



WWF

REPORT

NOVEMBER

2012

Conservation Highlights

May - November 2012

Recent achievements and challenges in
WWF's work to protect biodiversity and reduce humanity's footprint in
priority areas of the global conservation programme

CAMPAIGNS

GLOBAL CAMPAIGNS

WWF has run many campaigns to focus attention on key issues and seek solutions. WWF is now launching a new series of global campaigns to deal with critical and urgent environmental issues and threats, starting with the illegal wildlife trade. Many wildlife populations are being driven to the edge of extinction due to huge new waves of poaching fed by demand for products such as ivory, rhino horn and tiger parts.

WWF's Illegal Wildlife Trade Campaign will profile illegal wildlife trade as a serious crime. African elephants and rhino, and tigers – all currently threatened by an upsurge of poaching for the illegal trade – will be the face of this campaign which aims to secure key changes to turn round the decline of species due to this malignant activity.

Central African anti-poaching actions agreed

In June 10 Central African governments agreed a regional action plan to strengthen law enforcement and better combat poaching of elephants and other species at risk from the illegal wildlife trade. The governments also announced plans for a heads of state summit in 2013 to address wildlife loss and protect biodiversity.

This agreement follows record levels of elephant deaths driven by the illegal ivory trade, which has reached crisis levels in Africa. 2011 witnessed the highest ever number of large-scale ivory seizures, and the killing by armed poaching gangs of over half the elephants in a national park in northern Cameroon in early 2012 showed the scale of the threat and need for urgent effective action.



New rhino breeding groups created in South Africa

WWF is helping establish new rhino breeding populations in secure areas to help spread the risk away from vulnerable rhino habitats. In October, 13 rhinos were translocated to new homes – part of a rhino range expansion project that has created 8 new breeding populations. Translocation of rhino to more secure areas is one of several actions being taken by South Africa in response to severe poaching attacks: more than 550 rhinos have already been killed in 2012, exceeding the 448 killed in 2011. Rhino poaching rates have rocketed since 2007 when new markets emerged in Asia. Increased enforcement is resulting in greater arrests of poachers, middlemen and couriers, but WWF is calling for greater efforts to eliminate the illegal trade routes and demand.



WWF's Wildlife Trade campaign launches

WWF and TRAFFIC have publicly launched the global campaign against the illegal wildlife trade – 'Kill the trade that kills' – and already WWF International has fan bases on Facebook and Twitter of a million each and growing fast.

The first major report of WWF's Illegal Wildlife Trade campaign, the Wildlife Crime Scorecard, scored 23 African and Asian countries implicated in illegal trade of ivory, rhino horn and tiger parts with ratings of green, yellow or red. The report was released in July for a Standing Committee meeting of CITES (Convention on International Trade in Endangered Species). Vietnam scored poorly as a primary destination for rhino horn, and has been asked by CITES to report on progress to curb the trade.



Wildlife crime threat to national security

In September, the UN General Assembly recognised wildlife crime as a threat to the rule of law along with corruption and drug running. The rapidly-growing illicit international trade in endangered species products is estimated to be worth US\$8-10 billion per year.

U.S. Secretary of State Hillary Clinton later called on world governments to do their part to stop illicit wildlife trafficking. “Local populations that depend on wildlife, either for tourism or sustenance, are finding it harder and harder to maintain their livelihoods,” she said. “Park rangers are being killed, and we have good reason to believe rebel militias are players in a worldwide ivory market worth millions and millions of dollars a year.”



© 2004 Friends of Hillary.

Gabon takes action against wildlife crime

More than 1,200 ivory tusks plus carvings were burned publicly in June as Gabon sent a strong signal demonstrating its commitment to tackle elephant poaching and the illegal wildlife trade. This event followed a period of intense poaching activity in Central Africa, where the illegal killing of elephants is at record levels.

At the same event, Gabon’s President Bongo committed to zero tolerance for wildlife crime, and stated that his government would review penalties and ensure people committing wildlife crimes were prosecuted and imprisoned.



© WWF-Cannon / James Morgan

Building consensus against illegal wildlife trade

On December 12, a major Illegal Wildlife Trade Campaign publication will be launched at a briefing for United Nations ambassadors in New York. Fighting illicit wildlife trafficking: A consultation with governments is the first ever analysis of the opinions of government officials and representatives from intergovernmental organizations on the topic. The report seeks to build a wider consensus within key government ministries beyond environment by highlighting the destabilizing effects of wildlife crime. To support the advocacy engagement of WWF offices with their countries’ foreign affairs, defence, justice and finance ministries, the WWF International Hot House has produced an advocacy Heat Pack with custom briefings, letters and instructions.



© AP Photo

CAMPAIGNS

TIGERS

In 2010/2011, WWF seized the opportunity of the Year of the Tiger in the Chinese calendar to run an 18-month campaign to focus attention on the plight of the tiger – numbers of tigers had halved to as few as 3,200 since the previous Year of the Tiger in 1998. The campaign's main aim, to gain commitment by all 13 tiger range states to double tiger numbers by the next Year of the Tiger in 2022 was agreed at the St Petersburg International Tiger Conservation forum, together with an ambitious tiger recovery plan. WWF is now working with range states to implement their commitments on protecting tigers and their habitats and prey, and to stop the illegal trade that is a major cause of the huge fall in tiger numbers. There are signs of recovery.

Russia boosts protection for tigers

Trade, transportation and possession of endangered species such as tigers will all be considered crimes under new legislation proposed by the Russian Government, following discussions with WWF. Currently, only the actual killing of a tiger is a crime – possession of or trading in tiger parts rates an insignificant fine. WWF will help the Russian Ministry of Natural Resources and Environment draft the new law.

Increased protection for tiger habitats in Russia is also improving, with commercial logging being banned in key tiger areas. Numbers of Russia's Amur tigers remain stable at about 400, representing more than 10 per cent of the total estimated global population of 3,200 wild tigers.



WWF welcomes renewed pledge to x2 tiger numbers

Two years on from the crucial 'tiger summit' in St Petersburg, Russia, tiger range state governments called for increased investment in tiger conservation and reaffirmed their commitment to doubling wild tiger numbers by 2022. At the 2nd Asian Ministerial Conference in Bhutan in October range state countries showed how conservation action and funding has stepped up in their countries since the tiger summit, and that increased effort is helping stabilize tiger numbers.

At the same event a new report, *Tigers Across Borders*, on a first-ever joint survey by the governments of Bhutan and India showed tiger populations living in the transboundary Manas conservation complex along their shared border.



Greater hope for Asia's tigers

At a WWF side event during the Convention on Biological Diversity (CBD) meeting in Hyderabad, India in October, the Indian Environment Minister Ms Jayanti Natrajan noted significant progress in tiger conservation, with the last census reporting a 20% increase in India's tiger numbers. Titled *'Turning the Corner on Tiger Conservation'*, the event included displays on tiger conservation status and shared a sense that the recent tiger conservation commitments are succeeding in slowing and perhaps even stopping the precipitate decline in tiger numbers across their range.

Award-winning actor Rana Dagubatti joined the Minister in signing cards to be sent to tiger rangers recognising their bravery and commitment.



Fighting for Virunga National Park

Africa's oldest national park and UN World Heritage Site, featuring a priority conservation landscape and iconic species such as endangered mountain gorillas, Virunga is under threat from oil prospecting companies led by Total (France) and SOCO (UK). In open letters to Total and SOCO, WWF asked the companies to announce they will not explore inside the agreed existing boundaries of the protected area.

The deaths of park staff and military protection officers in October underlines the threat facing Virunga. WWF deeply regrets this loss and encourages donations to a fund to improve the security of park staff and support bereaved families.



© WWF / Martin Leers

Stop forest destruction in Sumatra

WWF has for years tried to persuade Asian Pulp and Paper (APP), the world's fifth largest tissue producer, to make its operations environmentally sustainable, but APP consistently fails to implement its commitments. Since 1984, APP and its affiliates have logged an estimated 5 million hectares of Sumatran tropical forest. WWF is informing APP's customers in the United States that the company is responsible for huge deforestation in Sumatra, destroying habitats of critically endangered species such as Sumatran tiger and orang-utan. So far 17 of 20 customers have agreed to drop APP products, and one product, Paseo toilet paper made from fibre supplied by APP, has been discontinued in the US. In a second phase, WWF is targeting Livi, another product using APP-supplied fibre.



© Eyes on the Forest

At any one time WWF is running a number of national and regional campaigns aimed at achieving the creation of a protected area, or protecting a threatened reserve, developing new legislation or pushing for its implementation, stopping an environmentally-damaging activity or promoting sustainable development within a green economy.

WWF has a strong record as a campaigning organisation – able to combine science-based arguments with policy and practical solutions to achieve responsible and sustainable action to conserve biodiversity and reduce human impact on the environment.

Boosts for biodiversity in Central Africa

“When WWF began 51 years ago,” said WWF International Director-General Jim Leape, “our first focus was Africa – in particular a campaign to save Africa’s rhinos. We have accomplished a lot since then, playing central roles in the protection of wildlife and helping spark much broader efforts to conserve Africa’s extraordinary places, and reduce human impact. Africa today remains our largest investment in conservation.”

WWF is committed to protect Africa’s magnificent natural wealth and to promote sustainable resource use.

In October, the Republic of Congo designated more than 3 million hectares as Ramsar wetland sites of international significance, helping boost protection for endangered species such as elephant and lowland gorilla and their habitats, and support the livelihoods of local communities dependent on fisheries in these key wetland areas.

One of the pearls in WWF’s Congo initiative – the 2,5 million hectare Sangha Tri-National (TNS) conservation complex – has been awarded World Heritage recognition by UNESCO. This status will help mobilize funding for a wildlife wonderland which straddles the Cameroon, Republic of Congo and Central African Republic, and consists of three huge national parks linked by the Sangha River.



© WWF / Carlos Drews

WWF partners AfDB on footprint

WWF teamed up with the African Development Bank (AfDB) to launch a report in May on the state of Africa’s environment which tracks firstly the status of biodiversity. This shows a decline of 40 percent in the last four decades – reflecting a massive degradation of the natural systems on which Africa’s current and future prosperity depends. The report also tracks the steadily growing human ecological footprint on the continent. WWF International Director-General Jim Leape noted “our ecological infrastructure – terrestrial, freshwater and marine – is as essential to human development as infrastructure such as roads and schools”. The report showcases successful and scalable initiatives across Africa in renewable energy, ecotourism and integrated water and forest management.



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Mozambique plans a future green economy

In a side event at the June UN summit on Sustainable Development – known as Rio+20 – the Mozambique government, assisted by WWF and the African Development Bank (AfDB), launched a national roadmap for a green economy. This outlines how the country will move towards sustainable economic growth and poverty eradication by laying down comprehensive planning, policy and legal frameworks that will ensure the maintenance of the natural ecosystems and biodiversity that provide the ecological services essential to sustainable development. The announcement by the Mozambique President Armondo Emilio Guebuza, was welcomed by AfDB and WWF which both pledged their support.



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New marine protected area is Africa's largest

The Government of Mozambique announced this month the decision to create a coastal marine protected area (MPA) covering most of the 10-island Primeiras and Segundas archipelagos. At more than 1 million hectares, of which 350,000 ha are coastal and marine waters, this new MPA will be Africa's largest. WWF has worked for a decade with the authorities and local communities to bring this dream to reality. Protecting significant coral reef habitats and coastal forests, terrestrial and marine mammals as well as bird and fish species, this new MPA adds an important element to Mozambique's MPA network, and links to other MPAs further north and south and offshore. Creation of this MPA also supports the government's decision to implement a green economy, announced earlier this year.



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Forest protection supported at China-Africa summit

At the Forum on China-Africa Cooperation Conference (FOCAC) in July in Beijing, China, the Government of China pledged to increase efforts to protect Africa's forests. China and African governments also committed to enhance cooperation in clean energy and renewable resource management in line with WWF recommendations. WWF asks that green lending principles be applied to the US\$20 billion pledged by China for infrastructure, agriculture and manufacturing projects, with robust environmental and social assessments. "The challenge now is to translate these commitments into real social and environmental benefits which mean sustainable development," said Laurent Somé, Director of External Relations and Partnerships in WWF's Africa Programme.



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Mountain gorilla population grows

The total world population of mountain gorillas has risen to 880, up from 786, according to new census data released in November. The critically endangered animals live in only two locations, Bwindi and the Virunga Massif area, which spans part of the Democratic Republic of the Congo, Uganda and Rwanda. This is the only great ape population to be increasing, and is due to intensive conservation efforts and community support, according to David Greer, WWF's African Great Ape programme manager. Threats from snares set for other animals, disease transfer from humans and habitat loss could worsen if plans to explore for oil in Virunga go ahead (see p5), as oil development is likely to bring more people, leading to an increase in snares, illegal hunting and deforestation.



© WWF EARPO

WWF's biodiversity meta-goal is to ensure the integrity of the most outstanding natural places on Earth. This includes the protection of biodiversity in high conservation priority areas, and restoring populations of those species with the highest ecological, economic and cultural value.

Peru creates new Amazon protected areas

Three new protected areas covering almost 600,000 hectares in the northern Amazon territory of Loreto harbour one of the world's highest biological and cultural diversities, and comprise the Huimeki and Airo Pai communal reserves, and Güeppi-Sekime National Park along the border with Ecuador and Colombia. This is "really good news for conservation, for the country, its territory and the people who inhabit it," said Peru's Environment Minister Manuel Pulgar Vidal.

This consolidates the Putumayo Trinational Conservation Corridor, a joint effort by the three governments, with huge potential for replication throughout the region which could greatly accelerate conservation of the Amazon.



Australia creates world's largest marine park network

Australia has declared the world's largest marine protected area network with a system of marine parks covering more than one-third of Australia's waters – totalling 3.1 million km² – a hugely significant move which WWF has been supporting for over 15 years. This marine conservation leadership announcement can set a precedent for expanding protection of the planet's priority marine areas. One of the main jewels in this network is the new Coral Sea Marine Park, which links up with the Great Barrier Reef Marine Park to make up the world's largest marine reserve complex.

Australia has the world's third largest ocean territory, stretching from the tropics to the sub-Antarctic.



Progress on cetacean conservation

WWF achieved a number of advances at the International Whaling Commission (IWC) meeting in July in Panama, with a number of initiatives agreed for whale, dolphin and porpoise conservation. A working group is to be established on the impacts and threats of ocean noise, including oil & gas exploitation. Threats to Arctic cetaceans from shipping and oil & gas were highlighted for action. Overall, IWC is evolving into the cetacean conservation leader which WWF has long pushed for.

Specific gains at the IWC for the world's smallest cetaceans included calls for banning of gill nets in the habitats of Mexico's vaquita porpoises, of which fewer than 200 survive, and New Zealand's Maui's dolphin, which numbers only 55 adults.



ARPA for Life launched at CBD

2012 marks the 10th anniversary of the creation of Brazil's Amazon region protected Area (ARPA) initiative, which has succeeded in establishing over 25 million hectares of new protected areas (PAs), improved management of existing PAs, and established a conservation fund for funding the ARPA programme. A WWF event at CBD highlighted this progress and the partnership behind ARPA which includes the Brazil Government, World Bank, Global Environment Facility, German Government, and WWF. The event also profiled ARPA as a model financial mechanism, and the new ARPA for Life initiative – an innovative public-private partnership mechanism which will accelerate the pace of securing biodiversity in the Brazilian Amazon.



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Freshwater protection in the Himalayas

A WWF event was organised at CBD to mark the conservation agreement signed by the governments of Bangladesh, Bhutan, India and Nepal 12 months previously at a climate summit in Bhutan. WWF International Board member Nitin Desai, a former UN deputy Secretary General, noted the importance of this agreement for the sub-continent, and called for urgent implementation of cooperative action, particularly to achieve the protection of the freshwater ecosystems which supply hundreds of millions of people downstream.

At the same event a WWF report *The High Ground: Sacred natural sites, bio-cultural diversity and climate change in the Eastern Himalayas* identified the role of the sacred in protecting important natural areas.



© Vasily Solkin

The two-yearly conferences of the parties of the Convention on Biological Diversity (CBD) provide WWF with regular high level platforms - attended by the almost 200 countries signatory to the CBD – to promote policy decisions on biodiversity conservation, mobilise short and long term funding for important initiatives, and showcase leadership and inspiring examples of biodiversity conservation.

WWF played a central role in several events at CBD in September which included profiling the socio-economic values of marine protected areas, marine conservation in west Africa, and initiatives to support tiger conservation (see P4) – highly appropriate as the meeting was held in Hyderabad, India – the country sheltering more than 50 per cent of the world's surviving wild tigers.

Living Planet Report launched from space

WWF's second meta-goal is to reduce humankind's Ecological Footprint so that we live within the renewable resource limits of our planet. This builds on strong foundations and targets humanity's carbon, commodity and water footprints which have the greatest impact on biodiversity.

Launching WWF's *Living Planet Report* (LPR) from the International Space Station in May, European Space Agency astronaut André Kuipers made links between his view of the planet and the report's purpose which is to identify the state of the world's biodiversity and human use of the environment, and said: "We have only one Earth. From up here I can see humanity's footprint, including forest fires, air pollution and erosion – challenges which are reflected in this report".

The LPR, published by WWF every two years in collaboration with the London Zoological Society and Global Footprint Network, shows a 30 percent decrease in the Living Planet Index which monitors the health of the planet's ecosystems, and that human demand on natural resources is increasingly unsustainable.



Asia Ecological Footprint report

On World Environment Day 5 June in Manila, Philippines, WWF and the Asian Development Bank (ADB) launched a joint report entitled: "*Ecological Footprint and Investment in natural Capital in Asia and Pacific*". The report focuses on major regions of Asia/Pacific where cooperative action to safeguard ecosystem services and natural resources is making a difference: the Heart of Borneo, Coral Triangle, Mekong, and Living Himalayas. (See also P6 for African Footprint Report).

WWF and ADB followed the report launch with a side event on Investing in Natural Capital at the UN Summit on Sustainable Development (Rio+20) in Brazil later in June, together with the African Development Bank and InterAmerican Development Bank.



WWF Report on responsible investing

Taking up the challenge of how to provide food in the 21st century without destroying the environment, WWF is engaging with mainstream investors to address the issues and risks of investment in key sectors. In September WWF released a report entitled: *The 2050 Criteria: A Guide to Responsible Investment in Agriculture, Forest and Seafood Commodities*". The report identifies 10 global commodity sectors that are in high demand, yet also generate severe impacts on biodiversity, water and climate, including aquaculture, beef, cotton, dairy, palm oil, soy, sugar, timber, pulp & paper, wild-caught seafood and bioenergy. Key performance indicators show how to measure responsible practise, to help investors identify responsible companies and avoid environmental and social risk.



Major gains for sustainable fisheries

With WWF support Australia's Northern Prawn Fishery (NPF) has transformed to become environmentally responsible and sustainable, and earned certification by the Marine Stewardship Council (MSC). The NPF - Australia's largest and most valuable tropical prawn fishery with an annual catch of 8,000 tonnes worth US\$100 million – shows that destructive fishing practices, common in tropical prawn fisheries, can become sustainable. This is the first large-scale tropical prawn fishery to gain MSC certification, and sets an important precedent.

And an independent global analysis of wild-caught seafood schemes such as MSC released in September shows that MSC is most compliant with international sustainability criteria.



Signs of recovery for bluefin tuna

Feared to be heading rapidly towards ecological collapse and commercial extinction, there are signs the Atlantic bluefin tuna may be turning the corner towards recovery. For the first time in a decade, scientists have detected a slight increase in the population, and decision-makers at ICCAT (International Commission for the Conservation of Atlantic Tuna) in November have taken scientific advice and avoided increased fishing quotas for 2013. WWF has campaigned on bluefin tuna since 2001, and achieved a number of gains to help the fishery avoid collapse and fully recover, including a huge decrease in fishing quotas, from 32,000 tonnes in 2006 down to 12,900 tonnes in 2010. But WWF is calling on ICCAT to address concerns over illegal, unregulated and unreported fishing.



© Brian J. Skerry / National Geographic Stock / WWF

Keep the Mekong River free flowing

Earlier this year, WWF welcomed the decision by the Mekong River Commission to defer a decision on building the Xayaburi Dam in northern Laos pending further environmental impact studies. The dam proposal was criticised for ignoring potential impacts on fisheries, biodiversity and river flows. But in November, concerns were raised when plans were announced to start breaking ground for dam construction. These plans were later repudiated by the Prime Minister of Laos, leaving hope that the dam will not be built on the Mekong mainstream. Fisheries on the Lower Mekong support 60 million people. WWF advocates a 10-year moratorium on building mainstream dams on the Lower Mekong to keep it free flowing.



Important moves for China's rivers

At a WWF side event during the Convention on Biological Diversity meeting in India in October, the Chinese Ministry of Water Resources profiled guidelines jointly developed with WWF for strategic water management including riverbasin planning, water allocation, and flood risk. This influenced the revision of master plans for China's seven major river basins, and will be rolled out in all China's 242 large rivers. A key driver for the revision of the plans is to ensure future environmental flows and sustainability, and to balance competing water, food and energy objectives. WWF expects the next 25 years of strategic river basin planning will be influenced by this work, not only in China, but also around the world.



Sustainable fish on the menu

A hugely valuable Vietnamese fishery is moving rapidly towards sustainability. By end 2012, 10 per cent of the total catch of pangasius (also known as tra and basa catfish) will be certified by the Aquaculture Stewardship Council (ASC), recognizing farms following responsible practices for water use, feed, chemicals and social standards. This marks the first target of a sustainability programme set by WWF with the tilapia fishery which aims to achieve 50 per cent ASC certification by 2015. Tilapia exports are worth US\$1,8 billion.

And in Indonesia, the first ASC-certified tilapia are being marketed. Following development of ASC standards with producers, WWF now works with farmers to improve practices.



WindMade speeds windpower

WindMade, a new eco-label identifying companies that are sourcing electrical energy from windpower, was launched a year ago and already has over 40 companies on board. WWF is one of the cofounders of WindMade, and the label has now developed a standard for events, enabling activities such as conferences and sports events to become WindMade-powered – an example was the UN Corporate sustainability Forum, held alongside the Rio+20 summit in Brazil in June. A planned third leg will be a product standard, enabling companies to label products based on renewable power production. The private sector is responsible for more than half of all electricity consumed globally, so companies using the WindMade label will contribute to increased investment in renewable.



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Mexico shows leadership on climate change

The Mexican Senate passed the developing world's first climate change law in April, placing the nation within a small group of innovative countries taking firm action against climate change. WWF has closely supported this law which makes Mexico and the UK the first two nations to have enacted ambitious and comprehensive approaches to climate change legislation. The law commits Mexico to cut its emissions by 50% by 2050 with international support, generate 35% of electricity from clean sources by 2024, make renewables economically competitive before 2020 and phase-out fossil-fuel subsidies. A week later Mexico agreed policy on efforts to reduce emissions from deforestation and forest degradation – the first country to place the “REDD+ agenda” as a national legislative priority.



© Adam Oswell / WWF-Canon

PEOPLE

Perhaps WWF's greatest strength is its people, the staff and officers who together strive for a living planet. Similarly, there are many leaders and champions playing key roles outside WWF to achieve conservation success and sustainable development. By highlighting these champions for the environment, WWF recognises their contribution, while profiling conservation success and, above all, showing what can be achieved and inspiring others to take up the challenge to secure a living planet.

WWF champions honoured for services to conservation

To commemorate the 40th anniversary of the Ramsar Convention on wetlands, two pioneers in the field of freshwater conservation were honoured during the Ramsar Convention meeting in Rumania in July. One of the founding fathers of Ramsar convention, and co-founder of WWF and WWF Vice-President emeritus, Dr Luc Hoffmann received a special Ramsar Award in recognition of his lifelong commitment to freshwater conservation. Former WWF Greece President Thymio Papayannis was also recognised for his years of service to Ramsar, especially in leading the work of the Ramsar Culture Working Group, making the strong link between culture and freshwater.



© WWF

Wildlife crime champion honoured by WWF

Ofir Drori, a tireless anti-corruption whistleblower and law enforcement activist working on the frontlines of endangered wildlife protection in West and Central Africa, was awarded the 2012 WWF Duke of Edinburgh Conservation Medal in October. Educator, photojournalist and activist Drori, 36, arrived in Cameroon a decade ago where he founded the Last Great Ape Organisation (LAGA), Africa's first wildlife law enforcement non-governmental organization. Within months, LAGA brought about Cameroon's first wildlife crime prosecution, providing a model now being replicated in the region. "I am delighted to accept the WWF Duke of Edinburgh Conservation Medal – a great honour that will truly support our work to fight wildlife crime in West and Central Africa and beyond," Mr Drori said.



© WWF / Fergus Burnett Photography

Conservation champions honoured by WWF

At the WWF Annual Conference in Rotterdam in May Dawa Steven Sherpa, a 28-year-old mountain guide and adventure pioneer, received the first-ever WWF International President's Award – created to recognize outstanding people under the age of 30 for inspirational contributions to conservation.

And in Indonesia, Professor Dr Emil Salim was presented with a WWF Leaders for a Living Planet award in recognition of his lifetime of service to the environment. Currently a member of the Indonesian President's advisory council on economics and environment, he has also served on a number of national and United Nations environment organizations.



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Earth Hour 2013 to mobilize environmental action

On 23 March 2013, WWF's Earth Hour campaign – the world's largest public environment outreach initiative -- will build on the 150 countries and 6,525 cities and towns that celebrated Earth Hour in 2012, using the "I will if you will" challenge to encourage people, communities, cities and corporations to make personal environmental commitments beyond switching off their lights. "The rise of social media has played a crucial role in connecting hundreds of millions of people behind a common purpose and building a network beyond borders, creating ever greater participation records," said Earth Hour Executive Director Andy Ridley.

WWF's global campaigns take off

WWF's first two global campaigns will develop considerably in the next six months. The Illegal Wildlife Trade Campaign will focus particularly on the upcoming CITES meeting in March (see separate item), where the aim will be to press for resolute action against countries failing to implement CITES rules on the illegal trade in rhino horn and elephant ivory.

The new campaign on energy access will launch early next year, and where possible it will link to Earth Hour.

Action needed at wildlife trade summit

In March in Thailand, WWF will target the 16th Conference of the Parties to CITES (Convention on International Trade in Endangered Species of Fauna and Flora) seeking important wins in the battle to stop the destruction of African rhino and elephant due to the illegal wildlife trade. The record loss of rhino in South Africa and of elephant in Central Africa shows that the illegal wildlife trade is able to operate due to weaknesses in enforcement. WWF is urging CITES parties to publicly identify countries failing to uphold their international commitments and to call for trade sanctions against those in perpetual non-compliance.



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WWF highlights in numbers

880

Due to effective conservation measures and local community support, numbers of highly endangered mountain gorilla have increased by 94 up to 880 individuals.

1M HECTARES

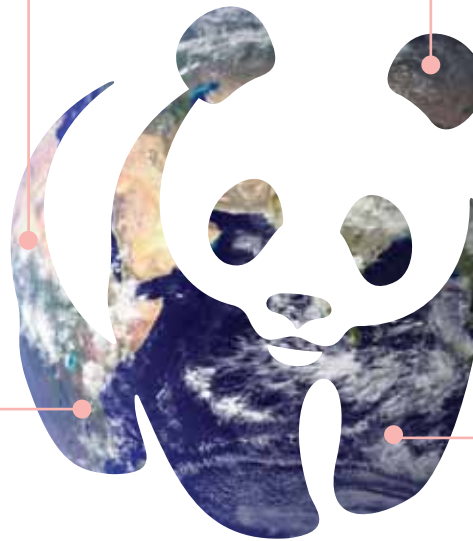
Mozambique has created the largest marine and coastal reserve in Africa, covering over 1 million hectares (ha) of which 350,000 ha are marine.

3.1M KM²

Australia has created the world's largest marine protected area network covering 3.1 million km², or one-third of its waters.

242

Development of new guidelines for river basin management emphasizing sustainable use will benefit 242 large rivers in China.



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.

panda.org

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