



WWF

50 YEARS
OF CONSERVATION

THANK YOU
FOR YOUR SUPPORT



for a living planet



for a living planet

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

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, and promoting the reduction of pollution and wasteful consumption.



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WWF's 50th anniversary is a moment to pause and celebrate the contributions of the millions of people across more than 100 countries who have and do support our work – through the strength of their efforts, by spreading the word and as a result of their generosity. Whether rangers, scientists, politicians, teachers, industrialists or just concerned people, without their help, enthusiasm and financial support, WWF could not have achieved what it has. This Golden Jubilee is their celebration, too, and they have our sincere thanks.

WWF supporters and the dedicated people who make up our network of National Organizations, Programme and Country Offices spanning all continents bring different perspectives and points of view to our work. Together they provide WWF with its unique strength as a truly global conservation organization.

Yolanda Kakabadse
President
WWF International

It is this diversity that has, does and will help WWF address the pressing issue of our time: how humanity adjusts to a sustainable way of life. There is no single solution, no silver bullet. Rather there is a range of routes and ways that together can bring about the change we need to live within the resources of our planet. There is immense strength and wisdom in this diversity, which we value and from which we all can learn.

In the time I have had the honour of serving as President of WWF, I have been impressed by the organization's ability to listen, learn and evolve. Although WWF has come a long way in its 50 years, it has never lost sight of the vision of our far-sighted founders, that conservation must be concerned with the future conduct, welfare and happiness of humanity.

This snapshot of some of the conservation challenges WWF has faced over its lifetime is also a description of how the world has developed since 1961. It shows how WWF tackles the evolving challenges of conservation, how determined all who make up WWF are, and how realistic the organization is.

There is much to celebrate, much to thank others for, but there remains much to be done. This book shows that WWF has no illusions about the tasks ahead, how urgent and important they are, and how much help WWF will need. So let us celebrate today, but return rapidly to our vital work of helping to create a world in which people live in harmony with nature.

FIRST MEETING OF THE TRUSTEES OF THE WORLD WILDLIFE FUND



MORGES: 18 NOVEMBER, 1961.

Ira Gabrielson

Peter Scott -

Charles Vander Elst.

Dr. Luc Hoffmann

Max Nicholson

Guy Mountfort

Sven Hörstadius

Harold Coolidge

Jean Baer

Hans Hüsey

G. Watterson

Signatories to the first meeting of the WWF Board of Trustees, 18 November 1961, Morges, Switzerland: Ira Gabrielson, Peter Scott, Charles Vander Elst, Dr Luc Hoffmann, Max Nicholson, Guy Mountfort, Sven Hörstadius, Harold Coolidge, Jean Baer (Acting President), Hans Hüsey, G. Watterson.



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Jim Leape
Director General
WWF International

This year, the year of WWF's 50th anniversary, there is much to celebrate. More than a billion hectares protected, species including the giant panda and the great whales brought back from the brink of extinction, forests and fisheries moving towards sustainability, and so much more.

There are the concepts that WWF worked to embed in the world's consciousness – sustainable development, biodiversity and ecological footprint. WWF took these words to a wider world, but more importantly the ideas that lie behind them.

Then there is the recognition of the environment that WWF helped to forge. Back in 1961, we were naturalists, there were no ministers of the environment, no United Nations Environment Programme, no international and precious few national environmental policies or laws.

When WWF set out, it did so on the basis of doing practical conservation, and as it evolved, it became a beacon, demonstrating what could be done and how it could be achieved. Over the years, WWF has more than punched its weight – thanks to the dedicated work of its supporters and partners, governments, the international community and business and industry. And, of course, of its dedicated staff.

This brief account of WWF's conservation work describes some of what has been achieved in the last 50 years. It also charts the evolution of those efforts, the persistent search for new, more potent ways to spur change. Our work in forests illustrates this progression.

Early projects to create individual forest protected areas were followed, in the 1970s, by the first global rainforest campaign, and later by the founding of the Forest Stewardship Council and the Global Forest and Trade Network to ensure that use of forests is sustainable. Governments in the Amazon, the Congo Basin and Borneo were mobilized to protect these green lungs of the world. And now, WWF is working with partners to ensure that forest conservation pays – that communities and governments are rewarded for protecting the forests that provide services on which we all depend – storing carbon, capturing water, and regulating the Earth's climate.

WWF's abiding commitment is to create a world in which people live in harmony with nature. As we enter our second half-century, it is clear we must find even

stronger levers of change. That will mean redoubling our commitment to engaging others in finding the insights and solutions that can help move humanity on to a sustainable path. It will mean demonstrating that success is possible: working with governments and communities to secure lasting conservation of some of the most extraordinary places on Earth – from the Amazon to the Arctic; working with producers and buyers to bring sustainability into global markets. And it will mean enlisting not just millions but billions of people, on every continent, in the urgent cause of building a vibrant, prosperous, sustainable future for their children.

It is a great pleasure for Canon to be able to congratulate its long-standing Conservation Partner, WWF, on its Golden Jubilee. This short book, produced as part of that partnership, provides details of just a few of WWF's conservation achievements. It also demonstrates the determination with which WWF works around the world to generate and integrate actions to promote sustainability.

Canon's environmental commitment is rooted in our corporate philosophy of *Kyosei* or *living and working together for the common good*. Adopted in 1988, *Kyosei* embeds our approach to sustainability across the whole business.

As a pioneer in imaging technologies, we take responsibility for the impacts of our activities on business and on society, and strive to improve our performance in all areas. We aim to reduce our environmental impact throughout the product lifecycle, seeking innovative solutions that enrich our customers' and stakeholders' lives and businesses whilst reducing their environmental impact.

Beyond our own operations, we and WWF have a joint aim to raise awareness of environmental issues and of climate change. One of our partnership projects with WWF has been the launch and digitizing of thousands of images in the WWF photo library. Renamed the WWF-Canon Global Photo Network, this now contains more than 66,000 images, many by world-famous photographers. We understand the power of images to capture the imagination and underline the need for action to preserve the richness and diversity of the natural world.

We also work with WWF to track polar bears in the Arctic and to use the results to help children to learn about climate change. We believe strongly that we must all work together if we are to overcome the environmental challenges our planet and our children face.

We hope this book will inspire you to help build a future in which humans live in harmony with nature.

Canon



WWF's 20th anniversary, 1981. From left: Charles de Haes, WWF International Director General; HRH Prince Philip the Duke of Edinburgh, WWF International President; Max E. Nicholson, founder; Sir Peter Scott, founder; Guy Mountfort, founder; Dr Luc Hoffmann, founder; HRH Prince Bernhard, former President; John Loudon, former President; Dr Hans Hüsey, founder.

FIVE DECADES OF CHALLENGE AND ACHIEVEMENT

From its origins in the concerns of a small group of committed naturalists, WWF has grown into one of the world's largest and most respected independent conservation organizations, supported by over 5 million people and active in more than 100 countries. Over the years, WWF's focus has evolved into an ambitious strategy to preserve biodiversity and achieve sustainable development across the globe. This brief summary illustrates its evolution, made possible by partnerships with a broad range

of scientists, park managers, local communities, businesses and, of course, the generosity of our donors. But all at WWF remain aware that in conservation, only failure is permanent, and that our mission to help bring about a world in which people live in harmony with nature demands constant vigilance in the face of ever-changing challenges.

In its first decade, WWF raised more than US\$5.6 million – an enormous sum in the 1960s – through popular fundraising appeals that, for the first time, brought conservation into the public arena. Based on the best available science, this money was distributed as grants to support 356 conservation-related projects around the world – from wildlife surveys through anti-poaching efforts to education. Many of the animals and habitats supported by these early grants went on to become iconic symbols of conservation, and continue to be a focus of WWF's work.

1960s

While it remained focused on species and habitat preservation throughout the 1970s, WWF's approach began to change: instead of providing more-or-less *ad hoc* support to individual projects, it began encouraging more comprehensive conservation efforts for entire biomes as well as species across their entire range. As part of this, WWF stepped up its engagement with governments and international environmental treaties and started to tackle some of the drivers of environmental threats.

1970s

1980s

By its 20th anniversary, WWF had helped found protected areas on five continents covering 1 per cent of the Earth's surface and contributed to the continued existence of a number of species. However, WWF realized that parks and crisis-led conservation efforts, while important, were not enough. During the 1980s, with an expanded global presence and starting to run its own projects, WWF began to stress that conservation was in the interest of people and needed to be integrated into development, rather than viewed as in conflict with it – an idea first formulated by WWF's far-sighted founders. This laid the groundwork for what we now know as sustainable development, a concept that permeates conservation, development and corporate strategies today.

1990s

The 1990s saw more widespread acceptance of the global links between the environment, human activities and human welfare – as well as the value of biodiversity and the emerging threat of climate change. These issues were explicitly incorporated in WWF's 1990 Mission Statement, and have framed its work ever since. Continuing the move from country-based projects to a targeted and more unified approach, WWF developed a global conservation strategy that focused efforts on the world's most critical ecoregions and on six key issues – species, forest, marine and freshwater conservation, mitigating climate change and reducing the use of toxic chemicals. In addition to its long-standing relationships with traditional conservation partners, WWF also began to engage more actively with business and other new partners, including the Global Environment Facility and the World Bank, to promote sustainable resource management.

2000s

The turn of the century saw WWF vastly upscale its ambition, aiming for transformational changes that lead to lasting conservation, sustainable development and sustainable lifestyles. With twin goals of conserving biodiversity and reducing humanity's ecological footprint, the organization is drawing on the combined strength and expertise of its global network to create innovative partnerships that integrate on-the-ground conservation, high-level policy and advocacy, and strategic private-sector engagement. These efforts are particularly focused on globally important areas and species, including vast regions such as the Amazon and animals and plants important both for their habitats and for people, and tackling global challenges like climate change and the sustainability of global markets.



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Top left: UN Secretary-General Kofi Annan with HE Chief Emeka Anyaoku, WWF International President, at the 2002 World Summit on Sustainable Development.

Top right: Fritz Volmar, Director General of WWF International, HRH Prince Bernhard, President of WWF International and Mrs Volmar, 1971.

Below: In Coto Doñana at WWF's 40th anniversary. Standing: Claude Martin, Director General of WWF International and José A. Valverde. Seated: Max Nicholson, founder, José M. Mayorga and Dr Luc Hoffmann, founder.



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