

WWF'S GLOBAL CONSERVATION PRIORITIES

Contents:

Preface

Introduction

WWF's Purpose and Mission

Setting Priorities for Conservation

WWF's Conservation Priorities: The Priority Biomes

1. Forests
2. Freshwater Ecosystems
3. Oceans and Coasts

The Global 200 Ecosystems: The Geographic Setting

Delivering conservation: The Conservation Methods

1. Promoting the Establishment and Management of Protected Areas
2. Conserving Species of Special Concern
3. Promoting Environmental Education and Building Local Conservation Capacity
4. Promoting Sustainable Resource Use
5. Reducing Consumption and Pollution
6. Lobbying and Advocacy work on International Treaties

The Living Planet Campaign

PREFACE

Since it was founded in 1961, WWF has become the world's largest and one of the most respected independent conservation organizations. It has played a major role in the evolution of the international conservation movement, a role that continues to evolve and grow. Never has WWF's purpose been as relevant as it is today, as we approach the beginning of a new millennium.

Whilst we will need to anticipate WWF's role in delivering conservation in the 21st century, and adapt our approaches accordingly, the primary goal will remain unchanged – the pursuit of conservation to save the Earth's biodiversity. Hence, the purpose of the conservation priorities presented here is to focus WWF's Global Conservation Programme, including the global campaigns and the domestic programmes of the National Organizations, on the conservation of biodiversity.

It is vital that WWF's limited resources are used as effectively as possible. Only by building on WWF's areas of expertise and institutional strengths and concentrating our efforts on a few clearly defined priority conservation issues – for which the organization is well positioned – will WWF make a real difference.

Many people have contributed to the essence presented in this paper. I would like to thank specifically Jim Leape, Senior Vice President of WWF-US, Jorgen Randers, Deputy Director General, Chris Hails, Programme Director of WWF International, the members of the Forest, Freshwater, and Marine Units and the three Target Driven Activities (TDAs), as well as the members of the Programme Committee.

Dr Claude Martin
Director General
WWF International

INTRODUCTION

WWF works to conserve nature and ecological processes through a combination of on-the-ground conservation projects, advocacy work promoting conservation through national and international policies, and international campaigns that help spotlight crucial environmental problems. Through its global network WWF plays a key role in many of the most important conservation achievements worldwide.

Approaching five million regular supporters and with a network of 27 National Organizations (NOs), 22 Programme Offices (POs), and five Associate organizations which subscribe to WWF's Mission, WWF is the world's largest independent organization dedicated to the conservation of nature. WWF's annual global conservation expenditure amounts to more than US\$ 200 million through its field, policy and education programmes in roughly 100 countries around the world.

Since its inception in 1961, WWF has been engaged in a wide variety of conservation activities, such as protected area establishment and management, species conservation, research, environmental education and awareness building, environmental policy development and implementation, and advocacy. Through its Global Conservation Programme, WWF has contributed significantly to the development and impact of the world conservation movement and to sustainable development in a period of great pressure on the world's natural resources.

In carrying out its work WWF cooperates with many partners, including UN organizations and IUCN–The World Conservation Union, and donor/development agencies such as the European Commission, USAID, and the World Bank, with which WWF has formed an alliance to address forest issues.

As we look to WWF's agenda for the next century, when the quest for natural resources will become even greater, and we recognize that no single organization can claim to credibly cover the entire conservation agenda, it is essential that WWF sets clear priorities for its work. The purpose of this document – a revision of *WWF's Global Priorities to the Year 2000* published in January 1994 – is to further define WWF's global conservation priorities and WWF's approach to address these priorities, with the ultimate goal of achieving the conservation of biodiversity.

WWF'S PURPOSE AND MISSION

WWF's Purpose, as laid down in its Statutes first established in 1961 and slightly modified in 1993, is "to conserve the natural environment and ecological processes worldwide". This is taken to include fauna and flora, the landscape, water, soils, air and other natural resources, with particular emphasis on the maintenance of essential ecological processes and life support systems, and on the preservation of genetic, species and ecosystem diversity, and on ensuring that the utilization of wild plant and animal species and natural ecosystems is sustainable.

To further tighten and focus its institutional forces, WWF adopted a Mission Statement and Strategy in 1989. The Mission clearly recognizes that WWF's aims cannot be achieved without taking into account the underlying causes of environmental degradation.

WWF's Mission statement

"WWF's mission is to achieve the conservation of nature and ecological processes by:

- **preserving genetic, species, and ecosystem diversity**
- **ensuring that the use of renewable natural resources is sustainable both now and in the longer term, for the benefit of all life on Earth**
- **promoting actions to reduce pollution and the wasteful exploitation and consumption of resources and energy.**

WWF's ultimate goal is to stop, and eventually reverse, the accelerating degradation of our planet's natural environment, and to help build a future in which humans live in harmony with nature."

The Mission first restates the purpose of the organization – to conserve nature – and then addresses three main approaches to achieve this: (i) the preservation of biodiversity (genetic, species, and ecosystem diversity) – which has also been called the "bottom line" of WWF's Mission; (ii) the sustainable use of natural resources as a necessary precondition to biodiversity preservation; and (iii) the reduction of consumption and pollution as a means to minimize the indirect and often global impact on the natural resource base. Finally the Mission states the ultimate aim of the organization: harmony between man and nature.

The Mission statement, approved by the WWF International Board in 1989 and adopted by all National Organizations, has played a crucial role in modernizing WWF's approach to conservation, particularly the integration of WWF's field-based activities with its expanding policy work at both national and international levels.

With the Mission in place, positioning WWF as a conservation organization focusing on biodiversity conservation, a series of goals needs to be prioritized, and conservation tools devised, to achieve the Mission. These essential elements are described in the following sections.

Guiding principles

To guide WWF in its task of achieving the Mission goals, the following principles (last revised in 1997) have been adopted. WWF will:

- be global, independent, multicultural and non-party political
- use the best available scientific information to address issues and critically evaluate all its endeavours
- seek dialogue and avoid unnecessary confrontation
- build concrete conservation solutions through a combination of field-based projects, policy initiatives, capacity building and education work
- involve local communities and indigenous peoples in the planning and execution of its field programmes, respecting their cultural as well as economic needs
- strive to build partnerships with other organizations, governments, business and local communities to enhance WWF's effectiveness
- run WWF's operations in a cost-effective manner and apply donors' funds according to the highest standards of accountability.

SETTING PRIORITIES FOR CONSERVATION

WWF has chosen its conservation priorities by first identifying three biomes for biodiversity conservation – forests, freshwater ecosystems, and oceans/coasts – and then translating this priority focus into field-based, policy, and campaign activities.

To give the priority biomes geographic focus – that is, to identify which of the world's forests, freshwater ecosystems, and marine areas WWF should concentrate its conservation resources on – WWF will use the Global 200 Ecoregions.

By focusing the conservation activities of WWF's regional programmes on selected, globally outstanding areas identified in the Global 200 analysis, WWF can ensure that its investment in the biomes (and in a few cases outside them) is in places that are most important from a global perspective. In this way, each of WWF's regional programmes can contribute directly to the overall global conservation strategy. Through ecoregional conservation strategies we can also ensure that our activities (e.g. promoting protected areas and sustainable resource use, and building local conservation capacity) converge in more intensive, integrated efforts to conserve the selected ecoregions. National conservation activities outside Global 200 ecoregions will emphasize the priority biomes.

The WWF Network will strive to focus at least 80 per cent of its total conservation spending on the agreed conservation priorities, i.e. the three biomes and six conservation methods (described later). The conservation programmes will be measured regularly against this criterion at a global level by WWF's Programme Committee. All activities falling outside the 80 per cent global priority focus must further conservation and correspond to the wider Mission goals.

WWF's CONSERVATION PRIORITIES: THE PRIORITY BIOMES

1. Forests

Forests harbour more species and greater genetic diversity than any other biome on earth. Although the complex ecology of forests – particularly of tropical moist forests – is still not completely understood, recent research has vastly increased the number of expected but as yet undescribed species living in these ecosystems.

Forests worldwide (tropical, temperate, and boreal) remain under extreme threat. Despite the fine words and commitments made by governments at the Earth Summit (UNCED) in June 1992, the years since have seen increased rates of forest loss in many tropical countries. This destruction is the result of a multitude of factors, particularly the opening up of primary forests for timber exploitation, and expansion of both small- and large-scale agriculture as a result of growing human population pressure. Large-scale clear-felling for industrial exploitation and cattle ranching, particularly in Latin America, has also contributed to the rapid rate of forest loss.

In addition, it is becoming clear that the stable or expanding forest area in temperate and boreal countries has been disguising a rapid decline in species diversity in many of these forests, as well as increased clear-felling in Canada and Siberia. Intensive forest management practices, especially the conversion of natural forests to plantations, have set many species on the road to extinction. New threats, including the current enthusiasm for genetic engineering, further reduces biodiversity and, as a result, the resilience of forest ecosystems.

WWF's Approach

WWF aims to halt and reverse the loss and degradation of forests and all kinds of woodlands, especially old-growth forests.

In view of the increasing rate of deforestation in the tropics and the loss of quality in temperate and boreal forests, it is necessary to take urgent measures to maintain and, where necessary, restore the forests of the world so that they can meet a wide range of human and non-human needs. Forest management systems must be based on the principle of sustainability – that is, management must be environmentally appropriate, socially beneficial, and economically viable. A prerequisite for maintaining the multiple functions of forests is the conservation of biodiversity at the genetic, species, and ecosystem levels. In future, management emphasis should shift from a narrow production focus towards the conservation of biodiversity and environmental functions, as these are the basis upon which any human use of forests depends.

To meet this challenge WWF has developed the following strategic objectives:

- Establishment of an ecologically representative network of protected areas (covering at least 10 per cent of the world's forest area by the year 2000)
- Achievement of environmentally appropriate, socially beneficial, and economically viable forest management outside protected areas

- Development and implementation of ecologically and socially appropriate forest restoration programmes
- Reduction of forest damage from global change (including terrestrial pollution and climate change)
- Use of forest goods and services at levels that do not damage the environment, including the elimination of wasteful consumption.

These objectives will be addressed by a combination of field and policy projects, including initiatives to support and promote international treaties concerning forests, and WWF's Forests for Life Campaign.

Forests for Life Campaign

The Forests for Life Campaign has two targets:

1. The establishment of an ecologically representative network of legally protected and effectively managed areas covering at least 10 per cent of each of the world's forest types by the end of the year 2000
2. The independent certification of at least 25 million hectares of well-managed forest by June 2001.

2. Freshwater Ecosystems

Water forms the basis for all life, supports unique life forms, and connects many different ecosystems. Wetland ecosystems – for example, rivers, river basins, catchment areas, underground aquifers, lakes, floodplains, freshwater marshes, peatlands, estuaries, and mangroves – play a central role in the water cycle. They are amongst the world's most productive environments and provide a wide array of benefits for people. Freshwater ecosystems are essential for the health, welfare and safety of people who live in or near them. In addition, many wetlands support important populations of wildlife, including a large number of endangered species.

Yet despite their essential functions and values, freshwater ecosystems are among the world's most threatened places as a result of ongoing drainage, land reclamation, pollution and overexploitation of their resources.

Freshwater consumption is growing everywhere. Competing sectors are increasing their claims on limited water supplies. Trade liberalization and growing industrialization are accelerating the demand for freshwater. An increase in urban settlements is adding to the pressure for large-scale, long-distance river diversions, which has serious implications for freshwater use and nature conservation. Conflicts over freshwater are likely to increase between countries, regions, and localities. And industrialization, rising standards of living, and urbanization will further increase the demand for energy, leading to increasing pressure for the construction of more hydro-electric dams.

WWF's Approach

To maintain the functions and values of freshwater ecosystems, the integrity of the water cycle must be maintained. WWF therefore advocates the conservation and management of freshwater ecosystems through a catchment approach – the approach also adopted by the Convention on Wetlands (Ramsar).

To address the growing freshwater crisis – in terms of quantity and quality – throughout the world, particularly in developing countries, WWF has adopted the following strategic objectives:

- Promote conservation of freshwater ecosystems and their processes, emphasizing the catchment approach
- Develop a holistic approach to freshwater management by integrating ecological and climate realities with basic human needs and cultures
- Work towards reducing the adverse impacts of external factors (e.g. trade, aid, debt, etc.) on freshwater ecosystems
- Involve local communities in the management of freshwater ecosystems
- Develop the 'Living Rivers' concept to provide an integrated structure for WWF's freshwater conservation work.

These objectives will be addressed by a combination of field and policy projects, including initiatives to support and promote international treaties concerning freshwater ecosystems, and WWF's Freshwater Campaign.

Freshwater Campaign

The Freshwater Campaign has two targets:

1. Ensure the long-term ecologically sustainable management of ten ecologically representative and globally important freshwater ecosystems by 2005
2. Identify and develop an effective mechanism to curb the global freshwater crisis by 1999; and from the year 2000 test and implement this mechanism in at least five regions where there is a real threat of conflict over water as a resource, or where scarcity will lead to the large-scale destruction of wetlands.

3. Oceans and Coasts

The marine environment comprises more than 75 per cent of the Earth's surface. The life that inhabits this largely unseen environment is extraordinarily diverse. While there are fewer species in the sea than on land, the sea contains a greater number of life forms. Moreover, the biological productivity of the richest regions of coastal areas rivals that of the most productive tropical forests.

Once thought to be almost immune to harm by humankind, we now know that deep-water and coastal ecosystems are under enormous and, often, disregarded threats. Coastal waters are among those most threatened by human activities. Much of WWF's work therefore focuses on the zone where land and sea meet, as well as on the river systems which deliver destructive pollutants to the coastal seas.

Many of the inhabitants of the open ocean, such as the great whales, turtles, and pelagic birds, are threatened by a variety of human actions, for example modern fishing methods and resulting bycatch. The currents that link seas and oceans mean that pollutants can be carried long distances, affecting areas far from their sources. Many of the more endangered species exist only in oceanic areas or migrate between international and nationally controlled waters. Since oceanic areas are outside national, or any other, control, the conservation of such species is extremely complex. The conservation of the marine environment will in many cases rely heavily on measures undertaken in other regions and to a large extent in other biomes (e.g. concerning soil erosion, pollutants, etc.).

In terms of maintaining global climatic stability, oceans are even more important than forests. Yet oceans and coasts are experiencing rapid degradation. Overfishing and pollution lead to an increasing number of marine areas facing total ecological collapse. Government action and international treaties are largely ineffective, while land-based sources of pollution are neglected or badly controlled.

WWF's Approach

To maintain the biodiversity and productivity of marine and coastal ecosystems and, where possible, to restore ecosystem functioning, WWF has established five closely linked strategic objectives:

- Establish a comprehensive global network of ecologically representative, well-managed marine protected areas designed to conserve critical ecosystems and areas of high biological diversity and productivity
- Conserve and secure the recovery of threatened marine species
- Introduce measures to ensure that fishing is carried out in a sustainable manner, in order to conserve genetic, species and ecosystem diversity
- Reduce and eliminate marine pollution from land-based and marine sources
- Promote integrated coastal management (ICM) as an underlying principle in the sustainable management of marine and coastal ecosystems.

These objectives will be addressed by a combination of field and policy projects, including initiatives to support and promote international treaties concerning the marine environment, and WWF's Endangered Seas Campaign.

Endangered Seas Campaign

The Endangered Seas Campaign seeks to reverse the effects of unsustainable fishing on marine fishes and the ocean ecosystems on which they depend. It has three targets:

1. To establish effective no-fishing zones in at least five globally important marine ecoregions threatened by fishing by 2001.
2. To reduce fisheries subsidies in the European Union by 25 per cent by 2001.
3. To ensure that at least ten fisheries are independently certified to Marine Stewardship Council standards by 2001.

THE GLOBAL 200 ECOREGIONS – THE GEOGRAPHIC SETTING

The priority biomes highlight on a global basis the ecological systems which WWF regards as being most important to the achievement of its Mission. To provide a geographic focus, WWF has identified the ‘Global 200’, biologically outstanding ecoregions of the Earth which are most representative of the world’s biodiversity and therefore most deserving of conservation attention. By concentrating its efforts in a limited number of these key ecoregions (80% of which fall within the priority biomes), WWF will be able to mount more comprehensive conservation programmes at an ecologically appropriate scale and thereby increase its long-term impact on saving the Earth’s biodiversity.

Ecoregion-based conservation arose in part from WWF’s recognition of the need to find ways to operate at a scale large enough to achieve conservation results that are ecologically viable, conserving networks of key sites, migration corridors, and the ecological processes that maintain healthy ecosystems. By addressing ecoregion-wide processes, the approach also recognizes the broader social, economic, and political factors that determine long-term success. By committing to conserve the biodiversity of an entire ecoregion, WWF will also search for points of leverage – ways to catalyse governments, corporations, donors and others whose actions are needed to achieve conservation.

Key features of ecoregion-based conservation

Three basic elements define the essence of this approach:

(i) *The goal*

WWF’s goal in each ecoregion is to conserve the biodiversity of the ecoregion as a whole. This entails an assessment of the original extent of biodiversity in the ecoregion and its current status, and to devise a realistic but ambitious vision for the long-term future. The vision would be based on the conservation of existing patterns of biodiversity and, where appropriate, restoration or rehabilitation of former patterns.

(ii) *Assessment*

A key to ecoregion-based conservation is a broad and searching analysis of priorities and opportunities. In each ecoregion, our assessment will include:

- Biological analysis – to identify key sites (and linkages among them), and the ecological processes that are important to the ecoregion’s biodiversity.
- Human dynamics analysis – a broadly gauged assessment of the social, economic, demographic, and political forces and trends that shape the key threats to biodiversity and the opportunities for conservation.
- Institutional assessment – a survey of the activities and potential roles of the actors (communities, governments, international agencies, NGOs, industry, etc.) to identify those who are or could be playing a part in the long-term conservation of the ecoregion.
- Target-setting – defining what success looks like, especially at the ecoregion scale, and defining milestones to chart progress towards achieving success.

(iii) *Strategy*

Ecoregion-based conservation programmes will employ the six WWF conservation ‘methods’ (described later on) integrated into a portfolio of activities at many levels, designed to meet the conservation challenges of the ecoregion. In many instances, ecoregional programmes will be built around field projects – supporting protected areas and community-based conservation in key sites, and demonstrating approaches (such as ecologically sound forestry) that have broader application.

The policy reforms which are necessary to tackle many of the root causes of biodiversity loss will also be addressed. Many of these will be within the jurisdiction of the governments within whose boundaries the ecoregions lie, but others may lie with decision-makers outside the ecoregion (e.g. policies relating to development or financial aid, agricultural subsidies or trade incentives).

An ecoregion-based approach will require that WWF finds ways to amplify its impact by developing partnerships with entities that can address issues (such as family planning, agricultural practices, or land reform) that lie outside WWF’s core competencies. It also demands that WWF focuses on points of leverage – finding ways to influence government policies and decisions, corporate behaviour, and the priorities of aid agencies, foundations, and NGOs – to catalyse the actions needed to conserve the ecoregion’s biodiversity.

By formulating a series of such programmes in selected Global 200 ecoregions, WWF hopes that it will stimulate others to emulate this approach across other ecoregions and thereby catalyse a global movement to conserve the Earth’s biodiversity.

DELIVERING CONSERVATION: THE CONSERVATION METHODS

1. Promoting the Establishment and Management of Protected Areas

WWF views protected areas as important means by which ecological processes, representative or unique habitats, assemblages of species and viable populations can be conserved. WWF's approach in this respect is therefore to promote and maintain systems of effective and sustainable protected areas.

For protected areas to remain biologically viable and socially sustainable at the local level, WWF will support and encourage local and national governmental and non-governmental bodies to:

- Identify gaps in protected areas networks, especially in the Global 200 ecoregions
- Design new areas and increase the viability of existing protected areas, including local stakeholders and incorporating concepts of landscape ecology
- Improve management of existing areas by upgrading and implementing management plans
- Monitor the threats to protected areas as the basis for reinforcing their effective management, and promote models of good management practices for educational and training purposes.

2. Conserving Species of Special Concern

Many of the world's plant and animal species are in danger of extinction owing to habitat loss, unsustainable use, intrusion of invasive species, illegal trade, toxic contamination, and climate change. To tackle this situation WWF will:

- Help to protect populations of plant and animal species that are important for conservation and sustainable development and which are threatened by habitat destruction, overharvesting, or other human activities
- Develop conservation action plans and strategies for selected species, based on ecoregional action plans, concentrating on:
 - ◆ flagship species (such as elephants, rhinos, whales, primates, and the tiger) around which major ecosystem or issues-based (e.g. trade) programmes can be built
 - ◆ keystone species in the Global 200 ecoregions that serve as indicators of ecosystem health
 - ◆ endemic species in Global 200 ecoregions whose ultimate survival is the responsibility of local authorities
- Promote sustainable benefits to local communities in species recovery programmes and management plans
- Carry out lobbying and advocacy work in relevant international treaties, and prepare WWF species status reports in cooperation with IUCN specialist groups and governments

- Help ensure that wildlife trade is at sustainable levels and in accordance with domestic and international laws and agreements by maintaining WWF/IUCN's Trade Records Analysis for Flora and Fauna in Commerce (TRAFFIC) programme.

3. Promoting Environmental Education and Building Local Conservation Capacity

WWF promotes environmental education and conservation capacity building to enable people to sustainably manage the natural resources on which life and livelihoods depend. This will be achieved through the design and introduction of environmental education and training programmes that create an awareness of the interdependence of people with their environment and helps to develop their skills, abilities, and motivation. Such a process will allow people to participate actively in the sustainable management of the environment and to understand the implications of actions at local, national, and international levels.

WWF will work with existing institutions, both governmental and non-governmental – especially those with the greatest potential for a multiplier effect – to develop education programmes and implement them locally to ensure cultural compatibility. Each will have clearly defined target audiences in the formal and non-formal sectors.

Conservation capacity building will support and enhance the scope and quality of conservation initiatives undertaken by individuals, institutions, and communities around the world. Focusing on needs and opportunities at the local level, capacity building activities will seek to establish appropriate responses to conservation issues and opportunities in any given community.

By focusing its conservation education and capacity building activities in key ecoregions, WWF aims to achieve the conservation of biodiversity by means of:

- Education and training to influence and enhance the way people interact with nature and the natural resources available to them locally
- Incorporating processes and tools for community involvement in the design and implementation of WWF's regional and transregional projects
- Support, in the form of advice, information and tools, to the capacity building actions of WWF and partner organizations relevant to community involvement.

4. Promoting Sustainable Resource Use

Unbridled economic development, wasteful consumption, and pollution currently lead to much loss of biodiversity and the depletion of natural resources. Market forces, government policies, ill-conceived subsidies, and on occasions economic agreements between countries all exacerbate these impacts.

To meet the challenges confronting sustainable resource use WWF will test, implement and disseminate alternative ways to use natural resources that promote sustainability, minimize

environmental impact, and bring social and economic benefits to local communities and national societies. In so doing, WWF will work to:

- Address the root causes of biodiversity loss, especially as it affects the conservation of Global 200 ecoregions
- Study the consequences of the consumptive use of wild animals and plant species
- Ensure that trade rules promulgated by the World Trade Organization (WTO) are environmentally sensitive and supportive of sustainable development
- Assess the impacts of the policies of the Bretton Woods Institutions (i.e. the World Bank and the International Monetary Fund), particularly structural adjustment programmes, and the influence of the Global Environment Facility (GEF) to achieve a more practical approach to the needs of biodiversity conservation.
- Ensure that national accounting systems take into consideration the full cost of economic activities to biological diversity, the natural resource base, and a clean environment.

5. Reducing Consumption and Pollution

Wasteful and unsustainable levels and patterns of resource consumption, and the resulting pollution and degradation of all biomes, are major threats to the world's biodiversity. Climate change threatens all ecosystems and could result in major species and habitat loss, as does sea-level rise on low-lying areas. Contamination from chemicals and metals occurs worldwide: all ecosystems – land, air and water – from the poles to the tropics are affected to a certain degree by pollution. Pollutants cross national and regional boundaries through air, in rainwater, on soil particles, and as residues in imported food.

To meet the challenges of growing rates of resource consumption and increasing pollution, WWF seeks to influence the behaviour of consumers and governments worldwide, and work with business and industry to make their activities and practices less environmentally damaging. The main focus will be on reductions of toxic chemicals and carbon dioxide and other greenhouse gas emissions.

Based on an existing and a growing body of new scientific evidence which points to serious harm being caused to ecosystems, wildlife and humans, urgent and precautionary action is required, in particular to address threats from persistent organic pollutants (POPs) and endocrine disrupting chemicals, facilitated through demonstration projects and partnerships that promote ecologically sound alternative substances and processes.

To address pollution from toxic chemicals WWF will seek to end toxic chemical threats to living systems by endocrine disrupting, bioaccumulative or persistent chemicals within one generation (by no later than 2020). To achieve this it will be necessary to:

1. Cease the deliberate production, release, transfer, and use of prioritized persistent organic pollutants (POPs), specifically: (a) seven POPs by no later than 2003 – aldrin, dieldrin, endrin, chlordane, heptachlor, mirex, and toxaphene; and (b) nine POPs by no later than

2007 – DDT, polychlorinated biphenyls (PCBs), hexabromobiphenyls, polycyclic aromatic hydrocarbons (PAHs), and chlordecone.

2. Have in place by 2002 a functioning global POPs treaty, with effective criteria and procedures for taking action on POPs other than those listed above.
3. Phase out the deliberate production, release, transfer, and use of substances known to have endocrine disrupting and other toxic effects, initially focused on a prioritized list of substances or groups of substances to be phased out by 2005 – with those substances identified through a scientific data review in 1998.
4. Establish by 2000, with commitments of substantial public/private sector funding, an overarching, independent, international scientific research initiative to advance understanding of the hazards of and alternatives to endocrine disrupting chemicals.

Climate Change Campaign

The goal of WWF's Climate Change Campaign is to protect nature from climate change by reducing atmospheric concentrations of greenhouse gases to levels that will prevent damage to ecosystems. WWF's primary target for the period 1998-2001 is to:

- Achieve, by the year 2001, a permanent downward trend in gross domestic carbon dioxide (CO₂) emissions in industrialized (OECD) nations as a first step towards substantial reductions by 2010

To achieve this target WWF has set three activity goals to serve as markers for assessing progress towards the principal target:

- a) By 2001, European nations will be implementing policies and measures to reduce their combined CO₂ emissions beyond the commitments they signed on to in Kyoto.
- b) By 2001, the United States will have set in place a programme for early implementation of its Kyoto goals, primarily through domestic actions to reduce CO₂ emissions.
- c) By 2001, WWF will have demonstrated through cutting-edge 'Climate Savers' partnerships with the private sector in at least six OECD countries (including the US, Germany and Japan) that substantial reductions in CO₂ emissions make sound economic as well as environmental sense.

6. Lobbying and Advocacy work on International Treaties

For WWF to achieve the objectives of its Mission, many other organizations and institutions must be mobilized behind our objectives. Lobbying and advocacy work in relation to instruments which guide decisions is therefore identified as being an important part of WWF's work to conserve biodiversity. Policy work also forms a key part of WWF's efforts to conserve the Global 200 ecoregions.

WWF works through international treaties as these guide governmental action worldwide and provide a significant public forum in which to highlight problems and solutions, and mobilize action at the local level. Specifically, WWF will:

- Promote the establishment and implementation of international treaties and national policies and legislation concerning the environment
- Improve implementation of existing treaties such as the:
 - ◆ Convention on Trade in Endangered Species (CITES)
 - ◆ Convention on Biological Diversity (CBD)
 - ◆ Framework Convention on Climate Change (FCCC)
 - ◆ Convention on Wetlands (Ramsar)
 - ◆ United Nations Convention on the Law of the Sea (UNCLOS)
 - ◆ International Whaling Commission (IWC)
 - ◆ Convention on Long-Range Transboundary Air Pollution (CLRTAP)
 - ◆ Commission on Sustainable Development (CSD)
- Strengthen WWF's impact, particularly at regional and national level, by working with international, regional, and national NGOs and institutions, involving the private sector wherever possible
- Develop and promote national legislation to implement international agreements, with particular attention to sustainability and the role of local peoples and communities.

THE LIVING PLANET CAMPAIGN

WWF's Living Planet Campaign is designed to make the last days of the 20th century a turning point in the efforts by WWF and others to preserve the global web of life. Through a worldwide effort, the Campaign seeks to bring together and highlight key parts of WWF's Global Conservation Programme to encourage people, corporations, and governments to take action for conservation. A prime tool advocated by the Campaign is the 'Gift to the Earth'.

By promoting the conservation and policy work being carried out under WWF's regional and transregional programmes and the TDAs, and by encouraging 'Gifts to the Earth' – significant voluntary contributions to conservation by individuals, governments, and business and industry – the Living Planet Campaign seeks to achieve three goals:

- **Conserve Endangered Spaces**

The main focus of this approach is to promote the Global 200 and to encourage national governments, corporations and international agencies to conserve representative examples of every habitat type by establishing networks of protected areas.

- **Save Endangered Species**

The Campaign aims to stimulate international action to save three critically endangered species: the tiger, the African black rhino, and the giant panda. Wherever appropriate, action will be taken to save other endangered species.

- **Change patterns of resource consumption by promoting thoughtful use of the Earth's timber, fish, and fossil fuels**

The Campaign seeks to change the ways we exploit the world's forests and oceans, and to halt the wasteful and inefficient use of coal, oil, and gas that is fuelling global climate change.