cooler than 28°C most hatchlings will be male. Above 33°C very few embryos will survive. Worryingly, the global statistics on nesting habitats are increasingly showing a strong female hatchling bias.

Climate change threatens to compound the dangers marine turtles face and push them even faster towards extinction, so your support is more vital than ever. You can help us preserve the fragile marine environment on which the turtles and the people of Lamu depend, so the hawksbill hatchling's battle to survive is not in vain.

» YOU CAN HELP

Your membership is already helping us preserve the fragile marine environment on which the turtles of Lamu depend. If you'd like to do even more, you can make an extra gift at: wwf.org.uk/savetheturtle

You can also join our turtle adopters at: wwf.org.uk/turtleadopt

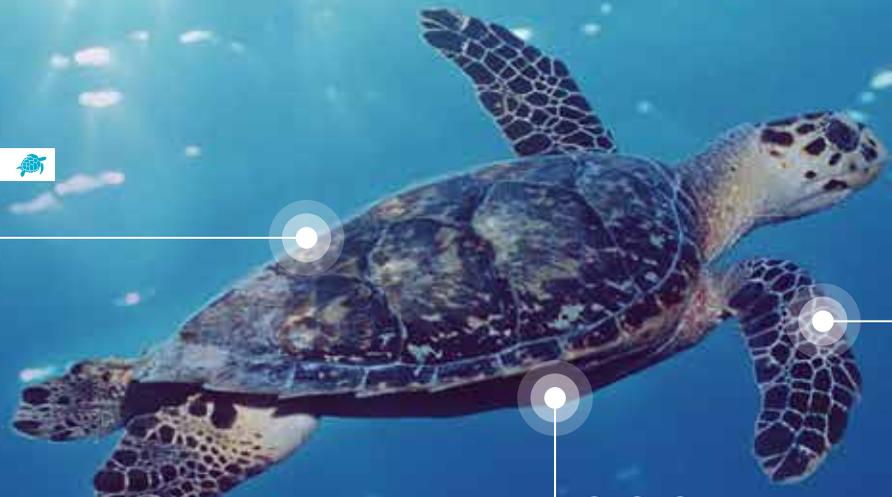
For more turtle conservation stories read our blog: wwf.org.uk/turtleblog



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1904
 2014

>80%
HAWKBILLS HAVE DECLINED BY OVER 80% DURING THE LAST CENTURY AND IT'S ESTIMATED THAT LITTLE MORE THAN 8,000 NESTING FEMALES REMAIN.



150-200 EGGS
FEMALE HAWKBILLS LAY 150-200 EGGS AT A TIME, WHICH HATCH AFTER ABOUT 60 DAYS.



3
AT LEAST SIX OF THE SEVEN EXISTING SPECIES OF MARINE TURTLE ARE AT RISK OF EXTINCTION.

20 KM
A MIGRATING HAWKBILL WILL TRAVEL 20KM A DAY FOR NEARLY TWO MONTHS WITHOUT STOPPING TO REACH FEEDING GROUNDS 1,000KM AWAY.

» MARINE GARDENERS

Turtles are vital to the health of the ocean. For example, some species graze on seagrass beds, home to many types of fish, shellfish and crustaceans. This helps to promote seagrass growth and maintain the balance of marine ecosystems. And hawksbills are among the few animals to feed primarily on sea sponges, which are highly toxic. The turtles' grazing controls sponge populations, preventing them from crowding out corals and suffocating reefs.

To encourage local communities in Kiunga, a marine reserve in Lamu, to protect turtles, Mike Olendo's team have set up turtle conservation groups.

The groups are trained to monitor beaches and nests, and tag female adults to collect data on their movements. They also translocate eggs laid in unsafe places, such as below the high tide mark, to safer locations. The need has become greater due to beach erosion. "Thanks to our efforts, Kiunga's nesting beaches successfully hatch about 15,000 baby turtles every season," says Mike. "A similar area down the coast with no protection hatches only 4,000."

The Lamu archipelago is surrounded by some of the richest fishing grounds in Kenya. WWF has helped to set up and train community-led beach management

units that monitor and manage local fishing practices. They discourage the use of gill, drift and trawl nets, in which adult turtles can become entangled and drown. They also watch for illegal activities such as dynamite fishing, which destroys the turtles' reef feeding grounds.

Mike hopes that if local communities benefit from protecting turtles and their nests, such as through ecotourism projects, they'll feel a greater sense of ownership and help to educate others about the need to protect their reptilian guests.

With your support, we're tackling new threats, both local and global, to the turtles nesting and feeding in Lamu.

20 YEARS

AND COUNTING WITH MBNA

This January marks the 20th anniversary of our relationship with MBNA, which has raised over £13 million for the benefit of nature. We're inviting you to help us celebrate by choosing your favourite image to appear on our new-look credit card

Our vital work to protect wildlife and habitats around the world is only made possible through strong relationships. Your ongoing membership is one such relationship that's enabled nature to flourish – we simply couldn't do what we do without you. But there's another successful relationship that's really stood the test of time.

Together with MBNA, we've been offering the WWF credit card since January 1995. The card gives you the chance to raise funds for WWF while you shop. Whenever you use your card - and at no extra cost to you - MBNA will pay WWF up to £40 if you use your card within 90 days of opening the account*, plus 40p for every £100 you spend on card purchases, and a further £2 for every year you continue to use the card.* This has raised an impressive amount – over £13 million – for WWF over the last two decades and has benefited projects such as our efforts to double the number of tigers in the wild by 2022, and our fight against rhino poaching.

Our 20th anniversary is a great opportunity to look back at what we've achieved through the MBNA relationship, and to look forward to the future. To commemorate this event we're asking you, our valued members, to help choose the image that'll feature on the new WWF-MBNA credit card.

*Representative 18.9%APR variable



© BEN CRANKE / NATUREPL.COM

20-20 VISION

As we celebrate this milestone, we're shining a spotlight on five initiatives connected to the number 20 that might not have been possible without relationships like MBNA. Each story has a stunning image for you to choose from. So if it's the beautiful snow leopard that inspires you, or the dramatic landscape of the Amazon that you think deserves a place on the card, all you need to do is visit www.wwf.org.uk/actionmbna and cast your vote.



1. SNOW LEOPARD

We're aiming to protect snow leopards in 20 different landscapes by 2020. Along with other conservation organisations, we've been working with governments in the 12 Asian countries where snow leopards live to create a historic and ambitious new protection plan. Poaching, conflict with people and loss of prey are persistent threats to this rare cat. Over the past 20 years, snow leopard numbers have fallen by at least 20%. It's thought that only 4,000-6,500 remain in the wild.



2. FOREST

We're aiming to reduce levels of deforestation and forest degradation – which currently cause up to 20% of the world's carbon emissions – by working to promote a system known as REDD+. It provides financial rewards for countries and communities who manage rainforests sustainably. Forests are being cut down at an alarming rate – 13 million hectares per year, an area four times the size of Costa Rica. It can have dramatic consequences for wildlife, the global climate and people.



3. JAGUAR

The incredibly diverse Amazon is home to around 20% of the world's plant species, 20% of bird species and 10% of mammal species, such as the incredible jaguar. And yet an area of Amazon rainforest the size of three football pitches is lost every minute to deforestation. Thankfully, more than three quarters of this forest is still intact. So our focus is to help local people make a fair living from the forest without cutting down the trees, and save what's left of this vast and vital treasure-trove.



4. POLAR BEAR

There are an estimated 20,000-25,000 polar bears in the wild and they're classified as vulnerable on the IUCN Red List. We put together a petition calling on ministers from polar bear range states (Canada, Greenland/Denmark, Norway, Russia and the US) to step up their efforts in polar bear conservation – and we collected more than 42,000 signatures from 130 countries. As a result, the governments committed to help conserve polar bears across their Arctic home.



5. WHITE RHINO

The southern white rhino population in Africa has recovered from fewer than 100 in 1895 to over 20,000 today – a great conservation success. But there's more work to be done, as both white and black rhinos face ever-increasing demands for their horn. We're determined to stop these amazing animals being poached. We're working with rangers to track and relocate rhinos. We're also pressing governments to introduce stronger punishments for those found guilty of trafficking ivory and rhino horn.

VOTE FOR YOUR FAVOURITE IMAGE

To vote for your favourite image by 21 November, and to discover all the benefits of taking out a WWF credit card, visit: www.wwf.org.uk/actionmbna

We'll announce the winner in your next issue of *Action* magazine and give you a sneak preview of the new-look card.

*Minimum payment £6, maximum payment £40.

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BORN ON THE EDGE

Maternal instinct is one of the strongest forces on Earth. But polar bear mums in the Arctic are increasingly being faced with new challenges, due to climate change. That's why your support is vital

Polar bears are perfectly evolved to feed, breed and thrive in the Arctic. Their thick, insulating coats provide great camouflage in a snowy landscape, and the bears have very wide paws that help spread their considerable weight. This enables them to walk on fairly thin sea ice – and the paws are useful as paddles for swimming, too. Their claws are incredibly strong and sharp – not just great for gripping on ice (it's like having five icepicks on each limb), but also perfect for catching and holding slippery seals!

But the truth is, even these top predators are finding it increasingly difficult to cope with the rapid changes in a warming Arctic, particularly female polar bears that have cubs to look after.

SAFE HAVEN

Like any parents, polar bear mums just want a safe place to raise, feed and protect their families. For polar bears, a suitable spot would normally include access to sea ice, which is where they find their main source of food – seals. They stalk their unsuspecting prey on the ice or wait by breathing holes for the seals to emerge. That's why ice is critical for all polar bears.

A pregnant female starts looking for a place to dig her 'maternity den' (a snow cave on land or ice) in early autumn.

She needs somewhere sheltered and safe because her cubs are born blind, hairless and tiny – only half a kilo – and completely dependent on her for food and warmth. Infant mortality rates are already high.

TOUGH CHOICES

But the impact of climate change means that temperatures in the Arctic are increasing and sea ice is forming later, forcing the mother-to-be to make tough new choices. Instead of walking across sea ice, she may have to swim huge distances to find a suitable denning site, or explore unknown territories. There's an increased risk of contact with people – which can end badly.

Then after four months in her den, she'll emerge with her cubs in the spring to meet yet more challenges. She needs to find food fast for her growing cubs – but instead of being able to hunt for seals from the sea ice, as she'd expect, she might instead be faced with nothing but open sea. In some areas that used to be covered by ice in summer, there's no sea ice at all. Polar bears face a very uncertain future.

Turn over to read how you're supporting critical research to understand more about polar bears and their changing habitat, so we can better protect them.

PUSHED TO THE LIMITS



WWF's polar bear expert Geoff York joined a WWF-Canon expedition to Svalbard in the Norwegian Arctic – home to our 'adopted' polar bears – to learn how polar bear mothers are coping with reduced sea ice

The Arctic is a tough environment to do anything, let alone complex conservation science. At temperatures of -15°C, it pushes people and equipment to their limits. As my WWF colleague Tom Arnbom phrased it in his blog: "It's at the edge of what is possible."

Back in April this year, I was one of a team of scientists and researchers from WWF and the Norwegian Polar Institute (NPI) who went on a Canon-sponsored expedition to the Arctic islands of Svalbard. We went there to collect crucial information about Europe's most westerly polar bear population – and specifically to learn more about how polar bear mothers and cubs are adapting to their changing environment as sea ice levels decline.

I already knew all about sea ice melt and the loss of unique Arctic habitats due to climate change, but the trip was still an eye-opener. It's one thing looking at the data and the sea ice maps – it's quite another seeing the decline in person.



The utter lack of ice on the western side of Spitsbergen, the lack of ice in most of the fjords across Svalbard – and very thin, recently formed sea ice in the north and east – were astounding.

And this is at a latitude of 80 degrees north – in line with northern Greenland. All the areas we sailed through should have been solid ice at this time of year – as they were just a few years back.

We were also surprised by how little polar bear prey we spotted from the ship – especially ringed seals, which research shows are also struggling to cope with the lack of sea ice. It didn't bode well.

Over the two-week expedition, the team collected information on 53 bears, some in quite poor condition. But most worryingly we only found two mothers with cubs. The situation was much worse than I'd imagined. I'm hoping it was just

a really bad year, an aberration. But all the evidence suggests we should expect more of this in a warming Arctic.

The best hope for polar bears and their Arctic home is for people around the world to dramatically reduce greenhouse gas emissions (see our climate tips on page 21). But we also really need long-term monitoring of polar bear numbers, movements and denning sites to fully understand the impact the sea ice loss is having on them. And fieldwork this far north is more logistically complicated, and the costs much higher, than similar work elsewhere.

Your support is vital – radio collars alone cost £10,000 each. Your membership is funding key research, as well as helping our work with Arctic communities and governments to reduce risks to polar bears – so people and bears can coexist safely. Thank you.

MUM'S THE WORD

Through the Arctic Home campaign, WWF and Coca-Cola are aiming to help polar bear mums and their cubs to have a more secure future



A lot is still unknown about polar bears and how they survive. By tracking their movements as the sea ice disappears, we can use this information to help create protected areas where pregnant bears have a better chance of successfully raising their cubs. We're also helping local communities in the Arctic to live in harmony with the bears, thus reducing conflicts between people and polar bears.

To highlight the risks to polar bear mums, hundreds of supporters were selected to be part of an incredible living artwork at ExCeL London last month – all helping to form the shape of a mother polar bear. A big thanks to those of you who took part on the day.



© ARCTIC HOME

» YOU CAN HELP

Your membership is already helping fund our vital work to raise awareness of climate change and protect polar bears. But if you'd like to do even more, you can donate to our Arctic Home campaign. Whatever you give will be matched by Coca-Cola, so it will go twice as far in protecting polar bear mums and cubs.

www.org.uk/myarctic

EXTREME SCIENCE

Monitoring polar bears isn't easy work. First the team has to locate a bear and anaesthetise it (by firing a dart from a helicopter), immobilising it for up to an hour so researchers can safely assess it on the ice. They weigh and measure the bear and take small samples of blood, hair, fat and other tissue to gauge its age, levels of hormones, toxins, etc.



During the Svalbard survey the team fitted seven female bears with GPS-tracking radio collars. They can't do this with male polar bears since their muscular necks are wider than their heads, so the collars slip off. The NPI is also pioneering the use of geo-location ear tags the size of a small coin. These capture an amazing amount of information, including temperature and light levels that show, for instance, when bears go into their dens.

The team even tested a potentially useful new genetic process for getting viable DNA samples from animal pawprints. This technique could theoretically be used in more remote parts of the Arctic where traditional monitoring is too difficult or expensive.

You can track the tagged bears at: www.org.uk/polartracker



» WATCH THE FILMS

You can see the WWF-Canon team in action at: www.org.uk/arcticvideos

FOR THE LOVE OF...

CLIMATE CHANGE IS HAPPENING AND THE CHANCES ARE WE ALL LOVE SOMETHING THAT'S AFFECTED, FROM OUR FAVOURITE TREATS TO TIGERS. WE ASKED YOU TO TELL US WHAT MATTERS TO YOU MOST



© FRANCOIS SAVIGNY / NATUREPL.COM

...SNOW LEOPARDS

Snow leopards are already threatened by poaching, loss of their prey and their habitat, and conflict with local people. Now climate change is affecting their Himalayan home, putting them under unbearable pressure.



OWEN O'LEARY
CHISLEHURST

It's estimated that fewer than 6,000 snow leopards survive in the wild today. They're restricted to the mountains of central Asia where, if greenhouse gas emissions continue to increase steadily, 30% of their habitat may be lost. Snow leopards live in the alpine zone, between the tree line and the snow line. As temperatures rise, the snow and the forest recede up the mountain slopes. So the area of suitable habitat fragments and shrinks. At higher elevations, vegetation and natural prey become more scarce, forcing hungry cats to hunt livestock, which brings them into conflict with farmers. You can help by adopting a snow leopard: wwf.org.uk/snowleopardadopt



An environmental journalist for 16 years, Leo Hickman is WWF's chief adviser on climate change.

HOW YOU CAN HELP TACKLE CLIMATE CHANGE

WWF'S LEO HICKMAN REVEALS FIVE THINGS YOU CAN DO TODAY

- 1 Just talk about it: at home, school, work or in the pub. Talking about climate change helps move this important issue up the national agenda.
- 2 Eat a sustainable diet: what's good for the planet is generally good for you, too. A diet that's high in fruit, vegetables, pulses and grains with less meat and dairy would have significant benefits for the environment and for your health. Find out more: wwf.org.uk/livewell
- 3 Choose good wood: help to protect rapidly disappearing rainforests by buying FSC-certified wood. Responsibly managed forests are not just good for wildlife, they're good for local people too. Pledge to buy responsibly at: wwf.org.uk/goodwood
- 4 Calculate your environmental footprint: our simple questionnaire takes under five minutes and could help you to change the way you live: wwf.org.uk/footprint
- 5 Switch to greener energy tariffs at home: a few energy companies now provide renewable energy for their customers. By switching, you'll encourage more investment in greener forms of energy.

Let us know what you pledge to change about the way you live by tweeting @wwf-uk #bethechange

Watch out for more ways to fight climate change in your next issue of *Action*.

...THE SEA

It's home to so many beautiful creatures, we owe it to them to try to slow down climate change warming our seas and destroying marine habitats.



SOPHIE BENGER
WATFORD



Oceans absorb huge amounts of carbon dioxide but excessive carbon dioxide emissions are causing the Earth and its oceans to warm up. This leads to extreme weather events such as hurricanes and storm surges. As greater levels of carbon dioxide are absorbed, oceans become more acidic. This affects the development of krill and other animals that have high levels of calcium deposits in their shells and external skeletons. In turn, it threatens many animals that feed on krill, including penguins and whales. Temperature rises also give coral reefs a 'bleached' appearance and make them crumble, which can have dire consequences for the myriad of reef life that depend on them. You can find out more: wwf.org.uk/climateandseas



© CHARLOTTE SAMS / WWF-UK

...CHALK STREAMS

Chalk streams inspire my photography. They're the epitome of a healthy environment but we often don't appreciate how rare and vital they are for both wildlife and people. I'd hate to see these beautiful waterways destroyed due to climate change.



CHARLOTTE SAMS
FALMOUTH

The UK's rivers and streams are special. Not only do they supply most of our fresh water, they also support a thriving community of plants and animals. Worldwide, rivers are under pressure and climate change will have major and unpredictable effects, causing more floods and droughts, and destroying the delicate balance of our waterways. We're working with Coca-Cola to protect our fragile English chalk streams and to find ways to manage water better. You can see some of these precious places in our freshwater film at: wwf.org.uk/riversonfilm

...BLUEBELL WOODS

When I was a child, we'd walk through our local bluebell woods each year on my birthday in mid-May. These days we enjoy the bluebells on my mum's birthday, nearly a month earlier.



MELANIE COATH
HAMPSHIRE



Almost 50% of the world's bluebells occur in the UK. These beautiful flowers are adapted to bloom before they're shaded out by other woodland plants and the tree canopy. Today, British bluebells flower on average two weeks earlier than they did 30 years ago. Despite this, their emerging leaves still find an increasingly crowded and more heavily shaded environment, and it's feared that our bluebells are suffering as a result. This is just one example of how forests around the world are being affected by climate change. Find out more: wwf.org.uk/forests

...FAIRTRADE COFFEE

I love coffee, and love knowing that by drinking my daily latte I'm helping the world's poorest farmers. But rising temperatures are affecting coffee harvests, threatening farmers' livelihoods – and my morning coffee.



LUKE HARMAN
PLYMOUTH



Coffee could become an expensive luxury item as rising temperatures reduce the amount of land suitable for coffee production and encourage the growth of rust, a disease devastating plantations in central America. Scientists expect that tropical rainforests such as the Amazon will be similarly affected. In the past 10 years, we've seen greater extremes of climate including two big droughts in the Amazon. Long dry spells wither crops, lead to forest fires, damage ecosystems and result in species loss. Find out more: wwf.org.uk/amazon

...MY SON'S FUTURE

As a father of a three-year-old, I'm incredibly worried by the changes I see happening around the world as a result of climate change. When my son grows up, I want to be able to tell him that we did our best to slow down the warming of our planet – not that we stood by and did nothing until it was too late.



SIMON REEVE
BROADCASTER AND
WWF AMBASSADOR

WHAT WE'RE DOING WWF has joined forces with the Climate Coalition – a collaboration of more than 100 diverse organisations dedicated to tackling carbon pollution and energy waste. Together, we're determined to persuade politicians that they must take urgent action and invest in a healthier, cleaner future for us all. www.theclimatecoalition.org

WHAT YOU CAN DO Add your voice. If you haven't done so already, share a story or photo about something you love on our website: wwf.org.uk/fortheLoveof or tweet about your concerns #fortheLoveof



RIVER OF LIFE

THE MEKONG HAS GIANT FISH, RARE DOLPHINS, AND PEOPLE WHO CARE PASSIONATELY ABOUT THE RIVER THAT SUSTAINS THEM. WWF'S AMY LANGRIDGE TRAVELLED TO CAMBODIA TO FIND OUT HOW WE'RE MAKING A DIFFERENCE IN THIS RAPIDLY CHANGING REGION

Winding 3,000 miles from the icy Tibetan plateau, through China, Myanmar, Thailand, Laos and Cambodia to its vast delta in Vietnam, the Mekong river pulses with life.



You'll find around 1,300 species of fish in its waters, including four of the six biggest freshwater fish in the world. A quarter of all fish caught inland in the world are landed in the Mekong basin, providing an income and vital protein for 60 million people. It's also home to critically-endangered Irrawaddy dolphins.

One reason that life thrives here is that, uniquely among the world's great rivers, the lower Mekong mainstream remains free-flowing. But not for much longer, if plans for new hydroelectricity dams go ahead. Some 80 dams are planned within the Mekong basin, including 12 on the lower mainstream.

Hydropower can provide renewable, low-carbon energy for the fast-growing economies of the region. But poorly designed dams in the wrong places could have catastrophic consequences. Studies suggest the planned dams could reduce fish stocks by over 40%, cut off migration routes of large fish, and block essential sediment from reaching the fertile floodplains of the Mekong delta, one of the most important rice-growing regions in the world. So it's vital that any decisions made take into account both economic and environmental needs.



ALL IMAGES: © THOMAS CRISTOFOLLETTI / WWF-UK



We're supporting local Mekong communities to help them manage natural resources, such as fish stocks, more sustainably

NATURAL WONDERS

With the support of the HSBC Water Programme, we're working to secure a healthy future for the Mekong and the people and wildlife it supports. Over four days, I headed downstream via a mixture of motorboats, ferries, cars and minivans from Khone Falls, on the Laos-Cambodia border, through the remote Mekong Flooded Forest conservation area, to the bustling riverside town of Kratie.

Stunning Khone Falls, the largest waterfall in south-east Asia, is a popular tourist site. At the nearby Irrawaddy dolphin pool you can see – and hear – the six dolphins that live here coming up for air. But just a mile upstream in Laos, construction could soon begin on the Don Sahong hydropower project. It's unlikely the dolphins could survive the disturbance.

At WWF, we've joined Cambodia and Vietnam, which are downstream from this project, to urge the Mekong nations to pursue less damaging alternatives.

At the same time, we're supporting projects to help local people improve their livelihoods, for example through ecotourism. Some villagers earn a useful extra income running homestays. Conditions are basic – there's no electricity or running water (luckily, there's a big river on the doorstep), but people are warm and hospitable. Khut Ma, our host in Choeu Teal village, Stung Treng province, can only afford to turn her generator on twice a month, when tourists stay. Her grandchildren take advantage of these opportunities to listen to music and watch TV.

RIVER PROTECTION

Another crucial part of our work is supporting a growing team of river guards, who patrol stretches of the Mekong several times a day, looking out for illegal fishing that threatens both dolphins and the long-term sustainability of fish stocks. Given the risk of bycatch and injury, gillnet use is banned within the dolphin's habitat – a 190km stretch of river between Kratie town

and the Laos border. But enforcing this needs resources, so we've provided teams with GPS units, solar panels, life jackets, radio equipment and uniforms, alongside training courses on first aid, teamwork and navigation.

I spoke to members of a volunteer community fisheries committee. They support the river guards who patrol a two-mile stretch of river in a motorboat provided by WWF. Illegal fishing is decreasing in their village, though that isn't necessarily the case elsewhere. If they protect the river, they say, the numbers of fish will increase, which means less time spent fishing and more chance to do other work. They're also motivated to protect the dolphins, which bring income from tourism.

From the families we see fishing by the river to the craftspeople selling dolphin carvings in Kratie's markets, it's clear how important the river and its wildlife are to people here. The Mekong region may be changing, but this great river remains a vital lifeline. We need to keep it that way.



TENG LEANG

RIVER GUARD

Teng Leang is a military officer, but he also runs boat trips to see dolphins and works as a river guard. The latter role involves patrolling the river for illegal fishing activities, such as using gillnets in key dolphin habitats. Usually fishermen don't know that what they're doing is illegal, so river guards will educate them. He'll arrest recurring offenders, and that can be scary – you don't know how poachers will react to being stopped. But he's proud to be doing what he can to protect the dolphins.

HEALTHY RIVER, HEALTHY COMMUNITIES

The Mekong river provides food and jobs for millions of people. Here, Amy introduces some of those she met during her trip...

PHALLA

When I met Phalla, he was lying in a hammock in the sunshine outside his shop, while his children played nearby in English football shirts. Phalla owns a shop selling beer and groceries by the Khone Falls. He supplements his income by taking tourists by taxi to the nearby dolphin pool. The two sites benefit each other, but if the dolphins were to become extinct, he says his income would halve.



MEAS SOPHAL

Meas Sophal makes wooden sculptures of Mekong species – unsurprisingly, dolphins are the most popular. As the number of tourists has increased, so has the demand for local handicrafts. Her largest sculptures, a metre high, can sell for 100 dollars. In fact, almost every household in Meas Sophal's village – and there are 180 of them – makes some income selling handicrafts.



NGON SAVONARRA

Ngon Savonarra had just completed her latest batch of fish sauce when I talked to her. She and five other women make and sell the sauce to people from nearby villages and islands. It keeps her busy, she says – along with growing rice and vegetables, raising chickens and ducks, and playing an active role in the local ecotourism committee.



MOUNG SOK LEANG

Moung Sok Leang likes driving tour boats – it's relaxing work, and he can take home a salary of US\$7.50 for a day's work. Fishing can be harder. He'll get up at 3 or 4am to fish for a couple of hours, and go out again in the late afternoon after the tour boats have finished. But in the 40+ years that he's been a fisherman on the Mekong, fish have become increasingly difficult to catch.



CHAM REAKSMEY

I stayed the night at Cham Reaksme's home in the village of Koh Dambong. She offers homestays to tourists from all over the world. The extra income enables her to send her two boys to school in a neighbouring village – out of around 30 families in the village, only four can afford to do this. The tourists love getting back to nature, she says, and the dolphins are a big draw. That's why she'll contact WWF when she sees poaching, but she thinks more river guards are needed to protect the dolphins and natural resources on which people's livelihoods depend.



SOR CHAMRAON

I was struck by the passion and commitment of river guard Sor Chamraon. He's been a river guard since 2006, patrolling the river several times a day. It hurts him, he says, to think of people destroying the Mekong's natural resources. If he doesn't patrol, fish stocks will fall and people won't be able to feed themselves. He's seen the benefits ecotourism has brought to his village, for example better housing. The work is hard, sometimes dangerous, and the salary is low – but he'd do it every day if he could.



MEKONG MARVELS

Scientists have been finding new species every other day on average in the Greater Mekong region. Among the 367 new species collected in WWF's recent *Mysterious Mekong* report are a flying squirrel, a skydiving gecko, an eyeless cave-dwelling spider, a fish that mates with its head, and a particularly ugly bat that's already gained the unfortunate nickname "the hunch-bat of Vietnam". The new discoveries are a reminder of just how important it is that we protect this incredible part of the world.

85

Just 85 Irrawaddy dolphins are found in the Mekong, in a 190km stretch of river downstream from southern Laos. Revered in local folklore, they're fully protected in Cambodia, but are threatened by illegal fishing practices and changes to their habitat. Their trademark curved mouths have earned them the nickname 'the smiling faces of the Mekong'.



3.9M

The critically-endangered Mekong giant catfish is the largest freshwater fish in the world. It can grow up to 3.9m long and weigh 300kg. Almost all of these fish live in the Mekong mainstream, migrating upstream to spawn – so dams are a big threat.



5M

The giant freshwater stingray can grow up to 5m long and nearly 2m wide, and its 38cm sting is the largest of any stingray – so it's a good thing it's not aggressive. But the size and number of giant stingrays in the Mekong has dropped dramatically in recent years.



» YOU CAN HELP

Our dolphin adopters also play an important role in helping to protect dolphins. You can join them at: wwf.org.uk/dolphinadopt

You can read more about our Mekong work and the HSBC Water Programme at wwf.org.uk/mekongriver and wwf.org.uk/hsbc

You can help

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BUILDING BRIDGES

Endangered orang-utans in Borneo have a lifeline, thanks to the legacy of one inspiring young man

Oliver Hardiment died at the tragically young age of 25. His passion was the natural world so his parents decided to leave a gift in his memory to support WWF's work in Borneo.

Borneo was close to Oliver's heart – he'd recently visited the island and found it an "amazing" experience. But, in recent decades, large areas of rainforest have been destroyed, threatening unique species such as pygmy elephants and orang-utans. Oliver's family was certain that he would have wanted to help us protect Borneo's forests and its rare wildlife.

With his family's approval, we used Oliver's legacy to construct two rope bridges for orang-utans over the River Segama. Usually orang-utans cross rivers by swinging through the branches of large trees on the river bank.

But the loss of these trees has left the 150-200 orang-utans living in a heavily deforested area north of the river cut off from the larger population and habitat in the south.

'Oliver's bridges' will help the orang-utans cross the river safely so they can find food, mate, and spread out into new areas. And we're using camera traps to try to capture images of the apes using them.

» YOU CAN HELP

Gifts in wills are utterly crucial for WWF – they make up around a fifth of all our donations. Please will you consider leaving us a gift in your will? Your generous donation can help to protect our planet and its wildlife for future generations. Visit: wwf.org.uk/gifts

A MILLION REASONS TO GET INVOLVED

A big thanks to players of People's Postcode Lottery who've raised over £1 million so far towards our vital environmental projects. With your help, we look forward to the next million!

The money raised by lottery players has already supported many great causes. These include the Celtic Seas Partnership – a pioneering project that brings together communities and industries from across the UK, France and Ireland to help protect our seas. We're working with our partners to help manage marine activities in a more sustainable way – for both people and wildlife such as dolphins, porpoises, whales and seals.

To find out how you can join players of People's Postcode Lottery and help us reach the next milestone, visit wwf.org.uk/postcode lottery



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PLANET-FRIENDLY PICKS

What makes the perfect present? Is it fun and forest-friendly, organic and original, or fashionable and Fairtrade? If you're looking for all of the above, we think you'll love our top 10 eco-friendly gifts from the WWF shop:

- 1 **Baby animal notebooks** – cute and handy 
- 2 **Panda pullover hoody** – eco-cosy clothing 
- 3 **Animal SOS** – a crafty choice for kids 
- 4 **WWF's classic desk diary 2015** – a year in images 
- 5 **Porcelain panda mug** – the bear necessity 
- 6 **Wonderbag portable slow cooker** – a culinary must-have 
- 7 **Plush toy tiger** – the ultimate fluffy feline 
- 8 **Special edition tiger print** – a grrreat gift 
- 9 **Animal figurines** – for wild imaginations 
- 10 **Recycled picture frame** – add your own caption! 

For further details and more unique gift ideas, visit: wwf.org.uk/shop

THE PANDA MADE YOU DO IT

Charlotte Bagg from our events team shares her highlights from Team Panda's incredible year



I'm so grateful to all our fundraisers who've gone to amazing lengths in 2014 to support WWF – you make my job feel even more rewarding and I've loved hearing your inspiring stories. From marathons to 100-mile bike rides, you've risen to the challenge to help save our beautiful planet.

Your amazing efforts have already raised over £250,000 this year (and counting!) to help protect some of the world's most threatened habitats and species. Whether we're working to double the number of tigers in the wild or to save black rhinos from extinction – none of it would be possible without you.

I've selected some of my favourite images of the year so far. I can't wait to see what the Panda makes you do next!



© RICHARD STONEHOUSE / WWF-UK © TRISTAN FEWINGS / WWF-UK

© TRISTAN FEWINGS / WWF-UK

CALLING ALL RUNNERS

We're still recruiting for our London Marathon 2015 team, so if you've got a ballot place why not join Team Panda? Or if you'd rather be beside the sea, how about running the Brighton Marathon 2015 for WWF? Sign up today: wwf.org.uk/events

© TRISTAN FEWINGS / WWF-UK

WHY WE RUN FOR WWF...

REBEKAH WEATHERHEAD
HERTFORDSHIRE

Rebekah Weatherhead from Hertfordshire caught the running bug when she competed in last year's Run to the Beat for Team Panda. She says: "I was invited to join a running group and, with their support, I quickly increased my distance to over 13 miles. Suddenly a half-marathon wasn't enough. I wanted a bigger target!"



Rebekah got her wish when she ran the Brighton Marathon this year, also for WWF. "Miles 22-24 were tough as my legs felt like they didn't want to run any more," she says. "But the Team Panda cheering points en-route gave me a real boost." Rebekah's local Brownies and Guides were so inspired by her fundraising efforts that they've selected us as their charity of the year!

CHARLOTTE WALLER
BERKSHIRE

Charlotte Waller is no ordinary runner. She's one of only a few hundred people in the world to complete a marathon on all seven continents. One of her toughest challenges was running the Antarctic Ice Marathon for WWF. She says: "In temperatures reaching minus 20 degrees, we had to cover our faces entirely to prevent frostbite. And sunglasses are mandatory as even a few hours without them can result in snow blindness."



Fortunately, Charlotte's dad kept her company – they ran the marathon together to raise funds for our Antarctic work. "Fundraising for Team Panda has been an absolute pleasure," she says. "This marathon was extreme but it's nothing compared to the struggle that penguins in Antarctica face. They live in the most inhospitable environment on Earth."



CELEBRATING OUR GREEN HEROES



©TRISTANFEWINGS/WWF-UK

Football, bunting and campfires – these were just a few highlights from our Green Ambassadors summit, which recognised sustainability champions in schools. Here's a special report by Alys and Roxanna from West Wittering school

DAY 1

We started the summit at Westonbirt Arboretum, which holds the national collection of trees. It was amazing to see all the different types of trees and learn about their history. Then we were shown how to make sustainable art. We collected 5-10 natural things like leaves and twigs, put them in eco-friendly paint and left them in the sun to dry.

Later on we went to the campsite where our bell tents had beds, duvets, carpets and even bunting! WWF ambassador and ex-England footballer Graeme Le Saux gave us a football workshop and taught us some great new skills. He told us he's supported WWF for 30 years, and that he thinks nature is one of the most important things we should protect. It was a really fun day, and in the evening we all sat around the campfire and sang songs.



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DAY 2

Early the next morning we visited Highgrove and had a tour around the Prince of Wales' beautiful gardens, to learn about how they're managed sustainably. We heard one child say: "Walking through each door is like visiting Alice in Wonderland's garden."

We also met scientists from the Royal Entomological Society who showed us some of the amazing insects that live in the Prince of Wales' garden. Then we peeled away the leaves that we'd left in paint the day before, to find beautiful patterns. We used them to help decorate a wishing tree with our wishes for the planet.

To top off another fun day, we recorded video messages for WWF's 'For the love of...' campaign, saying what we love most about nature. We used a green screen to make it look like we were in the forest or on the beach!

Then it was time for the Green Ambassadors awards ceremony, which recognised schools, pupils and teachers for doing great work for the planet. Our brilliant teacher, Mrs Lewis, won a special award for helping us to understand green issues. It was a wonderful, once-in-a-lifetime opportunity that we'll never forget.



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©PAULBURNSPHOTOGRAPHY

- » REGISTER YOUR SCHOOL
Sign up at: wwf.org.uk/greenambassadors
- » SEE OUR GREEN HEROES IN ACTION
Watch the film: wwf.org.uk/greenheroes

YOUTH GROUPS GO GREEN



There are so many ways that young people can experience nature in their daily lives and make a positive difference to the environment. Our new programme for youth groups, Green Ambassadors 4 Youth, offers fun activities to help young people learn about key environmental issues. When you sign up you'll receive a list of challenges to choose from, such as building bat boxes and organising canal clean-ups, along with badges for young people who've completed their activities. Find out more: www.greenambassadors4youth.org.uk

YOUNG SUPPORTERS IN ACTION

A big thanks to all our supporters who help us protect nature every day. We hope you'll be inspired by these stories of remarkable young fundraisers who've gone the extra mile for WWF. Keep up the good work everyone!

MIGHTY MISSION

When Ella Simms from Sandfield primary school in Guildford read in *Totally WWF* magazine about the threats to African rhinos, she knew she had to get involved. "I couldn't believe how many black rhinos were being killed for their horn," she said. "I wanted to do something to help WWF protect them." Ella and her friends organised a stand at their school summer fair to raise awareness of the rhino crisis. They also baked cakes and made bookmarks and bracelets – and they raised a fantastic £72 to help black rhinos.



©PAULBURNSPHOTOGRAPHY

ALICE DRAWS THE LINE

Alice Evans from Brighton was so moved by our 'Draw the line' campaign to protect Virunga National Park that she decided to hold a cake sale at her school to show her support. With the help of some friends, Alice raised an amazing £120 towards the appeal. Her dad Paul got in touch with us to say how proud he was of her – and we couldn't agree more! Thanks to supporters like Alice, Virunga is now safer from the immediate threat of oil exploration.



FAMILY VALUES

Sisters Raffaella and Angelina were so concerned about the plight of endangered snow leopards, they spent six months fundraising to help protect them. The sisters designed and sold badges, and raised an incredible £260. They also gathered as much information as possible to tell the snow leopard's story to their family and friends. It seems that kindness runs in the family – the girls' mum Tracey also raised money to help gorillas when she was a child. The sisters plan to raise money for rhinos next – the sky's the limit!



NUTS ABOUT NATURE?



If you know a young person who loves nature as much as you do, why not sign them up to the Go Wild club? It's the perfect gift that not only benefits people and wildlife but enables future generations to get involved in protecting our amazing planet too.

Each Go Wild member gets a special explorer's pack, which contains all these goodies:

- Exclusive drawstring backpack
- Activity booklet, stickers, keyring and wristband
- *Totally WWF* magazine four times a year, packed full of wild animal facts, stories from the field and fun activities

EXCLUSIVE OFFER FOR WWF MEMBERS

We're offering you the chance to sign your young explorer up to the Go Wild club at half price – just £1.50 a month. Find out more at wwf.org.uk/gowildoffer

Your chance to win

TURTLEY AMAZING ART

We've got three turtle sculptures and 10 keyrings, made from recycled flip-flops, to give away



Huge amounts of flip-flops and other rubbish are washed up on the beaches of Kenya's Lamu archipelago every year, threatening the turtles and other marine wildlife that inhabit these beautiful waters. But local community groups are transforming the discarded flip-flops into colourful art, which they're selling through organisations such as Ocean Sole (see page 13).

You could win one of three turtle sculptures or one of 10 runner-up prizes of turtle keyrings, by answering the following question:

Which famous broadcaster and WWF ambassador recently witnessed the vast amount of marine litter on Lamu's beaches?

- a) David Attenborough
- b) Simon Reeve
- c) Deborah Meaden

The closing date for entries is Friday 14 November. Send your answer, together with your name, address and telephone number to Ocean Sole Comp, *Action* magazine, at the address below, or email it with 'Ocean Sole Comp' in the subject line, to action@wwf.org.uk

To find your nearest stockist of Ocean Sole products, visit: www.ocean-sole.com



Send your answers, together with your name, address and telephone number to: *Action* magazine, WWF-UK, Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

All competition terms and conditions can be viewed online at wwf.org.uk/compterms or by calling our supporter care team on 01483 426333.

KEEP COSY

You could win one of five Arctic Home blankets to keep you and your family cosy this winter



© ERIC BACCIGA / NATUREPL.COM

Through the Arctic Home campaign, we're working with Coca-Cola to raise awareness of climate change, which is affecting polar bear mums and their cubs (see page 16).

For the chance to win one of five Arctic Home blankets to keep you and your family warm this winter, tell us how long a polar bear mother and her cubs usually stay in their den during the winter:

- a) 4 months
- b) 6 months
- c) 2 months

The closing date for entries is Friday 21 November. Send your answer, together with your name, address and telephone number to Arctic Home Comp, *Action* magazine, at the address below, or email it with 'Arctic Home Comp' in the subject line, to action@wwf.org.uk

RUNNING WILD

We've got three pairs of limited-edition Veja trainers, designed by Lily Cole, up for grabs

Actress and environmentalist Lily Cole has created a range of colourful canvas trainers with French ecological shoe brand Veja. The soles are made from Amazonian wild rubber sourced by rubber tappers in Acre, north-west Brazil. Lily visited the area as part of her role as ambassador for WWF and Sky's Rainforest Rescue partnership. For every pair of trainers sold, Sky will donate £10 to help a rubber tapper in Acre tap six more trees, earning them a fair living while keeping the forest standing.

For the chance to win one of three pairs of trainers, just tell us the name of Lily's trainer design. Visit wwf.org.uk/trainers to find out more. Is it:

- a) Iara?
- b) Leilah?
- c) Taua?

The closing date for entries is Friday 28 November. Trainers are subject to availability. Send your answer, together with your UK shoe size, name, address and telephone number to Wild Rubber Trainers Comp, *Action* magazine, at the address below, or email it with 'Wild Rubber Trainers Comp' in the subject line, to action@wwf.org.uk

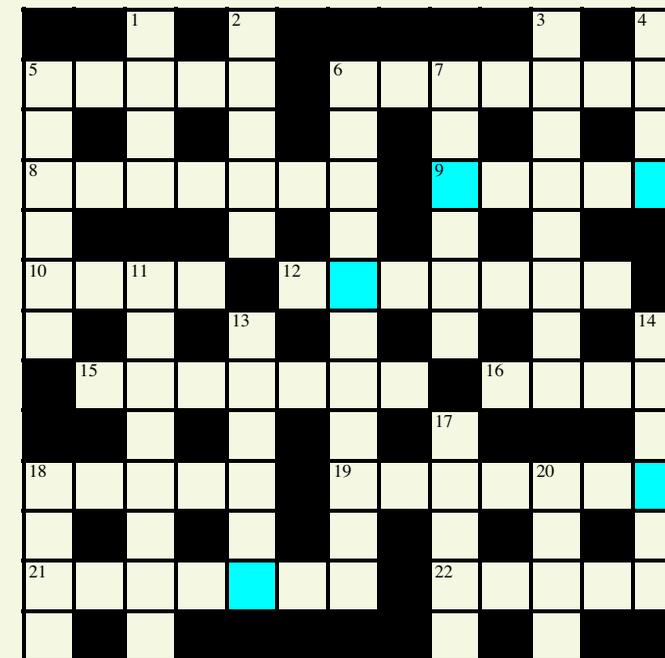


Send your answers, together with your name, address and telephone number to: *Action* magazine, WWF-UK, Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

All competition terms and conditions can be viewed online at wwf.org.uk/compterms or by calling our supporter care team on 01483 426333.

CROSSWORD

PRIZE CROSSWORD 28
Compiled by Aleric Linden



Three lucky winners will each receive a dolphin keyring made by one of the people Amy met in the Mekong (see page 22) 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

- 5 Coral __, biologically-diverse marine ecosystems (5)
- 6 Chilean creature otherwise known as the Patagonian toothfish (3,4)
- 8 Plant-based matter used as a source of energy (7)
- 9 __ Basin, located in Africa, it's the world's second-largest tropical rainforest (5)
- 10 The upward impact of climate change on sea levels (4)
- 12 __ loss, it's a major threat to many species (7)
- 15 How Arctic ice is disappearing as a consequence of global warming (7)
- 16 __ whale, endangered species – biggest creature on the planet (4)
- 18 Dense forest, especially in the Amazon basin (5)
- 19 Coastal spots covered by the Blue Flag eco-certification scheme (7)
- 21 __ river dolphin, freshwater animal declared extinct in 2007 (7)
- 22 The Steller's is a vulnerable species of which duck? (5)

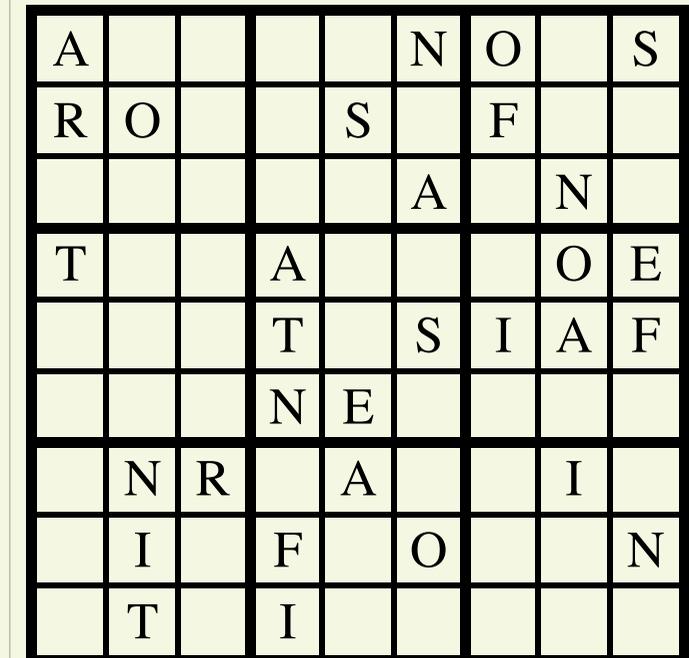
Clues Down

- 1 __ net deforestation – WWF's goal by the year 2020 (4)
- 2 Greater one-horned, Javan and Sumatran are species of which rhinoceros? (5)
- 3 A shortage of it can lead to droughts (8)
- 4 Capital city in northern Europe which has been dubbed 'the electric vehicle capital of the world' (4)
- 5 __ Swan, the first person ever to walk to both Poles (6)
- 6 Like any natural resources that don't become exhausted (11)
- 7 Threatened region that is home to the narwhal, walrus and polar bear (6)
- 11 __ Isles, scene of a 1993 disaster off Scotland involving the Braer oil tanker (8)
- 13 Cook __, body of water separating New Zealand's north and south islands (6)
- 14 __ white-fronted goose, bird species classified as vulnerable (6)
- 17 Fresh or marine, it gives life to the planet's ecosystems (5)
- 18 Production of this food crop has become synonymous with Amazon deforestation (4)
- 20 One of the things elephants are hunted for (4)

June 2014 issue answers Prize word: ENERGY Across 1. Copper 5. Cliff 9. Eel 10. Slow worm 11. Union 12. Tourism 14. Silverbacks 16. Boilers 18. Tiger 21. Kalahari 22. Eco 23. Lease 24. Grevy's Down: 2. Ocean 3. Palm oil 4. Rise 6. Lower 7. Forests 8. Colombo 13. Retreat 14. Storage 15. Chinese 17. Leaks 19. Ebony 20. King

SUDOKU

SUDOKU 13
Compiled by Aleric Linden



Here's a Sudoku with a difference. Instead of using the numbers 1 to 9, you need to use the nine different letters contained in RAINFOREST.

Usual rules apply – fill in the grid so that each row, column and 3x3 box contains these letters.

And remember, each of these nine different letters must feature only once in each row, column and box.



PRIZE CROSSWORD 28: October 2014 issue

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Prize words: _____

Please return by 14 November to: *Action* crossword, Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

Or email your answer to: crossword@wwf.org.uk

IN OUR NEXT ISSUE...

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SAVING OUR FORESTS

The world's forests are suffering from illegal logging and clearance, yet demand for wood is set to triple within our lifetime. Find out how we're campaigning to encourage sustainable timber and to stop illegally logged wood entering the European market.

© DAVID SOUTHERN / WWF-UK



RIVERS OF LIFE

England's chalk streams are beautiful, valuable – and under threat. Join us on a journey down some of these spectacular waterways, to discover their rich and rare wildlife. And learn how you can help to save water and these precious lifelines.

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GOOD NEWS FOR GIANT PANDAS

There's new hope for the world's rarest bear as the results of China's fourth national survey are revealed. *Action* explores what the past decade of conservation has achieved for WWF's icon – and what still needs to be done to protect giant pandas and their habitat.



Why we are here

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

wwf.org.uk

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