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The giant panda has been a sign of peace and friendship in China for thousands of years.

n 1961, it was chosen as the inspiration for our logo and an emblem of hope for the conservation and restoration of our fractured natural world. And yet, this iconic creature, like so many other species, has until recently been threatened with extinction.

Thanks to the efforts of the government, researchers, communities and other partners including WWF, their numbers have begun to recover as their fragmented habitats in China have been safeguarded and reconnected. Less than 2,000 individuals remain, still scattered and vulnerable, but their number has been increasing and more of their habitat has been protected. We are now hopeful for their future.

From our foundation six decades ago, the world has changed radically and WWF has also changed to meet today's complex environmental challenges. But the panda logo remains – a powerful symbol for millions around the world that people and nature can live in harmony.

A POWERFUL SYMBOL OF





60 YEARS OF PASSION AND INNOVATION FOR IMPACT

WWF has been a steadfast actor on environmental issues for the past six decades.

e were born at the beginning of what some scientists call "The Great Acceleration". When, from the early sixties, the global consumption of natural resources – land, energy, water, food, timber and minerals – started to increase exponentially with accelerating impacts on the Earth's systems.

It was no coincidence that it was exactly then that a group of environmentalists from Africa, America and Europe – passionate and concerned about our planet – felt that the natural world needed a global advocate and powerful catalyst for impact. In April 1961, they called for the establishment of a global conservation organization in a historic declaration called the Morges Manifesto.

The World Wildlife Fund – later simply called WWF – was formed, evolving from a federation across just a few countries into today's multicultural local-to-global network. From the start, our focus was to raise resources and gather influence that supported the action and investigations of numerous taken on nature conservation, whose impacts are organizations and researchers across the world. By supporting the study of the last wild asses in the horn of Africa or by purchasing the Coto Doñana wetland in Spain when threatened by mass tourism development, the focus was from the beginning on

science-based action. But the birth of WWF was also marked by the launch, in collaboration with the Daily Mirror in the UK, of the first ever fundraising appeal for nature. The enthusiastic response showed that the time was right to mobilize public attention towards the conservation of the natural world.

Those early experiences embedded in our DNA three fundamental traits: a solution-oriented. public-facing and partnership-focussed culture. This was and still is the essence of WWF. And as we quickly evolved into a distributed network of local leaders and operations, our local to global structure proved even more effective in delivering impact on the ground, as well as driving systemic change.

Going through the annual reports from our foundation six decades ago, one appreciates the far-sighted vision and courageous plans that marked WWF's work from those early days. Our fingerprints are all over some of the most remarkable successes and innovative actions ever still being felt today. From world-famous protected areas like the Galápagos Islands in Ecuador, Corcovado in Costa Rica, Virunga in the Democratic Republic of the Congo, Manas in Bhutan and Lake Nakuru in Kenya, to the protection

of iconic species like tigers, rhinos and elephants as well as those that are less known and cryptic, like the bamboo lemur in Madagascar, golden lion tamarin in Brazil and Przewalski's horse in Mongolia. Through grants, joint advocacy and transformative partnerships, WWF has, in innumerable instances, triggered actions and innovation that set up new initiatives and institutions for lasting success.

But innovation and collaboration didn't stop at protecting species and places. For example, looking for innovative ways to mobilize finance for nature conservation, WWF pioneered in the 1980s the concept of "debt swaps for nature". An idea still relevant today, when many countries are affected by exploding sovereign debts in the wake of the economic impact of the COVID-19 pandemic. In the 1990s, we were a key player in launching the first ever ecolabel around sustainable timber. A bold and groundbreaking idea that in the following years has triggered similar initiatives around other commodities, ranging from seafood to cotton and palm oil, and broader market transformation initiatives driving towards sustainable production and consumption. >

OUR FINGERPRINTS ARE ALL OVER SOME OF THE MOST REMARKABLE SUCCESSES AND INNOVATIVE ACTIONS ON NATURE CONSERVATION JJ



WHILE THE STABILITY OF THE NATURAL WORLD THAT SUPPORTS US AND ALL LIFE ON EARTH HAS NEVER BEEN MORE SERIOUSLY UNDER THREAT, THE OPPORTUNITIES FOR POSITIVE CHANGE HAVE NEVER BEEN GREATER JJ

REDEFINING HUMANITY'S RELATIONSHIP WITH NATURE

No-one could have foreseen the dramatic transformation of our society and planet in the years that followed WWF's birth. A rapid increase in population and consumption, combined with accelerating economic and technological developments, and escalating socio-economic inequality, have altered almost every aspect of human society. Our civilization has developed faster than ever before, but unequally and at the expense of the natural world.

In 1980, the visionary thinking of the UN Environment Programme (UNEP), International Union for Conservation of Nature (IUCN) and WWF led to the World Conservation Strategy, helping pave the way to the concept of sustainable development embraced at the UN Rio Earth Summit a decade later. A just and prosperous future for humanity was for the first time inextricably linked to the need to protect and manage sustainably natural systems and resources.

Today, it is clearer than ever before that we have not only been failing our moral duty to coexist with nature and the planet's amazing diversity of life, but we are also threatening our climate, food, fresh water and health. We know the Earth's natural systems can't withstand the accelerating destruction of the natural world – from dramatic declines in wildlife populations to raging wildfires across continents. And the past year's COVID-19 pandemic outbreak, with its roots in wildlife trade, deforestation and industrial animal farming, has further exposed the vulnerability of humanity to environmental collapse.

But the last six decades have also seen powerful progress. There have been staggering improvements in scientific understanding of the climate and nature loss crises, and how they should be addressed. And a widespread awakening about people's reliance on nature for their well-being and survival. A commitment to nature conservation has moved from a matter of personal inclination to a global priority for all.

There have also been many tangible achievements to be proud of in the past 60 years, including the actions taken by WWF and the conservation movement as a whole, and increasingly by governments and business, without which the planet would have been in a much worse state today. In the 1980s, a mere 1% of the Earth's

surface was under protection, and almost all of that was on land. Today, that has risen to over 15% of land and 8% of the ocean, with plans to reach 30% by 2030 through action by government, Indigenous peoples and local communities, and the private sector. There are also increasing signs of recovery among threatened species like tigers, mountain gorillas, various whales, giant pandas, bison and all large European predators; an accelerating shift to clean energy; and increasing consumer and producer awareness and action.

But there is no room for complacency. As WWF's *Living Planet Report* reminds us, populations of wildlife globally are continuing to decline, with a two-thirds drop in the last 50 years. We must accelerate our transition to a sustainable future. In the next 10 years, we will collectively need to achieve more for the natural world than we have in the last 60.

THE FUTURE IN OUR HANDS

As we reach our 60th anniversary, our praise goes to the vision and courage of our founders; to the passion and efforts of the thousands of people who worked and volunteered for WWF over the years and across the world; to the thousands of partners in government, business and civil society WWF has been privileged to work with; and to the millions of people that over the years have both supported us and, more importantly, supported our vision of a future where people and nature live in harmony and thrive. Together, we have made a difference. And only together can we halt and reverse nature loss once and for all, building a carbon-neutral and nature-positive society, and securing a prosperous, healthy, happy and equitable future for our children and generations to come.

While the stability of the natural world that supports us and all life on Earth has never been more seriously under threat, the opportunities for positive change have never been greater. This is because we are finally realizing that, in fact, we depend on nature more than nature depends on us. Conserving nature is not just a moral issue anymore. It's an economic, development, social equity, and survival issue.

There has never been a more crucial time to act for nature. Never more than now, our future lies in our hands. For the future of our children, their children and Earth's amazing diversity of life, we can't and we won't fail this existential opportunity.

66 60 years of achievements and leadership! They are the result of vision, care, professionalism and planning of its founders, leaders, staff and members. All of them

dreamers, dreamers of a better world. "Delight" to experience and learn about the wonders of Planet Earth, "Concern" when these treasures – from tiny insects to large ecosystems – were threatened, and "Hope" to keep the balance between humans and nature – three words that have characterized WWF through the years. Science, experience and partnerships have walked hand-in-hand, building trust, restoring and protecting. Thanks WWF. What an honour it is to walk close to WWF wherever I go, and to be a Panda! \$\frac{9}{2}\$

Yolanda Kakabadse Former President, WWF International



forefront: when I joined in 1973 we were mostly known for protecting endangered species but soon flagged the threats to tropical rainforests,

pioneered debt for nature swaps and in 1987 held
the first scientific meeting on biodiversity and climate
change. These and other innovative actions by
WWF in the past six decades – like ARPA, then
the largest conservation project ever initiated
by a conservation organization – have helped put
environmental concerns firmly on the global
agenda today, setting strong foundations for
the crucial challenges we all still face. 29

Thomas E. Lovejoy
Conservation biologist and former
WWF-US Executive Vice President



66 Congratulations to WWF on 60 years of uniting people around the world to safeguard nature. I remember joining the world's political and civic leaders to support

Earth Hour on March 25, 2011, and saying: "All over the world, individuals and communities are creating new examples for our common future – new visions for sustainable living and new technologies to realize it. Let us join together to celebrate this shared quest to protect the planet and ensure human well-being." Those words remain as relevant a decade later, and I am sure that WWF will continue to lead and inspire us all to fulfil that vision. **92**

Ban Ki-moon Former United Nations Secretary-General



66 I congratulate WWF and its workers across the world on its 60th anniversary. From its founding in 1961, WWF has become the world's largest conservation organization having

progressed from protection of specific species and habitats to pursuing, in collaboration with partners, including governments and other conservation organizations, a broad strategy for tackling climate change, preventing loss of natural habitats and species, and achieving sustainable development across the globe. I still remember among the many specific activities in which I have participated my visit to Fiji in November 2005 to join in the award ceremony and announcement of Fiji's vast Marine Protected Area, and my subsequent visit to Namibia in October 2013 for the award of WWF's prestigious Gift to the Earth for the Government's establishment of community-based tourism, which resulted in a drastic reduction of the poaching of the country's rhinos. *I join its over 5 million supporters around the world* in wishing WWF continued impactful activities in the next 60 years. **99**

Chief Emeka Anyaoku Former President, WWF International

60 YEARS REMEMBERED

"Pandas", partners and supporters share their thoughts on 60 years of conservation by WWF. See more contributions on pages 22 and 28.

CONVERSATIONS ON CONSERVATION

To help mark our 60th anniversary, we've launched a series of conversations about conservation called Forces of Nature. An opportunity both to celebrate some of the incredible people who contribute to global conservation and to highlight the urgency of our mission to help people and nature thrive. Each episode features a conversation between environmental legends from different generations and very different parts of the world – but with one thing in common: their commitment to protect our planet. Speakers include Princess Esmeralda of Belgium, Autumn Peltier of the Anishinaabe Indigenous group in Canada, and former President of Colombia Juan Manuel Santos. The conversations are available as podcasts at:

lp.panda.org/forces-of-nature-podcast













1970s

There was a growing recognition that conservation was a global issue, requiring people in many countries to work together. We played our part – for example, helping governments come together to commit to preventing the destruction of wetlands and stop the international wildlife trade from threatening species survival. In 1972, we launched Project Tiger, the first-ever global campaign to save a species across its entire range. In 1975, our **Tropical Rainforest Campaign** was the first to focus on an entire biome. And in 1979, we were proud to be the first international NGO invited to undertake conservation work in China.

... CHALLENGING GLOBAL THREATS TO THE NATURAL WORLD...



60 YEARS OF ACTION FOR NATURE AND PEOPLE





RECOMMENDATIONS.

AS POLLUTION AND BYCATCH.





A NATION'S DEBT IS BOUGHT IN RETURN FOR THE COUNTRY ALLOCATING AN EQUIVALENT AMOUNT

TO CONSERVATION, HAS GENERATED MILLIONS OF

DOLLARS IN THESE AND OTHER COUNTRIES.



1980s

As the environmental challenges facing people and nature broadened, new solutions were needed. The WWF-backed World Conservation Strategy, published in 1980 and endorsed by the UN, was the first to highlight the need to use natural resources sustainably and the strong links between conservation and human development. Meanwhile, we worked tirelessly with partners to protect important areas of wilderness – building from just 1% of the Earth's surface being protected in 1981 to over 15% of land and 8% of the ocean today.

... BUILDING AWARENESS OF THE ENVIRONMENTAL THREATS TO PEOPLE AND NATURE...



IN THE PLANNING PROCESS; OUR EFFORTS CONTINUE THERE TO HELP BOTH NATURE

60 YEARS OF ACTION FOR NATURE AND PEOPLE

ON THE INTERNATIONAL IVORY TRADE.

1990s

Recognizing humanity's reliance on a healthy natural world, we set ourselves a new ambition in 1990 for people to live in harmony with nature and set about building the strong partnerships and collaborations needed to realize this bold mission. We have gone on to work with many governments, businesses and communities, as well as raising public awareness, on issues such as nature conservation, climate change and sustainable development. During the 1990s, for example, we played a crucial role in establishing international agreements on conserving biodiversity and limiting carbon emissions. The world's first ecolabels for seafood and timber were launched by us in partnership with business and other environmental organizations. We also published the first Living Planet Report in 1998, a bi-annual publication that today draws global attention to the state of the planet and its most pressing threats.

... DEVELOPING STRONG PARTNERSHIPS TO DELIVER ENVIRONMENTAL CHANGE...



60 YEARS OF ACTION FOR NATURE AND PEOPLE



ENVIRONMENTAL MOVEMENTS, WITH

MILLIONS ACROSS A RECORD-BREAKING

CALLING FOR ACTION ON THE NATURE

AND CLIMATE CRISES.

192 COUNTRIES AND TERRITORIES IN 2021

SUSTAINABLE PALM OIL, THE ROUNDTABLE

ON SUSTAINABLE PALM OIL, IS ESTABLISHED

WITH OUR SUPPORT; TODAY, 19% OF

GLOBAL PALM OIL IS CERTIFIED.







2000s

With the catastrophic impacts of human activities on people and the natural world becoming increasingly visible, in the past two decades WWF has consistently pressed for urgent global action and adopted increasingly ambitious approaches. For example, from its origins in a single city in 2007, we have helped build Earth Hour into one of the world's largest grassroots movements for the environment. Our longstanding efforts to tackle the climate crisis helped pave the way for the landmark Paris climate agreement in 2015. And, working with partners across the globe, our collective endeavours helped lead to over 80 heads of state and government committing last year to reversing nature loss by 2030. In 2021, we continue – stronger and more focused than ever – to build a future where people and nature thrive.

... STRIVING FOR **GLOBAL ACTION THAT ENABLES NATURE AND** PEOPLE TO THRIVE



A CONSERVATION PLAN FOR THE CORAL

WHICH HOSTS MOST OF THE WORLD'S

CORAL SPECIES; WWF'S ONGOING SUPPORT

MARINE INDUSTRIES AND TO IMPROVE LIVELIHOODS FOR COASTAL COMMUNITIES.

INCLUDES WORKING FOR MORE SUSTAINABLE

TRIANGLE REGION OF THE WESTERN PACIFIC,

60 YEARS OF ACTION FOR NATURE AND PEOPLE

GLOBAL TREATY TO END OCEAN

HAVE BACKED OUR CALLS.

PLASTIC POLLUTION; TO DATE, ABOUT 70 GOVERNMENTS, 50 BUSINESSES AND MORE THAN 2 MILLION PEOPLE

WWF LAUNCHES THE VISION OF A NEW

THE WORLD COMES TOGETHER TO RESTORE

NATURE; IN 2020, OVER 80 HEADS OF STATE

AND GOVERNMENT SIGN A LEADERS' PLEDGE

FOR NATURE THAT COMMITS THEM TO

REVERSE NATURE LOSS BY 2030.

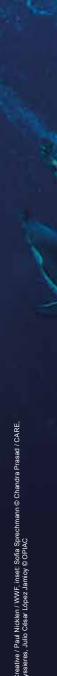
WORLD'S LARGEST MARKET; WWF-BACKED

CONSUMER AWARENESS CAMPAIGNS IN

MEASURES IN ELEPHANTS' AFRICAN

HABITATS CONTINUE.

KEY ASIAN MARKETS AND ANTI-POACHING





In more than a decade of collaboration, we have learned from each other on issues as diverse as natural

resource governance, gender equality and social inclusion, and climate change adaptation. We have worked together with a range of other partners in mountain and forest ecosystems, in agricultural landscapes and in coastal communities – always seeking synergies between interventions that benefit people and nature. We look forward to continued cooperation in the decades ahead on the big challenges facing conservation, human development and poverty reduction. **99**

Sofia Sprechmann Secretary General, **CARE International**



focused on raising funds for the urgent conservation of endangered species, into an unparalleled force

driving systemic change across government, business, finance, and civil society. Passionate about nature, my father, Luc Hoffmann, was a visionary who recognized the critical importance of allowing the people and communities living in the planet's most biodiverse places to do what they have been doing for generations – looking after nature. That still must be the beating heart, and the future, of conservation. As a co-founder of WWF, I know he would be quietly but immensely proud of what WWF has become and how it goes about delivering the most important of missions – saving life on Earth. ??

André Hoffmann Former Vice President, **WWF International**



WWF's work in Madagascar is its approach of putting people at the centre of conservation. From

elementary school to university, young people engage in environmental action through WWF-supported "Vintsy" clubs. Women are trained to supply clean and affordable energy in remote villages. Local communities near protected areas are supported with income-generating activities. Fishermen actively protect reefs and mangroves. Malagasy researchers increasingly publish about our unique biodiversity. Youth increasingly take part in conservation actions. The long-term future of our country is linked to the success of WWF. That is my strong belief. **99**

Horace Gatien Founding member, Friends of WWF-Madagascar



the Colombian Amazon and the organization OPIAC, allows the strengthening of organizational and

social capacities, which are reflected in national and international advocacy, for the construction of policies and regulations in favour of the conservation of the cultures of the Indigenous peoples and nature in the territories. ??

Julio César López Jamioy **General Coordinator and Legal** Representative, **OPIAC (National Organization** for the Indigenous People of the Colombian Amazon)



SIXTY YEARS TOGETHER!

Our great appreciation goes to the partners we have been privileged to work with. And a big thank you to our supporters for their trust and dedication to our shared mission over the past six decades. Since 1961, we have developed many strong partnerships – with governments, businesses, civil society organizations, and the many Indigenous peoples and local communities that lead conservation in their own areas. Our powerful global brand has also helped us to mobilize over 5 million individual supporters, over 30 million followers on social media and messaging apps, and hundreds of millions around WWF's annual Earth Hour event.

We have long recognized the vital importance of working with others to help people and nature thrive, an approach we call "together possible". Individuals, communities, businesses, conservationists, governments and others working together, each with their own unique role. Our successes are therefore your successes. And there is much to be proud of.

A DIVERSITY OF CONTRIBUTIONS



66 Over 60 years, WWF has learnt many lessons on how best to deliver impactful conservation. But

perhaps our most important learning is that we achieve so much more when working with others. Collaboration and partnership are in our DNA. And we know that the increasingly complex environmental challenges we face today require coordinated global action from a constellation of actors.

We greatly value the enormous diversity and power of these contributions. From supporters, whose donations make our work possible. From people who are leading advocates for change. And from the many communities, businesses, governments and civil society organizations we work alongside to protect and restore our natural world for the benefit of all people and communities, generations today and into the future. Many innovative new collaborations and partnerships will no doubt be needed in the coming years to help fulfil our mission of people and nature living in harmony. But now is the time to recognize how much we have achieved together in the past six decades - and offer our sincere and grateful thanks. 99

PAVAN SUKHDEV President, wwf international































TOGETHER WITH...

THE PUBLIC

From the hundreds of thousands that supported a ban on oil drilling in the Belize barrier reef and the Virunga National Park to the millions who take part in our global Earth Hour event and signed our petition calling for a halt to ocean plastic pollution, individuals play a massive role in efforts to restore nature and tackle the climate crisis.

OUR SUPPORTERS

So much of our vital conservation work depends on the generous donations of our supporters, whose numbers have grown significantly in recent years to almost 6 million today.

INDIGENOUS PEOPLES & Local communities

From Bolivia to Namibia, and Mongolia to Indonesia, we work together with these vital custodians of nature to challenge the frequent lack of recognition of their rights, to protect and restore their ancestral lands and waters, and to sustainably improve their well-being. And we are determined to do more.

YOUNG PEOPLE

Young people have a vital role to play in changing our world for the better. Youth voices, including the WWF-backed Youth for Our Planet network, strongly contributed to efforts that culminated in the Leaders' Pledge for Nature in 2020.

THE PUBLIC SECTOR

Over the years, we have worked with government and multilateral agencies, development banks and funding bodies to catalyze action on nature and climate on all continents, at a global, regional and local scale, together with international and local partner organizations.

Recent examples include our involvement in the shaping of the Asian Development Bank's US\$5 billion action plan for ocean health.

BUSINESS

We registered over 400 new business partnerships in 2020 alone, with our corporate work helping to drive sustainable business practices, reach new audiences and raise vital funds for conservation. Recent examples include working with brewing giant ABInBev to protect freshwater supplies in Africa; supporting the VELUX Group, the world's largest window manufacturer, to meet its carbonneutral commitment; and continuing our long-standing partnership with IKEA on forest conservation and other sustainability issues.

1: I to r © WWW-LIK (Geger Amrield © Luis Barreot VWMF-UK, and Schopers VWMF-Netherlands, © Earth Hour-Nambla. utterstock / Kuttelvaserova Suchelova / WWF-Madeagasera. Ustan, © Retoronorizardy. MWF-Madeagasera. WF-Malaysia - Werf Madeagasera. WF-Malaysia - Werf Amrien Agent WWF-US, eping - Werf VMF-Werf Stronger by Getty Set / WWF- & Karrine Agent WWF-US, eping - WWF-Sweden. F-US, © Antonio BusellowWWF-US, © Brutta Ostiling / WWF-Sweden. alancin de Blancos / WWF Spain, © Brent Sirton / Getty Images / WWF

60 YEARS REMEMBERED



the global head of Earth Hour called, inviting me to be part of it. Since then, I have felt the magic behind the Panda. As ambassador, I have

proudly walked with WWF-Colombia for more than a decade, to positively impact millions of people, promote change in our society and generate knowledge that offers solutions to planetary challenges.

WWF has taught me tolerance, respect, prudence, resilience, patience, teamwork, to never lose hope, to lead my life's purpose, to speak from love and to inspire. My gratitude and respect, I love being part of this herd. ??

Claudia Bahamón WWF-Colombia Ambassador



Gince we launched our global partnership with WWF in 2012, we have embarked on numerous projects – globally, regionally, and locally – in support of its mission

to stop the degradation of the planet's natural environment and build a future in which people live in harmony with nature. We have been proud to support WWF's efforts towards a New Deal for Nature and People, and to collaborate on topics from forests to oceans, climate to biodiversity, and sustainable finance to environmental policy & advocacy. We have mobilized BCG's digital capabilities to accelerate WWF's impact through initiatives such as OpenSC for supply chain transparency, and an Early Warning System to prevent deforestation. We have also supported some of its world-changing partnerships, such as the Science-Based Targets initiative. I admire WWF's efforts, and deeply value this partnership. I believe our collective impact will only grow, particularly as we continue to advance corporate action on climate and nature. Congratulations to all at WWF on 60 years of impactful and inspirational work. 99

Rich Lesser CEO, Boston Consulting Group



66 Congratulations to World Wildlife Fund on your 60th anniversary. For decades, you have helped businesses like Walmart translate ambitious aspirations for climate and nature into practical

action at scale to transform supply chain systems. For example, WWF helped create certifications such as FSC and MSC. WWF was instrumental to Walmart establishing Science-Based Targets for climate and our commitments to conserve, restore or better manage 50 million acres of land connected to global supply chains. WWF helped design and guide our implementation of Project Gigaton, Walmart's platform to engage 3,000 suppliers – 3,000 of them to date, reporting nearly half a gigaton of emissions avoided through initiatives related to energy, waste, packaging, product design, sustainable agriculture and forests in supply chains. WWF initiatives touch nearly every type of landscape, seascape and supply chain in the world. Your deep subject matter expertise, commitment to scientific approaches, candid and constructive feedback, and seminal works such as the Living Planet Report have built enormous trust, helped us engage others to raise ambition and pace, and influenced the public's understanding of the imperative for conservation. We appreciate you and feel a sense of urgency to get on with you in the next 60 years toward a regenerative future – with emissions drawn down, nature restored, and people empowered and fulfilled to live in a more just and sustainable world. "

Kathleen McLaughlin
Executive Vice President and
Chief Sustainability Officer, Walmart Inc.,
and President, Walmart Foundation



Ature is celebrating its 60th anniversary. In the Chinese traditional culture, 60 years completes a long cycle called the jiazi. It marks the

maturity of your organization and the prosperity of your cause. It is gratifying to congratulate you for carrying on the past and forging ahead. As a veteran in the field of environmental protection, I had pleasant cooperation with international friends from WWF over the years, which remain vivid in my mind. I believe that the Chinese government will never forget your outstanding contributions, and I, myself, will always cherish the medal of honour you awarded me 20 years ago. This is not only a personal compliment to me, but also a witness to the close cooperation between China and international organizations. Time flies while much remains to be done. In the next six decades, *WWF* will surely have more brilliant achievements with the great expectation of the people in China and all over the world. 99

QU Geping
A leading pioneer of
environmental
protection in China

t: Claudia Bahamon © WWF-Colombia, Rich Lesser © Rudolf Wichert



TIGERS' FIRST STEPS TO RECOVERY

WITH YOUR SUPPORT, WILD TIGER NUMBERS ARE INCREASING FOR THE FIRST TIME IN A CENTURY.

Just 10 years ago, wild tigers were heading towards extinction. From perhaps 100,000 at the beginning of the 20th century, tiger numbers had hit an all-time low of an estimated 3,200 – only surviving in small pockets of their historic range, which once spanned across the grasslands and forests of the Asian continent. But things have started to turn around. In 2010, the governments of all 13 tiger-range countries made a "TX2" commitment to double wild tigers by 2022 – the Chinese Year of the Tiger. A global recovery plan followed and WWF, together with individuals, businesses, communities, governments and other conservation partners, have worked tirelessly to turn this grand ambition into reality.

Since then, tigers have made an incredible comeback in Bhutan, China, India, Nepal and Russia. Numbers are increasing in many landscapes and populations are even moving into new areas, which is also great news for the many species and millions of people who rely on healthy tiger habitats. This success is the result of many efforts – from creating best-practice global conservation standards for managing tiger habitats to supporting the crucial role played by communities in protecting tigers.

But poaching and habitat loss still threaten

Unfortunately, the many historic threats to the tiger, ranging from habitat destruction and fragmentation to the illegal wildlife trade, have not gone away. But we know the solutions that can turn things around. More resources to safeguard wildlife in protected areas; stronger laws and enforcement to challenge the illegal wildlife trade; improved resources to stop poaching; and increased education and awareness raising to tackle consumer demand for tiger parts.



RAINFOREST SUCCESS IN COLOMBIA

WITH YOUR SUPPORT, WE HELPED ESTABLISH THE WORLD'S LARGEST TROPICAL RAINFOREST NATIONAL PARK IN COLOMBIA.

In the heart of the Colombian Amazon,
Serranía del Chiribiquete National Park is
one of the most pristine areas of tropical
rainforest on the planet. It's home to
almost 3,000 species of animals and
plants, including vulnerable wildlife like
lowland tapirs, giant otters and jaguars.
An amazing diversity that's explained by
its unique location – where the Amazon
meets the neighbouring ecoregions of the
Andes, Orinoco and Guyanas. Chiribiquete
is also vitally important to local Indigenous
communities, some of whom remain
uncontacted or live in voluntary isolation.

In 2018, after years of campaigning by WWF and others, the Colombian government increased the size of the national park by more than half. At 4.3 million hectares – the size of Denmark – it's now the world's largest area of protected rainforest. Chiribiquete has also been recognized as a World Heritage site. We're now working with communities, government and other partners to make sure the national park is properly looked after. And, together, we're working to create a network of well-managed and well-funded protected areas right across Colombia.

But 10 million hectares still lost each year

Although many governments, businesses and others have committed to end deforestation, 10 million hectares of forests globally are still being lost each year that's an area the size of a football pitch every second. Governments, communities, businesses and many others, including WWF, all have a part to play in turning things around. We need to help people better understand the many vital services forests provide to all of us, no matter where we live, from clean water to healthy soils. We need to halt deforestation, better protect and sustainably manage the forests that remain, and restore forest landscapes.



NATIONS AGREE TO PROTECT ANTARCTIC WATERS

WITH YOUR SUPPORT, WE HELPED CREATE THE WORLD'S LARGEST OCEAN PROTECTED AREA IN WATERS NEAR ANTARCTICA.

The Ross Sea off Antarctica is one of the most untouched wilderness areas on the planet – and we're determined to keep it that way. In 2016, after years of work by WWF and many others, governments agreed to create the world's largest ocean protection plan in the Southern Ocean. An area of over 1.5 million km² off Antarctica – the size of France, Germany and Spain combined – has been set aside for conservation. More than 70% of it is a fully protected marine reserve, with only strictly controlled research fishing allowed in the rest.

The waters and sea ice of the Ross Sea teem with life. Its nutrient-rich waters produce vast quantities of krill and plankton, which in turn support countless fish, seabirds, seals and whales. The area is also home to a third of the world's Adélie penguins, a quarter of all emperor penguins, and a third of Antarctic petrels. Protecting the Ross Sea is a historic achievement, because it required the agreement of 24 countries plus the European Union. It shows that countries can come together to protect the ocean we all depend on.

But only 8% of the world ocean is protected

The Ross Sea marine reserve is large — but covers just one small part of the vast world ocean. Despite a big increase in marine protected areas over the last few years, just 8% of the ocean is officially protected. Around the world, we're working with governments, scientists, industry and local communities to identify areas for protection and to make sure they're managed in ways that are good for nature and people too. We want to see 30% of land and sea properly protected by 2030.



MEXICO'S THIRST FOR CHANGE

WITH YOUR SUPPORT, WE HELPED SECURE WATER FLOWS IN NEARLY 300 RIVERS ACROSS MEXICO - SAFEGUARDING WATER SUPPLIES FOR NATURE AND FOR 45 MILLION PEOPLE.

As in many countries, water shortages are a real threat in Mexico. As human populations grow and climate change increases droughts and disrupts rainfall patterns, water resources are coming under ever greater stress. So in 2018, with our support, the country took a revolutionary step. The president signed a decree creating "water reserves" in 295 river basins across the country. That means that an agreed proportion of the water in these river basins is set aside for nature as well as to provide drinking water and the other essential needs of local people. In total, the reserves cover 55% of Mexico's surface water, and should guarantee freshwater supplies for 45 million people for the next half-century. We played a key role in working out how much water needs to flow through each one to sustain nature and meet the needs of local people. That will allow water to be managed wisely and fairly, now and in the future.

The reserves will also help to safeguard Mexico's remaining free-flowing rivers, like the Usumacinta, the largest and most biodiverse river in Central America. A water reserve now protects 93% of the Usumacinta's water, nourishing communities, forests and local wildlife like the iconic jaguar.

But rivers are still drained, dammed and diverted

Globally, our rivers are in trouble. So we're working to improve the way rivers and other freshwater environments are managed. We're challenging destructive developments like poorly sited hydropower dams, and demonstrating sustainable alternatives. And we're helping to bring rivers back to health by removing dams and other artificial structures, restoring wetlands and floodplains, and protecting threatened species like river dolphins and sturgeon.



SUPPORTING THE PEOPLE LIVING CLOSEST TO NATURE

WITH YOUR SUPPORT, WE HAVE HELPED ENSURE INDIGENOUS GROUPS LIKE THE MAASAI IN KENYA LEAD CONSERVATION EFFORTS AND AREAS.

The Maasai people have lived on the plains of Kenya and Tanzania for generations, herding their cattle with the seasons and celebrating their distinctive culture. Living in close harmony with nature, they are the guardians of some of the most spectacular wildlife habitats on the planet. But the Maasai's traditional way of life is changing. Human pressures such as unsustainable development are growing. People and wildlife are being brought into closer contact. And outdated conservation approaches that seek to exclude people from wildlife reserves have also caused conflict.

With our partners, we've worked with communities in Kenya to create new community conserved areas — where communities are rightfully in charge of managing their land, wildlife and resources. In parallel, we are supporting them to improve habitat management and animal husbandry practices and strengthen their livelihoods, including through nature-based tourism. These areas are already showing positive results. Wildlife numbers are increasing and so have tourist revenues until the recent global pandemic lockdown — proving that both people and nature can thrive together here, as they always have.

But there is growing global pressure

In far too many cases, the rights of Indigenous peoples and local communities to sustainably manage their ancestral lands aren't recognized. We believe that conservation of nature and human rights go hand in hand. Around the world, we're supporting Indigenous peoples and local communities to continue managing their lands sustainably — and to ensure their voices are heard and their rights are recognized. Starting from the fundamental right to a healthy environment. But we know there are still many complex economic and political challenges to be overcome.



GLOBAL ACTION TO REVERSE NATURE LOSS

WITH YOUR SUPPORT, WE HELPED BRING ABOUT A COMMITMENT BY OVER 80 WORLD LEADERS IN 2020 TO TAKE DECISIVE ACTION ON NATURE LOSS.

Undeterred by the global disruption caused by the COVID-19 pandemic, WWF and many others joined forces last year to build a broad coalition of non-state actors calling for an urgent global commitment to restore nature – a New Deal for Nature and People. Alongside other environmental and sustainable development organizations, we forged a Global Goal for Nature concept – the idea of a single apex goal targeting a natural world on the path to recovery by 2030. A global nature-positive goal that, together with the carbon-neutral goal for climate, allows governments, businesses, investors and consumers to all contribute towards it.

Calls from hundreds of businesses and civil society organizations, together with our work alongside governments to develop a Leaders' Pledge for Nature, culminated in its endorsement by over 80 heads of state and government, together with the President of the EU. This commitment to reverse nature loss by 2030 came from countries representing more than 1.3 billion people and over a quarter of global GDP.

But action must follow commitments

The Leaders' Pledge for Nature is an important stepping stone but this must be translated into detailed plans of action that set nature on the path to recovery in the coming decade. Ambitious action must be agreed at this year's UN biodiversity and climate change summits. And leaders must also vigorously respond to the COVID-19 pandemic by putting nature at the heart of a green and just recovery. World leaders must show ambitious leadership that puts nature at the centre of political and economic decisions for decades to come.





The path over the coming decade will not be an easy one, requiring concerted and urgent action to halt the degradation of ecosystems, protect and sustainably manage the nature left on the planet, and restore what we possibly can to build the resilience of landscapes and seascapes. And, with nature put firmly on the path to recovery, human equity and prosperity can be more easily guaranteed for generations to come. We are therefore calling for the following collective global action by 2030:

PROTECT NATURAL SPACES

We are advocating for at least 30% of all land, seas and fresh water to be protected by governments, Indigenous peoples and local communities, sustainably managing the rest and being ambitious in restoring what we have lost or degraded.

STOP SPECIES EXTINCTION

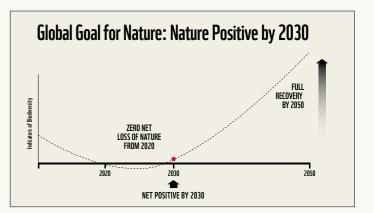
We are striving to halt species extinction caused by human activity, with wildlife populations stable or increasing. To achieve this, we need to end illegal and unsustainable trade, stop over-exploitation on land and in the ocean, reduce conflicts and enhance coexistence between people and wildlife, minimize incidental capture, and reduce the threat to wildlife caused by invasive species.

HALVE FOOTPRINT OF CONSUMPTION AND PRODUCTION

We need to tackle the key economic drivers of nature loss and climate change: by accelerating energy transition so that we halve emissions by 2030; by halving the footprint of food production and consumption both on land and in the ocean; and by addressing the impact of infrastructure development, forestry, extractive industries and other sectors, while directing public and private finance towards carbon-neutral and nature-positive transitions.

TOGETHER POSSIBLE

These ambitious targets can only be achieved by people from around the world working together. Each and every one of us must make our own unique contribution to scaling up global conservation efforts in the coming decade if we are to succeed. And as a global federation of locally-led organizations across almost 100 countries, with local leadership and an incredible cultural diversity, WWF will work tirelessly to help create some of the strong relationships, ambitious goals and innovative solutions needed to deliver both change locally and at a systemic level. Working collaboratively with our many and varied partners and supporters, we are ready to play our part in the urgent challenges ahead and to encourage even greater ambition from business, government and the growing number of active citizens and communities around the world.



NATURE POSITIVE BY 2030

Together with other organizations, WWF has worked to develop a Global Goal for Nature, targeting a natural world on the path to recovery by 2030. Alongside a carbon-neutral goal for climate, this nature-positive goal represents the foundation for a prosperous and equitable future for all. We have now joined with others for a new campaign, called #TheRacelsOn, which focuses on urgent action to reverse biodiversity loss and secure a nature-positive world by 2030.

www.naturepositive.org; www.leaderspledgefornature.org/theraceison







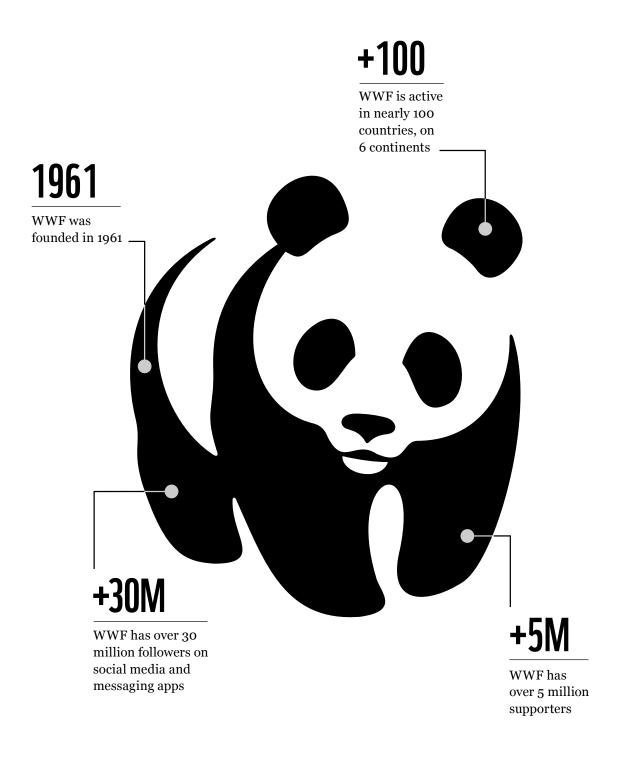
OUR PRESIDENT EMERITUS REMEMBERED

WHILE COMMEMORATING OUR 60TH ANNIVERSARY, WE ALSO WISH TO REMEMBER THE RECENT PASSING OF HIS ROYAL HIGHNESS THE DUKE OF EDINBURGH.

Prince Philip was a powerhouse of passion and advocacy for conservation across the decades. A trustee for WWF International from our beginning and the first President of WWF-UK, His Royal Highness went on to become President of WWF International (1981-1996) before being named President Emeritus, a position he held until the time of his passing. Our dedicated President's Fund for Nature, launched in his memory, will continue his support for essential wildlife conservation and biodiversity around the world, with special bursaries for young environmentalists.



WWF IN NUMBERS





Working to sustain the natural world for people and wildlife

together possible ... p

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The mark of responsible forestry