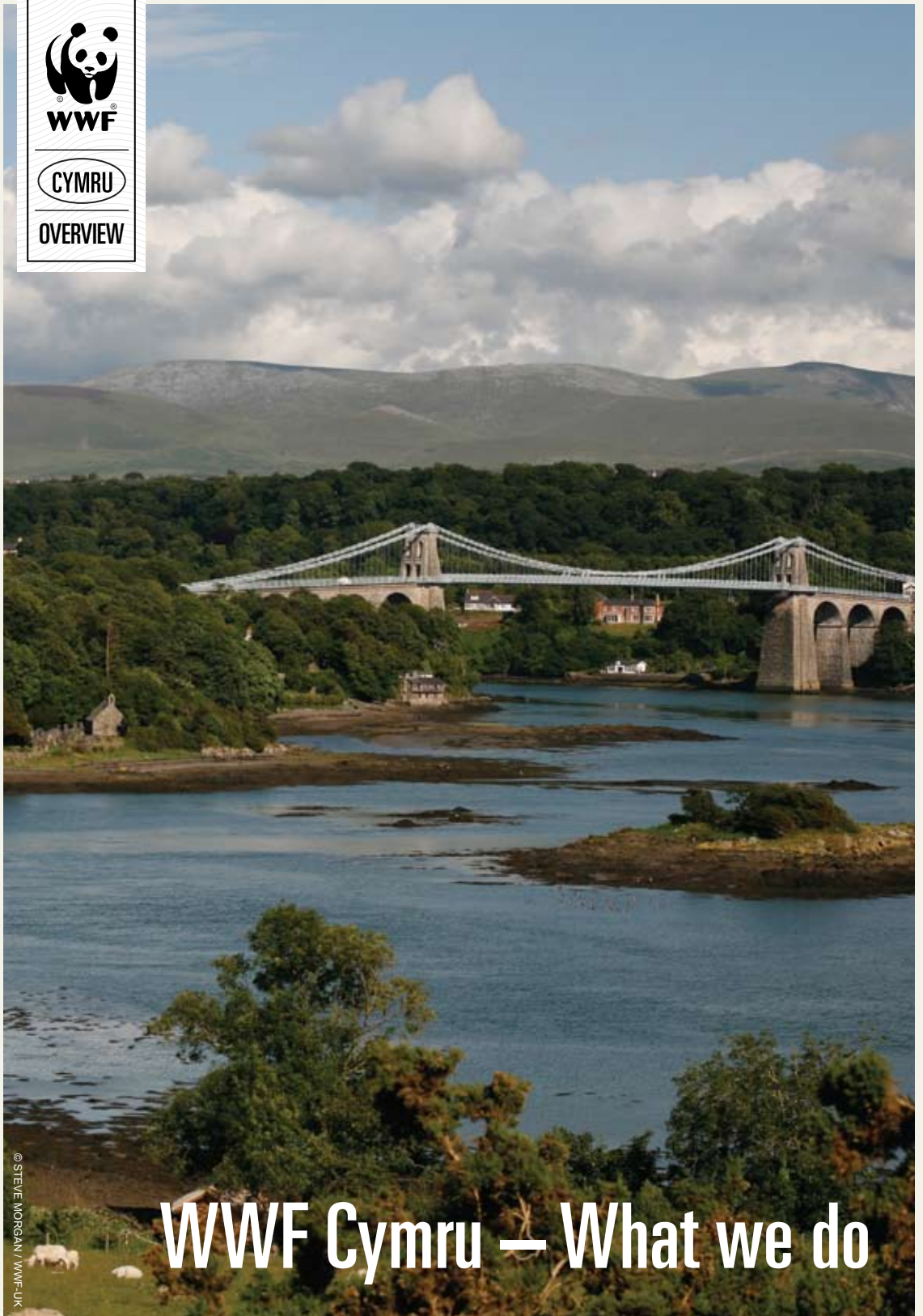




WWF

CYMRU

OVERVIEW



WWF Cymru — What we do

WHAT WE DO

WWF Cymru is the Welsh office of WWF-UK, which is part of the world's largest conservation and environmental organisation.

Our team focuses on raising the profile of key issues alongside policy work and lobbying. We aim to ensure that the environment and sustainability are high on the political and media agendas.

HOW WALES FITS INTO THE GLOBAL PICTURE

Many of today's most pressing conservation challenges are global, and some of the most critically endangered wildlife, as well as the most diverse – yet least protected – forests and seas are in Africa, Asia and Latin America. We have effective field projects in these areas and many more, backed up by international policy work.

However, the origins of many of these problems lie here in Wales, in people's attitudes and behaviour, and the policies of our governments. Everyone's actions cause a ripple effect around the world. That is why WWF Cymru is working with the Welsh Assembly Government, other organisations in Wales and the media to raise awareness of these issues and reduce our impact on the planet.

WWF Cymru also works to safeguard the marine environment by ensuring effective use of legislation and long-term plans which will protect our threatened marine habitats and species while allowing the sustainable use of marine resources.

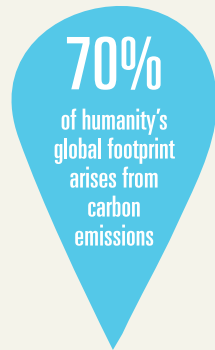
Promoting more use of renewable energy in Wales is also a priority for WWF Cymru, as the threat of climate change is now one of the biggest challenges facing our future.



CHANGING THE WAY WE LIVE

Globally, people are using about 25% more natural resources than the planet can replace and in Wales we're consuming nearly three times our fair share of natural resources. We face an

'ecological overshoot' that will have severe consequences for people and nature unless we change the way we live.



This is why WWF presses government and industry to make the changes needed to help us alter our over-consuming lifestyles. The Welsh Assembly Government last year adopted our vision of a 'One Planet Wales', where people and nature thrive within their fair share of the Earth's natural resources.

We will continue to lobby government and businesses to operate more sustainably through promoting a One Planet Economy. Although we support efforts to move to a low-carbon economy, other aspects of sustainability also need to be addressed.

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

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

Our vision of a 'One Planet Wales' identifies key ways to achieve sustainable development through reducing the footprint of eight key sectors: food, buildings, transport, products, services, energy, resources and our lifestyles.

Each section focuses on recommendations for the short, medium and longer term from now until 2050. These include:



- Transform Wales' economy towards a One Planet Economy. The UK government has accepted the need to develop a One Planet Economy as outlined in its sustainable development strategy.
- Establish a procurement policy that demands high standards of resource efficiency and continuous improvement, leading the way for the rest of the public service and generating new markets for low-impact products.
- Set targets for consumer behaviour change via government communications campaigns which promote sustainable consumption.
- Recognise the scale of resource efficiency improvements required by the business sector and reward businesses that identify opportunities that contribute to reducing their own footprint and that of the market sector.

TACKLING CLIMATE CHANGE

Climate change is a big issue for WWF because it affects everything we do. A warming planet alters weather patterns and water supplies, seasonal growth for plants and ways of life for people and wildlife. The impacts are already being felt all over the world. And it will get worse.

There's lots we can do, but not much time.

That's why WWF is taking urgent, positive action around the world to limit climate change. We're campaigning hard for a strong, fair and equitable international climate deal and to protect wildlife and people.

The science says we need to keep the rise in average global temperatures well below 2° C (compared to pre-industrial levels), otherwise we risk uncontrollable changes to the way our planet works. And that means serious threats to a third of all species on Earth. To keep temperatures down, we have to cut greenhouse gas emissions drastically by at least 80% by 2050, with a more immediate target of 40% below 1990 levels by 2020.

If, like us, you want future generations to enjoy the beauties of our natural world, it's vital that we all pull together to tackle climate change today.

WWF Cymru works tirelessly to ensure Wales makes a fair contribution towards this international effort to stay well below 2°C warming. We do this through:

- Working to advise and inform the Welsh Assembly Government on the best strategy to deliver cuts in greenhouse gas emissions. We also try to ensure the Welsh Assembly Government plays a leading role on the UK and International stage by driving forward the required cuts in emissions of at least 80% by 2050.



- New technologies provide opportunities to make all new homes 'zero carbon' – meaning that no carbon emissions are produced from energy used in the home. WWF Cymru continues to support the Welsh Assembly Government's plans for 'zero-carbon' new housing and work with them to adapt and improve existing homes to reduce emissions.
- WWF Cymru is promoting low-carbon alternatives like wind and wave which are very abundant resources in Wales. These alternatives can make a considerable contribution to the UK energy mix and the fight against climate change.
- Scientists say a 2-3°C rise in average global temperatures may put 20-30% of species at risk of extinction. A core part of WWF's work will be helping people, wildlife and their habitats adapt to the effects of climate change. WWF Cymru's Climate Witness programme helps communities and individuals already experiencing the impacts of climate change tell their story.
- WWF Cymru works with a diversity of partners including governments, the media, academia and other international agencies on environmental well-being and eliminating poverty.

80%
MINIMUM CUT IN
GREENHOUSE GAS
EMISSIONS BY 2050

40%
EMISSION REDUCTION
TARGET BY 2020,
BELOW 1990 LEVELS



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SAFEGUARDING THE NATURAL WORLD

Wales boasts 1,200km of some of the most beautiful coastlines in Europe. Our waters are among the most diverse in the world, supporting cold-water corals, dolphins, porpoises, whales, sharks and turtles. We also rely on our seas for food, transport, recreation

and energy, and many depend on it for their livelihoods.



However, the marine environment is being placed under increasing pressure as we demand use of the goods and services it provides. Sometimes damage can occur through the effects of multiple pressures. And the effects are compounded by climate change.

A decade of campaigning by WWF came to fruition with the introduction of the UK Marine and Coastal Access Act in November 2009, which heralds a brighter and more sustainable future for our seas. However, the Marine Act is only the first step in the process to secure clean, healthy and biologically diverse seas. The UK act brings important new powers to Wales, but the Assembly Government must take steps to ensure that the act is implemented quickly and effectively in Wales, or our seas will continue to suffer.

WWF Cymru would like to see a healthy, functioning marine ecosystem that continues to deliver goods and services whilst ensuring that appropriate protection is given to our unique marine habitats and the species they support. To deliver this we need:

- An ecosystem-based approach which integrates ecological, economic and social goals to help deliver sustainable development.
- The creation of highly protected sites to boost the health of the marine environment and allow damaged and degraded areas to recover.

- Swift introduction of a new system of marine planning to help avoid or reduce conflict between marine users, to identify suitable developments, to manage marine resources sustainably, and to protect important environmental and social assets from inappropriate development.
- Clear, transparent and accountable regulation of activities in Welsh seas to ensure that sustainable development is the priority consideration.
- To appropriately manage fisheries to ensure a sustainable future for our fishing industry, by working in partnerships with stakeholders.
- To work with government, industry and other stakeholders to ensure the tools in the Marine Act are implemented effectively and decisively in Wales.



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TAKE ACTION

You can help us tackle climate change, to lessen our ecological footprint and to preserve biodiversity. Think about the products you buy and what you consume in order to limit the damage to vulnerable wildlife, their habitats and the natural environment.

We believe together we can all make a difference to the future of our world, the preservation of wildlife and ultimately our own lives with just small and simple changes.



WHAT CAN YOU DO?

We always need your help and support in our campaigns to help reduce our ecological footprint, tackle climate change, safeguard our stunning marine environment and to help

preserve wildlife and their habitats globally. Government and business need to hear your demands for change. We need their help to make it easier for us all to live more sustainably.



- To make your voice heard become a WWF campaigner – for more information visit wwf.org.uk/howyoucanhelp
- Become a member! Help our vital work by joining WWF from as little as £3 a month and receive great benefits. Visit wwf.org.uk/member
- As consumers, we can all buy less and buy only sustainably sourced products in order to reduce our impact on the planet. We can also make changes to our shopping patterns and use our purchasing power to support eco-friendly and fair trade products.
- Individuals and businesses can help protect our rainforests. They're an invaluable resource and home to as much as 90% of the planet's terrestrial animal and plant life. You can do this by only buying wood or timber-based and paper products from sustainable sources – look for the FSC symbol on products.
- Traditional meals such as fish and chips can still be enjoyed, but why not try alternatives such as pollock, coley, or hake instead of over-fished cod? If you have to have cod, buy only MSC-certified cod, from a sustainable source. Look for the MSC logo when you buy seafood, and visit our website wwf.org.uk/wales



to download our tasty and fabulously sustainable fish recipes.

- Adopting an endangered animal is one of the best ways to support it, and to safeguard the whole species. This makes the perfect gift and helps to protect your chosen animal and its habitat. For more information visit wwf.org.uk/adopt
- Visit wwf.org.uk/calculator to find out your impact on the planet by measuring your ecological footprint. Our footprint calculator also offers tips on how to live more sustainably.

WWF Cymru in numbers



2000

WWF Cymru is established and begins operating in Wales

75%

reduction needed in Wales' ecological footprint by 2050



10 YEARS

of our campaigning has led to a new Marine Act that will protect Welsh and UK seas

40%

emissions reduction needed by 2020

	<p>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.</p> <hr/> <p>wwf.org.uk/wales</p>
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