



## THE MARKET

World Wildlife Fund (WWF) is the world's leading conservation organization. For the last 50 years, it has been dedicated to protecting the future of nature. WWF conducts its conservation work in 100 countries and is supported by 1.3 million members in the United States and close to 5 million members globally. With its distinctive panda logo known around the world, WWF is considered one of the most recognized and trusted brands in conservation.

## ACHIEVEMENTS

In 2011 WWF celebrates its 50th anniversary. During the past five decades, the organization has had a vast number of achievements in its efforts to protect and conserve the natural world. Highlights are as follows.

**1960s.** WWF is formed and work begins on early projects to conserve several threatened species, including the bald eagle, the Hawaiian sea bird, and the red wolf.

**1970s.** WWF gives a grant to the Smithsonian Institution to study the tiger population in Nepal's Chitwan Sanctuary, allowing scientists to successfully use radio tracking devices for the first time.

WWF and the International Union for the Conservation of Nature and Natural Resources (IUCN) create TRAFFIC, a network that protects plants and animals by monitoring and regulating the international wildlife trade. Over time, TRAFFIC has become the world's largest wildlife trade monitoring network.

**1980s.** WWF expands conservation programs in Asia and Africa and also helps create nature reserves, protected areas, and national parks in Colombia, Brazil, Mexico, Belize, and Bhutan.

the international standards for environmentally sustainable fisheries management.

**2000s.** WWF and the Brazilian government spearhead and launch the Amazon Region Protected Areas (ARPA) program, which over the next decade will triple the Amazon protected areas system, reaching 150 million acres of newly protected area by 2013.

WWF helps to develop the Coral Triangle Initiative (CTI) Plan of Action, an international agreement to address growing threats to the



WWF begins promoting groundbreaking debt-for-nature swaps, in which the national debt of developing countries is converted into funding for conservation. Many countries have enacted successful debt-for-nature swaps, representing tens of millions of dollars in debt reduction and conservation work.

**1990s.** WWF plays a key role in persuading Ecuador to enact a sweeping new law to protect the Galápagos by creating a marine sanctuary around the islands.

WWF helps create the Forest Stewardship Council (FSC), which works to set industry standards for responsible stewardship of the world's forests. To date, the amount of sustainably managed forest certified under FSC principles has reached 337 million acres globally, including 32.4 million acres in the United States.

WWF and Unilever establish the Marine Stewardship Council (MSC) to assure the long-term sustainability of global fish stocks and the integrity of marine ecosystems. Two years later, MSC becomes a fully independent nonprofit organization that sets

Coral Triangle's coral reefs, species, mangroves, fisheries, and other natural resources. WWF is currently working to ensure the CTI's successful implementation.

WWF begins innovative collaborations with businesses, industries, and market leaders to create a more sustainable global marketplace.

## HISTORY

A small but influential group of scientists, naturalists, and business and political leaders founded WWF in 1961. That same year, a giant panda named Chi-Chi arrived at the London Zoo. WWF's founders felt that the appealing black-and-white panda would make a strong, recognizable symbol for their new organization — one that could overcome all language barriers. British environmentalist and artist Gerald Watterson jotted down the first rough sketches for what would eventually become WWF's iconic panda logo, which has come to stand as a worldwide symbol for conservation.

In its early years, WWF primarily provided funding to other organizations that were conducting conservation projects, particularly in the area of species conservation. But as the Earth's conservation needs broadened, so did WWF's approach. The organization recognized that simply protecting a species and its habitat was not enough; in order to save a species, one needed to consider a number of other things connected to it, including the broader ecosystems that supported its habitat, the people who lived in those





## GREEN FOCUS

In addition to the conservation work it does around the world, WWF-US practices a wide range of environmental approaches at its Washington, DC, headquarters, including

- Decreasing the organization's carbon footprint by reducing air travel and upgrading virtual meeting technology
- Providing a variety of tools and incentives to encourage eco-friendly commuting and telecommuting
- Instituting a robust recycling and waste management program
- Implementing a variety of programs to reduce energy consumption and save water, including energy-efficient lighting technologies and HVAC systems, and low-flow toilets and faucets
- Utilizing energy-efficient IT practices and equipment, as well as earth-friendly office supplies and biodegradable cleaning products
- Constructing Washington, DC's third-largest green roof, which reduces rainwater runoff, conserves energy, and provides green habitat for local wildlife



ecosystems, and the larger global forces, such as climate change and global markets, that impacted all of these things. With this realization, WWF began hiring scientists and experts and started to research and develop its own conservation approaches that would address protecting nature at a much broader scale. Today, WWF works around the world, delivering innovative, science-based solutions at every level — from local to global — to create positive, sustainable change that will both conserve the planet's natural resources and meet the needs of its people.



### THE PRODUCT

Over its five decades WWF has grown from a small group of committed wildlife enthusiasts into a vast global network, supported by people from all walks of life who care about the future of the natural world. WWF has gained its unparalleled reputation and support due to its powerful mission to reverse the degradation of the planet's natural environment and to build a future in which human needs are met in harmony with nature. The organization is dedicated to using and advancing the best available scientific knowledge

to preserve the diversity and abundance of life on Earth and the health of ecological systems by

- Protecting natural areas and wild populations of plants and animals, including endangered species
- Promoting sustainable approaches to the use of renewable natural resources
- Promoting more efficient use of resources and energy and the maximum reduction of pollution

### RECENT DEVELOPMENTS

WWF realizes that lasting conservation will not result from one organization's work alone; it requires powerful collaborations among many groups to accomplish the greatest success. Therefore, WWF works for change not only with individual donors but also with local communities, governments, and other nonprofits. Most recently the organization has expanded its collaborations to include leaders in business and industry who understand the vital link between sound environmental practices and long-term profitability. WWF currently has a number of collaborative initiatives with corporate partners that range from building sustainable operations and supply chains, to creating a more sustainable marketplace, to supporting large-scale conservation efforts in critical places around world. Some of these collaborations include

- Working with Walmart in a number of supply-chain sustainability efforts, including MSC certification of fisheries, participation in the Global Forest & Trade Network, Mining Certification Guidelines, the Better Cotton Initiative, and other agriculture-related issues
- Partnering with The Coca-Cola Company to conserve seven of the world's most important freshwater river basins, build sustainable practices into its global supply chain, and improve water efficiency in its bottling plants

- Creating the Climate Savers Computing Initiative with Google, IBM, Dell, Intel, and other tech industry leaders, which establishes new efficiency standards for computers in order to reduce greenhouse gas emissions

### PROMOTION

WWF launches a wide variety of promotional events each year. At press time the organization is focusing on a few key campaigns. The 2010 Year of the Tiger campaign is designed to build awareness about the threats to wild tigers, with an end goal of doubling the number of tigers in the wild by 2022, the next Year of the Tiger. In 2011 WWF celebrates its 50th anniversary, a momentous occasion in the organization's history that WWF will mark with a variety of public awareness events. Additionally, WWF's TRAFFIC network is promoting its "Don't Bring Home These Souvenirs!" campaign to help travelers practice responsible ecotourism by choosing ethical souvenirs that do not support illegal wildlife trade.

### BRAND VALUES

WWF seeks to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth, WWF seeks to practice conservation that is humane in the broadest sense. WWF seeks to instill in people



everywhere a discriminating yet unabashed reverence for nature and to balance that reverence with a profound belief in human possibilities. From the smallest community to the largest multinational organization, WWF seeks to inspire others who can advance the cause of conservation.

### THINGS YOU DIDN'T KNOW ABOUT WORLD WILDLIFE FUND

- WWF-US's first honorary president was former U.S. president Dwight D. Eisenhower.
- WWF helps train and empower future conservation leaders in developing nations. WWF's Russell E. Train Education for Nature program has awarded over 1,200 conservation-focused scholarships and grants to individuals and institutions in 49 countries across Africa, Asia, and Latin America.