



for a living planet®



Conservation highlights

WWF's achievements in protecting biodiversity and reducing humanity's footprint in priority areas of the new global conservation programme in 2008 and 2009

November 2008

Conservation highlights FY2008

Biodiversity: WWF Priority Places and Species

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.

Amazon NI



Significant progress has been made with Brazil's Amazon Region Protected Area (ARPA) programme, a major partnership including WWF that was launched in 2003 to quadruple Brazil's Amazon PA cover to 50 million ha.

Achievements to date include 32 million ha of new PAs, improved management and a conservation fund. The Brazilian government also reported on the value of ARPA's PA network in reducing carbon emissions from forest loss and degradation.

An increase in the ARPA PA target to 60 million ha has recently been agreed, and in June, Brazil announced the creation of an additional 7 million ha of protected forests.

Heart of Borneo NI



This year, the three governments of the island of Borneo jointly announced the launch of their national action plans for the 24 million ha of surviving forest in the Bornean highlands which are to be conserved and sustainably managed. The plans include transboundary conservation areas, wildlife corridors, forest restoration and joint agreement on combatting illegal trade in wildlife products are crucial to the delivery of WWF's Heart of Borneo NI targets.

Green Heart of Africa NI



This year, the Government of the Democratic Republic of Congo (DRC) announced a process to create 15 million ha of new PAs in the highest conservation priority forest areas, doubling the DRC's PA cover. The new PAs will protect the largest block of forest in the Congo Basin as well as important populations of priority species including gorillas, bonobos and elephants.

In June, the Government of the Republic of Congo declared the 5.9 million ha Grand Affluents wetland at the confluence of four tributaries of the Congo River protected under the Ramsar Convention. In the past decade WWF has played a role in protecting 92 million ha of wetland sites under Ramsar and other mechanisms – almost 10 percent of the world's freshwater habitat.

Convention on Biological Diversity



The two-yearly CBD Conference of the Parties (COP) – held in Bonn, Germany, in May 2008 – provided WWF with a high-level platform to inspire governments to make far-reaching conservation commitments including Brazil, DRC and the governments of the Heart of Borneo, plus pledges from more than 65 ministers to stop deforestation. Donor governments were inspired to make funding commitments to match the conservation pledges. The German Government committed Euro 500 million over the next five years for forest conservation initiatives.

Planning is already underway for a further series of powerful conservation announcements at the CBD COP 10, to be held in Japan in October 2010 – 2010 has been designated the International Year of Biodiversity by the UN General Assembly.

The Mediterranean



The MAVA-funded WWF campaign to achieve regional conservation in the Dinaric Arc – a Mediterranean priority – has brought the six governments of this former conflict zone together to agree a joint approach to conservation and sustainable development.

The governments have announced national and transboundary conservation commitments, including 13 new PAs and extensions to nine others.

Coral Triangle NI



The heads of state of the six nations of the Coral Triangle have committed to work together to conserve that extraordinary resource. A joint workplan is now being developed and the leading donors – including ADB, GEF and USAID – have pledged US\$500 million in support. USAID has specifically committed US\$32 million to a WWF-led coalition. This collaboration has the potential to transform resource management in the region, helping guarantee a future for the marine ecosystems, their inhabitants and the livelihoods that depend on them.

Biodiversity: WWF Priority Places and Species

Yangtze wetlands



The WWF-HSBC partnership helped set up China's first Wetland Conservation Network across the entire Yangtze Basin. More than 100 delegates including local and international VIPs, WWF China, and media witnessed the signing of an agreement on effective management and wise use of the wetlands. These 20 linked Nature Reserves, totalling 1,200,000 ha, represent diverse habitat of crucial support to local communities.

Rhino protection



- WWF celebrated the 10th anniversary of the African Rhino Programme which has helped build healthy populations of both the black and white rhino across four range states – Kenya, Namibia, South Africa and Zimbabwe. Numbers have doubled in 10 years for both black and white rhinos, increasing to 4,240 and 17,500 respectively.
- Adult Asian one-horned rhinos were successfully translocated from a densely populated reserve to re-establish a new population in Manas National Park in India's Assam State. This is a key step in a joint programme of the Assam Government and other partners with WWF to achieve a minimum population of 3,000 rhino in seven Assam PAs.

New protected areas



- Madagascar has doubled its PA cover, to 4 million ha, since the 2003 World Parks Congress. The conservation foundation established with WWF help in 2005 has already raised US\$50 million to fund the management of these PAs.
- In New Guinea, 700,000 ha of new PAs have been added in Papua and Papua New Guinea.
- Viet Nam established two new PAs to protect watershed forests and the rare saola wild ox discovered only in 1992.
- Two new PAs in the Russian part of the Amur-Heilong region further protect the Siberian tiger which has recovered to 500 individuals.

Transforming markets



The world's first shrimp and tuna fisheries are now MSC-certified, and more than 125 fisheries – 8 per cent of the world's edible seafood catch – are engaged in the MSC programme, with 35 certified. Forty-two per cent of the world's wild salmon catch and the world's prime whitefish catch is now MSC-certified – signaling that sustainable fisheries act as powerful incentives for other fisheries to improve or lose market share. Adding weight is the decision of the Dutch retailers association, covering 4,500 outlets, to buy only MSC seafood by 2011.

Certified sustainable products, including MSC, are an important element of WWF's Market Transformation NI and its market-based, solutions-oriented approach.

Arctic NI



At the European Seafood Expo in Brussels – the world's largest annual seafood show – WWF congratulated the governments of Norway and Russia for acting together to reduce illegal landings of cod by more than 50 per cent in the Barents Sea, home to the world's last large cod stock. This was the result of concerted efforts by WWF, industry and governments. Illegal fishing in the Arctic – home to 70 per cent of the world's white fish stock – is a threat to the sustainability of these fisheries, and a priority of the Arctic NI.

Also at the Expo, WWF helped secure the announcement by the Russian pollock fishery that it would enter the MSC certification process. Once certified, this will mean more than half the world's white fish catch is following MSC standards for sustainable fishing.

Smart Fishing NI



In the eastern Pacific, WWF's work with alternative fishing technology has been shown to save turtles while not affecting fish catches. In more than a million fisher-led trials, circle hooks have been successful in reducing turtle bycatch by up to 90 per cent, providing a transformative solution to bycatch that leverages partnerships and creates the groundwork toward sustainable artisanal long-line fishing in the region – one of the ultimate targets of WWF's Smart Fishing NI tuna strategy.

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

Market Transformation NI



Multi-stakeholder partnerships, promoted by WWF, are setting new environmental standards for key commodities and promoting responsible corporate purchasing of key commodities including palm oil, soy, timber, cotton, sugarcane, and bio-fuels.

WWF is working with industry, brands, financial institutions, retailers, and NGOs to ensure that growing demand for these commodities does not destroy the environment. Several of WWF's corporate partners – IKEA, Coca-Cola, and Unilever – are leading the movement to buy only from certified sources, reducing our footprint on the world's special places.

Tigers NI



- A key element of the Tigers NI is the elimination of the threat from trade. WWF lobbying and advocacy with TRAFFIC helped obtain a complete ban on trade in tiger parts, including from captive tigers, and a call from CITES to China to phase out tiger farms.
- Working with the relevant authorities in China, WWF has produced a series of maps identifying important habitat to be protected for tigers, including corridors to increase connectivity of habitats and protected areas. Across the Amur, Russia has just established a PA for the Far East leopard, feared to number only 30, building on its success with tigers.

Rice intensification



The System of Rice Intensification (SRI) Initiative shows yield increases of more than 30 per cent while using 40 per cent less water, less fertilizer and less seed. SRI would enable India to meet its grain objective of 220 million tonnes by 2012 instead of 2050, mitigating the need for more dams. And the partnership of WWF, agricultural and academic authorities, and rice researchers is urging SRI expansion to take pressure off freshwater ecosystems in Indonesia and China.

Zero deforestation



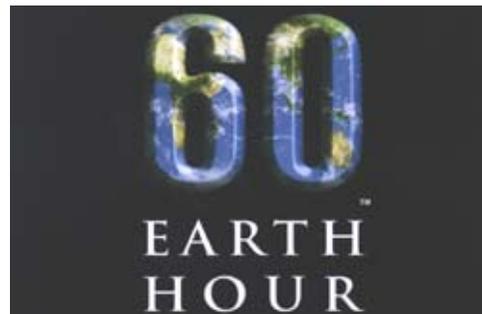
WWF obtained pledges from more than 65 government ministers for their countries to achieve net zero deforestation by 2020. Deforestation, particularly in the tropics, is the third largest source of greenhouse gas emissions, generating almost 20 per cent of all carbon emissions worldwide. These pledges – which included priority forest countries such as Indonesia and DRC, as well as developed countries including those of the EU and Japan – are now being followed up individually to develop implementation plans.

Climate Savers



The Climate Savers programme brought a group of leading multinational companies such as Sony, Nokia and Nike, together to present the Tokyo Declaration. Twelve business leaders announced that the world must reduce carbon emissions by more than 50 per cent by 2050, and emissions must peak and start declining within 10–15 years to keep global warming below a 2° C threshold. New members include Hewlett Packard, and Coca Cola.

Earth Hour



WWF is also building powerful constituencies in support of a robust new climate treaty:

- Inspired by the example of Sydney in March 2007, Earth Hour went global in 2008 with more than 50 million people switching off their lights for an hour in a symbolic and powerful message to decision makers.
- A group of 18 highly-motivated youth leaders recruited from polar countries joined a WWF cruise around Svalbard Archipelago to witness the effects of accelerating climate change. Since returning they are already mobilizing their own communities and reaching out to politicians on the need to stop climate change.

The climate crisis is perhaps the ultimate test of WWF's ability to harness its unique strengths to leverage political commitment at the scale required by an issue that threatens the world as we know it.

At the UN Framework Convention on Climate Change (UNFCCC) COP in Bali, WWF pushed governments to launch a process to deliver a comprehensive agreement by December 2009 in Copenhagen. This envisages 25-40 per cent emission cuts by 2020 in industrialized countries in line with IPCC science; a parallel process for developing countries; and measures to prevent emissions from deforestation and degradation.

At the G8 meeting in Hokkaido Japan, WWF and Allianz presented the G8 Climate Scorecards, a rating of climate and energy policies of the eight large industrialized economies, plus the five biggest developing countries, emphasizing the need for strong decisions on climate change.

Conservation highlights FY2009

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Protecting Sumatra's forests

The IUCN World Conservation Congress (WCC), held this year in Barcelona, Spain, in October, is the premier gathering of the world's leading specialists in conservation and sustainable development, together with government officials, private sector and NGOs. The WCC is held every four years, and offers an opportunity for WWF to encourage government and other leaders to make major conservation commitments. Significant announcements were made by the governments of Paraguay, Indonesia and the authorities in Sumatra.



In an historic commitment, Sumatra's 10 governors and four government ministries (Environment, Forests, Interior and Public Works) committed to a sustainable development model based on ecosystem-based spatial planning. This agreement commits Sumatra to protect areas with high conservation values, restore important ecosystems on the island and re-establish connectivity between forests and habitats.

This will protect Sumatra's remaining forests, home to the Sumatran tiger, rhino, orang-utan and Asian elephant, all WWF priority species. Surviving forest sits atop carbon-rich peat soils which must be protected to avoid significant carbon emissions further worsening climate change.

Greater Black Sea basin



The governments of Hungary and Croatia have agreed to establish a 250,000 ha transboundary riverine PA along the stretches of the Drava, Mura and Danube rivers, which they share.

WWF is discussing the next step with both governments. This involves an extension into Austria, Slovenia and Serbia, creating a 400,000 ha riverine PA shared by five countries that would be the biggest in Europe.

Living Planet Report



The launch of WWF's seventh *Living Planet Report* (LPR) in 13 languages gained more than 1,800 media stories in 50 countries, from Nepal to Qatar, and from Malawi to China.

The core message – that we are continuing to use the Earth's renewable resources at an unsustainable rate – warned that humanity is approaching an “ecological credit crunch” and the report outlined wedge analyses for avoiding this. Linking closely with concerns over the global financial crisis, the LPR was covered widely in the business media.

Mediterranean bluefin tuna



WWF is running a campaign to close and totally restructure the Mediterranean Bluefin Tuna fishery. Just ahead of the crucial meeting of ICCAT, the body responsible for the fishery, it was described in an independent report commissioned by ICCAT as “an international disgrace” and immediate closure was recommended.

WWF’s campaign has mobilized huge support from governments, fishing and scientific organizations, as well as NGOs and IUCN, all calling for urgent action to prevent the collapse of this iconic and hugely valuable fishery.

Paraguay Atlantic forests



The Government of Paraguay announced a firm commitment to achieve zero net deforestation by 2020, including an extension of the Forest Conversion Moratorium by a further five years, beginning in 2009. This moratorium is supported by WWF as a priority for the Atlantic forests. Together with mechanisms such as payment for ecological services to compensate landowners for maintaining intact forest, this initiative has achieved an 85 per cent drop in deforestation since 2005, when Paraguay had the world’s second highest deforestation rate.

Indonesia leads



Far reaching measures to achieve zero net deforestation by 2020 were also announced by the Government of Indonesia, a top priority forest country.

The Indonesian government will no longer permit forest conversion for agricultural crop plantations such as oil palm.

Measures to halt carbon emissions due to deforestation and degradation were discussed by WWF with senior Indonesian officials right up to the time of the announcement in Barcelona. This provides WWF with a powerful platform to follow up with the government to implement the commitments.

The China for a Global Shift NI aims to change China’s relationship with the environment. Following on from the first-ever report on China’s Ecological Footprint, published in June 2008, a high-level conference with WWF, representatives from China’s Minister of Environmental Protection, the State Forest Administration and the Export-Import Bank all reconfirmed their commitment to address the country’s environmental impact.

The Peoples’ Bank of China and WWF issued a first analysis of sustainable banking in China. This included initial guidance on the incorporation of environmental and social issues within investment decisions. WWF is working with the Ministry of Environmental Protection and the China Banking Regulatory Commission on investment guidelines for key sectors including the pulp and paper, coal, coke and steel industries, all under the Green Credit/Lending policy framework.

On the horizon

Climate

Focusing on the UNFCCC COP in Poznan, Poland in December 2008, WWF wants governments to finalize the negotiation text for a new, longer-term global climate agreement. Governments will then have a year to agree on the many complex details by the deadline – the Climate Summit in Copenhagen in 12 months' time. WWF also seeks the inclusion of mechanisms to reward good forest management that prevents carbon emissions.

Working for change



- The EU is working on the world's most comprehensive package on climate and energy legislation. With an NGO coalition, WWF is battling to keep the negotiations on track in the European Parliament, but will need to work to ensure that European governments of the European Council stay firm in the last round during the Poznan COP.

- WWF will focus on the accelerating destruction of polar environments due to climate change at an historic Polar Summit, due to be held in the US in April, where members of the Arctic Council will meet with members of the Antarctic Treaty. Preliminary results from the new Arctic Sea Ice Survey can be highlighted.

Global Climate Deal NI



Through Earth Hour on 28 March 2009, WWF aims to mobilize hundreds of cities, thousands of companies and hundreds of millions of individuals, their families, friends and colleagues, to send a single, powerful and uncompromising message that the Climate Summit in Copenhagen in December 2009 must agree a fair, science-based and effective global climate deal.

WWF will match that mass movement appeal with a campaign highlighting the opportunities that combating climate change can bring, profile the people who lead the change, and those who could make a difference. And WWF will join with 100 partner organizations to issue a truly global call.

Congo forest summit



WWF is helping the DRC Government together with COMIFAC, the regional secretariat of forest ministers of the Congo Basin, stage a high-level summit in 2009 to mark the 10th anniversary of the WWF-organized Yaounde Summit. This inspired the regional commitment to achieve the conservation and wise use of the Congo Basin forests.

WWF will strongly support the Summit – to be attended by heads of state and key officials from the region and other key countries including China, France, Germany, Norway, UK and US. Key announcements can include progress with DRC's 15 million ha PA commitment, regional policies on mining, hydropower and bushmeat and PAs for primates – all contributing to the Green Heart of Africa NI.

Coral Triangle NI



At the World Oceans Conference in Manado, Indonesia in May 2009, WWF is planning to stage a heads-of-state summit to launch the Coral Triangle Initiative and announce major conservation commitments and achievements. These should include new PAs for turtles, tuna, and cetaceans, together with commitments to joint resource management.

It is envisaged that the summit will be hosted by the President of Indonesia and attended by government leaders from all countries participating in the Coral Triangle initiative and organizations such as ADB, GEF and USAID.

The Year of the Tiger



To mark the Year of the Tiger in 2010, a summit of heads of state of tiger range states is proposed to help build the political will required to protect surviving tiger populations and restore these to healthy levels.

WWF will aim to mobilize key tiger range states to commit to improved protection; increased connectivity of habitat especially across borders, for example China/Russia, Thailand/Malaysia and Nepal/India; recovering prey populations; and stopping the threat from trade.

Coming up in 2010, the CBD COP 10 will be hosted by Japan. A watershed meeting, this COP represents the deadline by which the world pledged both to establish representative, well-managed PA networks, with sustainable funding, and to have slowed the loss of biodiversity.

Working in partnership with the two CBD host governments, Germany and Japan, WWF will use this deadline, as well as a series of regional meetings building up to COP 10, to gain far-reaching commitments crucial to the conservation of WWF's priority places and species.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.



Photos: From page 1, left to right: WWF-Canon/M Harvey; M Roggo/WWF-Canon; WWF-Canon/M Harvey; WWF-Canon/M Beaulieu; WWF-Canon/C Williams; WWF-Canon/M Harvey; WWF-Canon/Z Koch; WWF-Canon/R Le Guen; E Duncan/WWF-Canon; C Holloway/WWF-Canon; Y Zhang/WWF-Canon; WWF-Canon/M Harvey; WWF-Canon/M Harvey; E Navio/WWF-Canon; K Schafer/WWF-Canon; WWF-US/J Hatzai; A Compost/WWF-Canon; WWF-Canon/M Harvey; Y Zhang/WWF-Canon; WWF-Canon/N Dickinson; A Oswell/WWF-Canon; WWF; P Hofland/WWF-Canon; M Gunther/WWF-Canon; NASA; J Bartolome/WWF-Canon; E Parker/WWF-Canon; E Parker/WWF-Canon; WWF-Canon/G Valecillo; WWF-Canon/M Beaulieu; WWF-Canon/M Harvey; J Freund/WWF-Canon; WWF-Canon/M Harvey; E Navio/WWF-Canon; Y Zhang/WWF-Canon.

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