

WORLD WIDE FUND FOR NATURE

Known internationally by its panda logo, WWF is the world's largest private conservation organization. Its mission is to halt the degradation of the planet's natural environment and build a future in which humans live in harmony with nature by conserving biodiversity; ensuring the sustainable use of natural resources; and promoting reductions in pollution and wasteful consumption. It has six priority areas: forests; fresh water; oceans and coasts; species; climate change; and toxic chemicals. An independent non-governmental organization, WWF works with governments, other NGOs, scientists, business, industry and people at the local level. The Director General of the WWF International Secretariat in Gland, Switzerland, is Dr. Claude Martin.



Marine turtles, tigers, whales and pandas are among the flagship wildlife species WWF seeks to protect.

Since its creation in 1961, WWF has invested in more than 13,000 projects in 154 countries. Today, WWF supports and manages conservation projects in Africa, Asia, Europe, North America, and Latin America. It undertakes more than 1,200 projects a year, employing some 3,800 people and investing \$260 million in its work. Using its 27 national organizations, 24 program offices and five Associates WWF works with the general public to generate more public awareness of conservation issues, spotlighting crucial issues by launching high-visibility international campaigns. In 1986, WWF changed its name from World Wildlife Fund to “World Wide Fund for Nature” to reflect its wider responsibilities, not just protecting wildlife species, but conserving the ecological processes and life-support

systems including soil, water and air as well as the habitats on which life depends. In 2001 WWF decided to use the original acronym as its one, global name.

Since 1985, WWF has channeled \$3.1 billion to projects around the world. Its work has included rehabilitation programs for tropical moist forests and other endangered woodlands which house over half of the world's species; revitalization and conservation of wetlands and coastal habitats; preservation of global biodiversity (species richness, genetic diversity and ecosystem complexity); the successful lobbying for the creation of the Southern Ocean Whale Sanctuary; and campaigns to reduce consumption and ban illegal trade in products of endangered species such as rhino horns and elephant tusks.

In 1987, the WWF innovated “Debt-For-Nature Swaps” as a way of easing developing world debt while at the same time supporting national conservation efforts. The

swaps involve the acquisition of part of a country's external debt by a conservation organization, at a discount, and its redemption in local currency, local currency bonds, or dollar bonds to be used for conservation activities. The U.S. Agency for International Development (USAID) provides support for debt-for-nature swaps.

Recognizing that local conservation problems often have their roots in wider social and economic issues, which influence how people use and consume resources and affect the environment, WWF has adopted an ecoregion conservation approach. WWF has identified the 200 ecoregions – the Global 200 – which are most representative of the world's biological diversity and which must be preserved if we are to leave a living planet to future generations. It is in these areas that WWF is working hardest to make a difference. WWF also works with TRAFFIC (the wildlife trade monitoring program of WWF and IUCN-The World Conservation Union) to reinforce the effectiveness of wildlife trade monitoring activities.

U.S. POLICY

The U.S. national organization continues to be known as World Wildlife Fund; it is recognized as one of the strongest national WWF bodies.

MEMBERSHIP

WWF is not made up of member states; rather its work is supported by 4.7 million contributors, most of them private individuals.

BUDGET

Between June 2002 and June 2003, WWF spent \$277 million on international and wildlife conservation programs.

INTERNET

www.panda.org

ADDRESS

World Wide Fund for Nature
Avenue du Mont-Blanc
CH-1196 Gland
Tel: 022.364.9111
Fax: 022.364.5829/364.8307