

Species Conservation

Protecting Nature and People

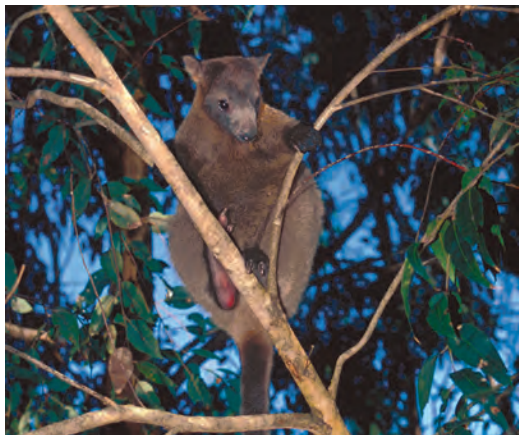


Stemming a global crisis



Since our founding in 1961, protecting rare and endangered species has been a core focus of WWF's mission to save a living planet. Our success has helped bring many species back from the brink of extinction, while preserving rich and varied ecosystems that sustain local people and countless plants and animals. But the global extinction crisis is escalating: habitat destruction, poaching, wildlife trafficking, climate change and other destructive human activities have led to an extinction rate that is 100 to 1,000 times higher than the expected natural rate.

WWF's comprehensive conservation strategy uses the best science available to link on-the-ground work with high-level policy negotiation to create lasting solutions that benefit wild animals as well as the people who live alongside them. We focus on flagship species – iconic animals that serve as ambassadors for conservation – and on species that are threatened by unsustainable human pressures.



A leader in science and action

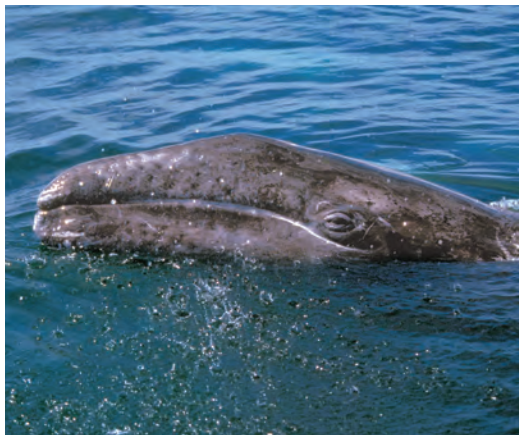
No other conservation organization combines global reach with local action like WWF. And our interconnected approach links actions at every level to create comprehensive, integrated solutions.

Local Level. WWF's work at the local level directly combats the impacts of global forces such as wildlife trafficking and deforestation. Recognizing that local people are the best stewards of their natural resources, we empower communities to better their futures through nature conservation while also reducing the effects of human-wildlife conflict and eliminating poaching.

Landscape Level. WWF's conservation approach has evolved to focus on larger landscapes occupied by both people and species. Our scientists track animals to learn about movement patterns, ecology and the impact of threats such as habitat fragmentation and climate change. These scientific analyses inform where and how best to invest in actions that help humans and animals coexist.

Regional Level. WWF plays a vital role in fighting wildlife trafficking at the regional level by working to strengthen national wildlife protection laws, facilitating formal international agreements and helping countries bolster enforcement on porous national borders. We also address shifting habitat and other effects of climate change on species by finding ways to help wildlife adapt to the inevitable impacts.

Global Level. WWF engages with industry to influence global market forces in order to reduce the human footprint and create a sustainable marketplace. We also partner with governments to strengthen policies that affect wildlife. This work on the global stage feeds directly into our local efforts to reduce poaching and encourage environmentally sustainable economic activities.



Our vision:
Flagship species will thrive in viable wild populations in priority landscapes, and in restored, interconnected habitats, secure from threats to their survival and coexisting with local communities.



WWF delivers lasting results

Notable Accomplishments

1960s

Supported sea turtle conservation focused in Latin America and the Caribbean. In the 1990s, helped establish the world's first transborder marine protected area for sea turtles.

1970s

Worked with the Smithsonian Institution to study the tiger population of the Chitwan Sanctuary in Nepal, allowing scientists to successfully use radio tracking devices for the first time.

With IUCN, created TRAFFIC, a wildlife trade monitoring network that works to ensure trade in wild plants and animals is not a threat to the conservation of nature.

1980s

Collaborated with the Chinese government to survey giant pandas and developed first-ever panda conservation plan. In 2004, a survey counted 1,600 pandas – 40 percent more than were believed to exist in the 1980s.

Campaigned to save the African elephant, an effort that played an important part in the decision by CITES to enact a ban on the ivory trade.

1990s

Began Africa Rhino Program. Recent census data shows there are now 4,200 black rhinos (up from 2,400 in the 1990s) and 17,500 white rhinos (up significantly from 100 a century ago).

Played key role in persuading Ecuador to enact a sweeping new law to protect the Galápagos Islands and their unique biodiversity.

2000s

Defeated proposal for the world's largest oil palm plantation, which threatened to destroy the remaining intact forests of Borneo, home to rhinos, elephants and orangutans.

Current Initiatives

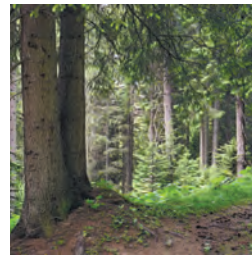


Using the best science

Challenge: To stabilize and increase populations of our priority species, we must know where they are and whether the populations are increasing or decreasing. We continually need accurate, up-to-date information

on species populations and demographics in order to design appropriate protection strategies and assess their effectiveness.

Solution: Our field scientists use cutting-edge techniques to monitor animal populations and conduct innovative research on species ecology. Collaring and tracking elephants, rhinos, sea turtles and other animals gives us vital information about movement patterns and animal behavior. Camera traps in remote locations in places such as Sumatra and the Russian Far East also provide critical data about wildlife populations. This data is helping WWF make the right decisions about how to protect animals and their habitat – from reintroducing populations to areas where they have been extirpated to planning development in a way that preserves vital migration corridors.



Preserving habitat

Challenge: Many threatened and endangered species share their homes with large human populations in some of the world's fastest-growing countries. Rapid economic growth in these places often means unplanned

development, illegal or unsustainable logging, conversion of forest to agriculture and new infrastructure – all of which destroy and fragment wildlife habitat.

Solution: WWF's multifaceted approach takes into account the needs of both wildlife and people. Working with business and industry, we promote better management practices that reduce impacts on fragile wild spaces. We help local communities plan for sustainable economic activities in a way that protects habitat and movement corridors for animals. And we regularly monitor habitat at the site and across the region to ensure that management and planning strategies are effective and appropriate.



Strengthening antipoaching efforts

Challenge: Fueled by highly organized wildlife traffickers supplying the black market, poaching is on the rise worldwide, threatening species like tigers, orangutans and rhinos with

extinction. The scale of this problem requires that WWF make a sustained investment of significant resources to reduce poaching.

Solution: By communicating critical information about wildlife trafficking and poaching, WWF gives governments and enforcement agencies the tools to fight poaching effectively and independently. We play a key role in the field by helping governments increase antipoaching patrols, by strengthening local capacity, by adding new technologies to better coordinate enforcement, and by developing long-term sustainable financing. At the regional level, we train law enforcement and educate prosecutors and judges about the need for appropriate penalties. Globally, we work to ensure that international treaties include strict trade bans.



Mitigating human-wildlife conflict

Challenge: Conflict between people and animals is one of the chief threats to the continued survival of many species around the world. It poses a significant threat to local human populations as well. If we do

not find adequate solutions to these conflicts, local support for conservation declines.

Solution: WWF helps integrate human needs into species conservation in order to protect people, limit retaliatory killing of wildlife and ensure that both have the space they need. Our analysis of communities where human-wildlife conflicts are common indicates that improved land-use planning – such as creating buffer areas between core wildlife habitat and human-use areas – can substantially reduce such conflicts. Where land-use planning cannot completely limit human-wildlife conflict, WWF delivers effective, nonlethal solutions that allow for peaceful coexistence, and economic solutions that compensate people for property damage caused by wildlife.



Clamping down on wildlife trafficking

Challenge: Wildlife trafficking is a multibillion dollar business that is driving many species to the edge of extinction. Crime gangs view wildlife as an illicit commodity to buy and

sell. This activity undermines conservation and development strategies. Poor governance, lack of enforcement capacity and ineffective controls are some of the greatest hurdles in our fight to stop this global problem.

Solution: Through TRAFFIC, the wildlife trade monitoring network of WWF and IUCN, we work to eliminate trafficking and ensure that if there is any trade in wildlife it is legal and sustainable. We support undercover field investigations, community-based informant networks and high-level policy engagement with governments. TRAFFIC’s research on the wildlife trade provides vital data to governments and enforcement agencies and creates a framework for stronger protections for highly trafficked species. TRAFFIC helps ensure that the Convention on International Trade in Endangered Species (CITES) is effective in regulating and protecting animals and plants sold in the international marketplace.

“Our work to protect species is central to our efforts to save a living planet. Extinction is not inevitable – we know that because we have brought species back from the brink of extinction.”



Dr. Sybille Klenzendorf
Managing Director
Species Conservation

WWF builds strong partnerships

Partnerships are crucial to WWF's work to restore habitats and species, improve land and wildlife management, and engage communities in conservation efforts. Our partnerships include universities, foundations, nongovernmental organizations, governments and corporations. By leveraging the strengths of our collaborations and supporters, we are able to accomplish our greatest successes.

Be part of our work

WWF is leading the most important and ambitious conservation effort the world has ever seen.

By 2020, WWF will conserve 19 of the world's most important natural places and significantly change global markets to protect the future of nature.

Together we can directly influence the course of conservation.

To learn more, visit worldwildlife.org/species



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