



WWF

BRAND  
BOOK

INT

One Network  
One Vision  
One Voice 

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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*One Network, One Vision,  
One Voice*

~

WWF Brand Book



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## WELCOME TO YOUR WWF BRAND BOOK

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*Inside you'll find a practical guide to how our brand inspires what we do, informs what we say and shapes how we say it. By communicating our key messages clearly and consistently we can connect with a global audience and motivate more people to get involved in our conservation mission.*

Read on to find out how you can help build on our success and make sure that our brand shines through in whatever work you're doing on behalf of the planet.

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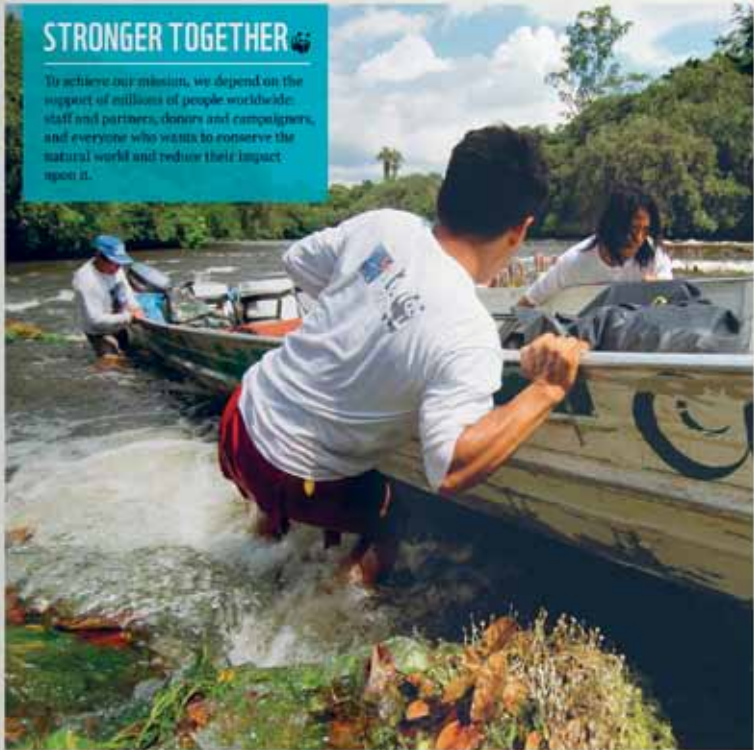
THE WWF BRAND  
IS ALREADY  
INTERNATIONALLY  
RENOWNED. TOGETHER  
WE CAN MAKE  
IT EVEN  
STRONGER

"IN SOME PLACES WE ARE JUST HOLDING ON,  
TRYING TO KEEP THE ANIMALS ALIVE, BUT IN  
OTHER PLACES WE ARE MAKING OUTSTANDING  
PROGRESS, SWIMMING AGAINST THE TIDE"

Dr A. Christy Williams, WWF Asian Rhino and Elephant Coordinator, Nepal

## STRONGER TOGETHER

To achieve our mission, we depend on the support of millions of people worldwide: staff and partners, donors and campaigners, and everyone who wants to conserve the natural world and reduce their impact upon it.



## A TIME FOR CHANGE

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### *Our planet is in crisis ...*

Demand for food, water and natural resources has doubled in just 50 years – and it's still growing. We're using more than the Earth can provide.

Our demands don't just affect us humans – they're having catastrophic consequences on the plants and animals we share the planet with, and destroying the natural systems we all depend on.

Yet this is a time for hope. Across the world, people are facing up to these challenges and creating practical solutions.

More of us are taking action to preserve what matters. More businesses understand and value biodiversity. More governments are reassessing how we use the world's resources.

*We have a fighting chance to preserve our living planet for future generations. But we have to act now, together, and on an unprecedented scale. Every one of us has a part to play.*



## SUCCESS STORIES

- 2012 → AUSTRALIA CREATES WORLD'S LARGEST MARINE PARK AFTER YEARS OF WWF CAMPAIGNING
- 2011 → WWF CELEBRATES 50 YEARS OF WORKING TO PROTECT THE NATURAL WORLD
- 2010 → ALL TIGER RANGE COUNTRIES AGREE AT TIGER SUMMIT TO DOUBLE NUMBERS OF WILD TIGERS BY 2022
- 2009 → CORAL TRIANGLE COUNTRIES BROUGHT TOGETHER BY WWF AGREE A MAJOR MARINE CONSERVATION PLAN
- 2007 → EARTH HOUR LAUNCHED IN SYDNEY - NOW THE WORLD'S LARGEST CONSERVATION CAMPAIGN, IN 135 COUNTRIES
- 2004 → WWF'S GREAT BARRIER REEF CAMPAIGN SUCCEEDS IN HIJACKING PROTECTION OF THIS MARINE JEWEL
- 2001 → OUR SUPPORT HELPS ESTABLISH THE STOCKHOLM CONVENTION TO REGULATE TOXIC CHEMICALS
- 1999 → AT A WWF-CONVENED SUMMIT, HEADS OF STATE COMMIT TO CONSERVE THE CONGO BASIN'S FORESTS
- 1996 → MARINE STEWARDSHIP COUNCIL (MSC) LAUNCHED TO CERTIFY WELL-MANAGED FISHERIES
- 1993 → FOREST STEWARDSHIP COUNCIL (FSC) LAUNCHED TO CERTIFY WELL-MANAGED FORESTS
- 1990 → WWF BEGINS CAMPAIGNING FOR A GLOBAL TREATY TO COUNTER CLIMATE CHANGE
- 1986 → WE BRING THE WORLD'S FIVE MAJOR FAITHS TO ASSIST TO SHARE IDEAS ON PROTECTING THE NATURAL WORLD
- 1982 → WITH WWF SUPPORT, THE GLOBAL MORATORIUM ON WHALING IS AGREED, COMING INTO FORCE IN 1988
- 1979 → WWF IS THE FIRST INTERNATIONAL CONSERVATION ORGANIZATION INVITED TO WORK IN CHINA
- 1977 → WWF LAUNCHES SEAS MUST LIVE CAMPAIGN, CALLING FOR PROTECTION OF THE MARINE ENVIRONMENT
- 1975 → WORLD'S FIRST TROPICAL FOREST CAMPAIGN RAISES ALARM ON FOREST LOSS AND ESTABLISHES NEW PROTECTED AREAS
- 1972 → OPERATION TIGER STARTS. INDIA'S TIGER NUMBERS INCREASE 30 PER CENT WITHIN SEVEN YEARS
- 1969 → WE HELP ESTABLISH COTA DOÑANA NATIONAL PARK - A GLOBALLY SIGNIFICANT WETLAND FOR BIRDS
- 1961 → WWF FOUNDED. SIR PETER SCOTT DESIGNS WWF PANDA LOGO

## THE FUTURE STARTS HERE

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*Our mission is to build a future in which people live in harmony with nature. From our experience as the world's leading independent conservation body, we know that the well-being of people, wildlife and the environment are closely linked. That's why we take an integrated approach to our work.*



We're striving to safeguard the natural world, helping people live more sustainably and taking action against climate change. In each of these areas, we're right at the heart of the action. Our experts are working with governments, businesses and communities to make change happen.



**Born in  
1961**

### OUR STORY

UNREGULATED HUNTING AND HABITAT DESTRUCTION WAS PUSHING WILDLIFE TOWARDS EXTINCTION - A GLOBAL ORGANIZATION WAS NEEDED TO PROTECT WILDLIFE ACROSS THE WORLD. IN SEPTEMBER 1961, WWF WAS BORN. BY THE END OF THE 1970S WE WERE STRIVING TO CONSERVE WILDLIFE AND HABITATS, AS WELL AS TO LESSEN THE IMPACT OF PEOPLE'S ACTIVITIES ON THE ENVIRONMENT. IN 1980 WE INTRODUCED THE IDEA OF SUSTAINABLE DEVELOPMENT - LIVING WITHIN THE LIMITS OF THE NATURAL ENVIRONMENT WITHOUT COMPROMISING THE NEEDS OF FUTURE GENERATIONS. THIS IDEA HAS BEEN CENTRAL TO WWF EVER SINCE.



## OUR DNA

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### *Our brand is about so much more than our panda logo. It's our DNA.*

It's what makes us who we are. And it's there in everything that we do, from the way we decide on local policy to how we communicate Global Initiatives. It brings coherence and clarity to our work.

The WWF brand DNA is made up of four elements:

- 1 **What we want to be known for:** The organization that works to stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature.
- 2 **What makes us unique:** We **lead** the way, **connect** people, see the **bigger picture** and seek **solutions** – see page 22.
- 3 **Our values:** We're **knowledgeable, optimistic, determined** and **engaging** – see page 32.
- 4 **Our guiding principles:** These are about how we work – see page 34.

Every single person working for WWF is responsible for bringing the brand to life, and by incorporating these elements in your work, you can do so. Together, by making the brand DNA integral to all that we do, we're all responsible for making WWF stronger.

# THE KODE

## **K-KNOWLEDGEABLE**

Science and facts based,  
wise/smart, intelligent, expert

## **O-OPTIMISTIC**

Inspiring, positive,  
ambitious, successful



## **D-DETERMINED**

Passionate, urgent,  
results-oriented

## **E-ENGAGING**

Open, available, accessible

## OUR BRAND IS INSPIRING

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*WWF is a diverse global network. But our brand unites us. By living our brand, we speak with a stronger voice and act together to help people and nature thrive.*



Known and respected across the world, our brand opens doors and inspires people. It makes people want to work with us.

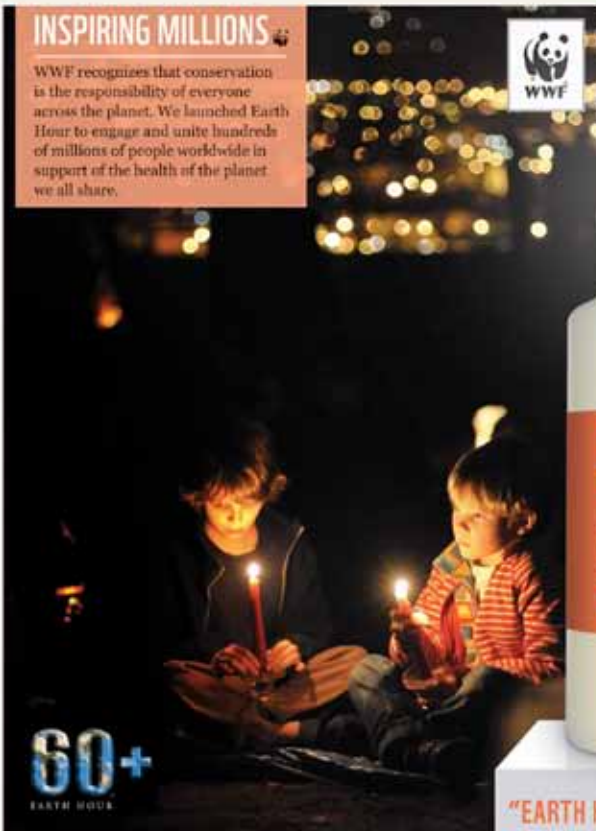
What we say and how we say it motivates our vast global audience. We need to keep our brand strong and consistent so we can continue to spread our message and make a difference.

## INSPIRING MILLIONS

WWF recognizes that conservation is the responsibility of everyone across the planet. We launched Earth Hour to engage and unite hundreds of millions of people worldwide in support of the health of the planet we all share.



Photo: © Getty Images



**60+**  
EARTH HOUR

Earth  
Hour  
since  
2007 

**"EARTH HOUR IS THE  
LARGEST DEMONSTRATION  
OF PUBLIC CONCERN ABOUT  
CLIMATE CHANGE EVER"**

Ban Ki-Moon, Secretary-General, UN

## OUR WORK

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Our work is incredibly diverse. Yet it's all focused on two goals:

**1 Protecting biodiversity**

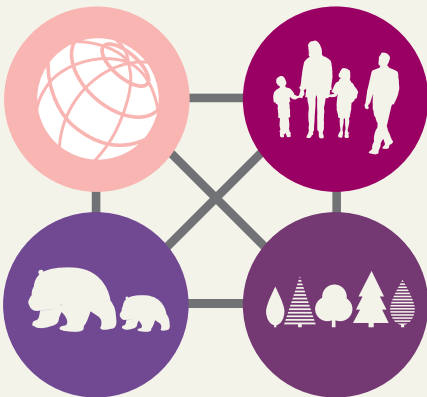
There's a magnificent array of living organisms on our planet. We're acting to protect them and their habitats and ensure all life can coexist.

**2 Reducing humanity's footprint on the natural world**

We're challenging wasteful consumption and pollution, and promoting sustainable ways to use the Earth's resources.

A lot of what we do is traditional conservation work. Saving habitats. Stopping illegal hunting. Protecting wildlife.

But we focus on the causes behind the issues too. So we're working with governments to improve legislation, with businesses to provide commercial solutions, with communities to develop sustainable livelihoods. Our projects are innovative, collaborative and based on scientific evidence. And we think big. We run a number of Global Initiatives focusing on the regions and challenges where we can make the biggest difference – from the Arctic and the Amazon to climate change and responsible fishing. With success in these areas, we can catalyze change on an even greater scale.



*The ultimate aim is simple: to build a future in which people live in harmony with nature.*



### 3RD GENERATION

Footprint and sustainable living  
Priority places and species  
Convening and mobilizing the public,  
businesses and markets

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### 2ND GENERATION

Tackling big threats  
Deforestation  
Overfishing  
Climate change

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### 1ST GENERATION

Species conservation  
Education and awareness  
Influencing important  
people

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## LEADING THE WAY WITH THE "LIVING PLANET REPORT"

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*Our two goals – protecting biodiversity and reducing humanity’s footprint – are reflected in the **Living Planet Report**, which we’ve published every two years since 1998.*

The leading scientific report of its kind, it measures the health of our planet’s ecosystems through the Living Planet Index, and the demands we make on nature through the Ecological Footprint.

The latest report shows that species continue to decline sharply, while our demands are outstripping what Earth can supply. Globally, we consume the world’s resources as if we have another half a planet to spare – and we’ll need two planets to support us within 20 years if we carry on as we are.

But the report also shows what we could do to start living within our planet’s means. If we work together on a global scale, it’s not too late to reverse our descent into ecological disaster.



CARBON

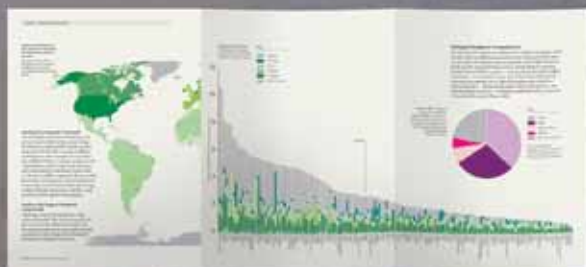
GRAZING

FOREST

FISHING

CROPLAND

BUILT-UP LAND



## WORKING GLOBALLY

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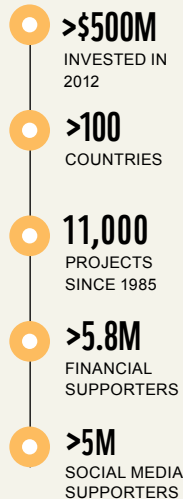
*We're an international organization acting locally through a network of more than 80 national offices all around the world. Our on-the-ground conservation projects are making a difference in more than 100 countries.*

But we're focused too. We concentrate on areas where we can make the biggest difference: from protecting key species and habitats to transforming markets and tackling climate change.

To do all this, we cooperate with a vast number of partners, including UN organizations and development agencies like the World Bank. We work closely with business and industry partners to transform the way they operate.

Our partners also include local communities from the heights of the Himalayas to the heart of the Amazon rainforest. Over 5 million people help to fund our work, while millions more support our cause, including more than 5 million via social media.

Working together isn't just effective – it's crucial. Only by bringing people together can we get a full picture of the challenges we all face, and the ways we can meet them.



## WE WORK GLOBALLY



## WORKING WITH PARTNERS

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We work with many partners in different ways to protect the planet. They include:

- 1 Local people managing and protecting their natural resources;
- 2 Global NGOs coordinating mass action;
- 3 Fishermen catching seafood responsibly;
- 4 Supporters making our work possible;
- 5 Consumers looking for greener products;
- 6 Governments protecting natural habitats – especially forests;
- 7 International bodies driving better laws and policies;
- 8 Companies seeking sustainable ways of doing business.



## OUR PARTNERSHIPS

... WITH BUSINESSES  
TRANSFORM MARKETS,  
RAISE STANDARDS, CHANGE  
PRACTICES AND ENCOURAGE  
NEW THINKING

... WITH PUBLIC SECTOR  
BODIES SUPPORT  
SUSTAINABLE DEVELOPMENT,  
INFLUENCE POLICY AND  
SECURE LONG-TERM FINANCE.

... WITH MAJOR DONORS  
FUND OUR CONSERVATION  
PROJECTS AND SUPPORT  
OUR MISSION.



**WWF**

WORKING WITH  
PARTNERS FOR  
A BETTER FUTURE

## WHAT MAKES US UNIQUE

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*There's no other organization like WWF. These are the unique characteristics that set us apart...*

**1 Connecting**

We're a global organization: we operate across borders, environments and cultures to forge partnerships and engage individuals, communities, NGOs, corporations and governments.

**2 Solutions focused**

We don't just identify problems: we use our unparalleled experience, our partnerships and our scientific grounding to find solutions, focusing on achievable targets, policies and results.

**3 Interlinked approach**

We see the bigger picture: we don't look at environmental issues in isolation, but address their social, economic and political causes and effects.

**4 Leading**

We're the world's largest membership network and have been at the forefront of conservation for half a century: we've helped bring about historic agreements and inspired millions to take action.



## WWF'S MISSION

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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 🐼

*PANDA.ORG*

## CONNECTING – COMING TOGETHER FOR EARTH HOUR

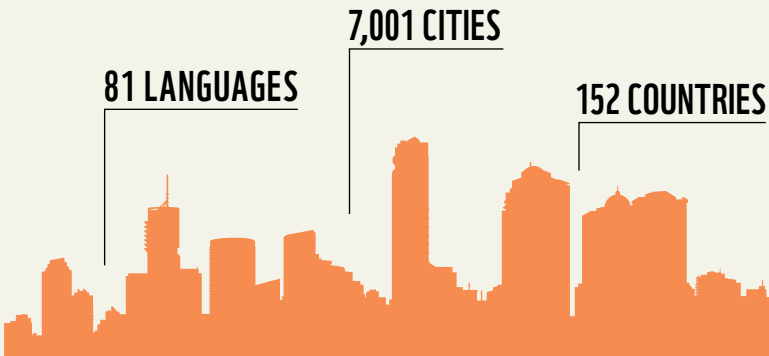
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*We're mobilizing an interconnected global community to build a sustainable future.*

In 2012, hundreds of millions of people across 7,001 towns and cities in 152 countries and territories took part in Earth Hour.

Global icons switched off their lights to signal their commitment to secure the future of life on Earth: from the world's tallest building, the Burj Khalifa in Dubai, to the Great Wall of China, St Peter's Basilica in the Vatican, the statue of Christ the Redeemer in Rio and New York's Times Square.

Online, the largest grassroots campaign in history reached more than 200 million people. Many individuals, celebrities, businesses and organizations posted "I Will If You Will" challenges to inspire their friends, fans, customers and communities to keep the passion ignited by Earth Hour burning beyond the hour. On YouTube alone, more than 4.6 million people got involved in the campaign on Earth Hour night.



## EARTH HOUR



www.earthhour.org



**200 MILLION**  
EARTH HOUR DIGITAL  
FOOTPRINT IN 2012



**4.6 MILLION**  
VISITS TO THE I WILL IF YOU  
WILL PLATFORM ON  
YOUTUBE ON MARCH 31<sup>ST</sup>



**2.2 MILLION**  
PEOPLE TOOK PART IN  
THE FIRST EVENT IN  
SYDNEY IN 2007

**60+**  
EARTH HOUR

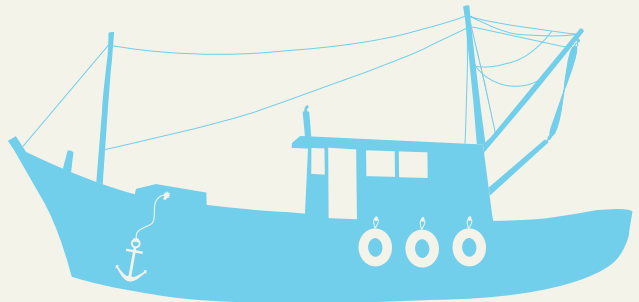
## SOLUTIONS FOCUSED – PROMOTING SUSTAINABLE FISHING THROUGH THE MSC

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*Nearly a billion people rely on fish as their main source of protein, and more than 200 million earn their living from fishing. But over three-quarters of fisheries are already exploited up to or beyond the limit of what's sustainable, putting their future in jeopardy.*

Fishing has to change – urgently. That's why in 1996 we joined forces with Unilever to found the Marine Stewardship Council (MSC), an independent certification programme, to encourage responsible fishing.

By choosing seafood carrying the MSC eco-label, consumers and retailers are putting pressure on fishery managers to stop over-fishing and protect marine life and ocean habitats. More than 130 fisheries are now MSC-certified, and many more are working to meet its strict environmental standards.



>200 MILLION  
PEOPLE EARN  
THEIR LIVING  
FROM FISHING

## HEALTHY SEAS 🐋

From strategies for sustainable fisheries and fishing gear that doesn't harm other marine animals, to protected coral reefs and whale sanctuaries, we're finding solutions to keep our oceans full of life.



© World Wildlife Fund. All rights reserved.

## LEADING – SHOWING GOVERNMENTS THE WAY FORWARD

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*Our belief that humans must live in harmony with nature used to be revolutionary. Now, it's on government and business agendas.*

We've driven this change by convincing others the natural world is worth conserving. We've helped transform good intentions into government policies and internationally binding laws to protect wildlife and habitats and reduce humanity's impact on the planet.

The international agreements we've helped set in motion have produced results. Like the Ramsar Convention, under which around 10 per cent of the world's wetlands are now protected. Or the Convention on International Trade in Endangered Species, which has helped save many species from extinction. Or the moratorium on commercial whaling, which has allowed devastated whale populations to begin to recover.

We also played a leading role in securing the 1992 Convention on Biological Diversity, and in getting countries to make some ambitious commitments to protecting biodiversity. Now we'll lead the way in making sure they see them through.

**JUST 3,200  
TIGERS LEFT  
IN THE WILD**

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WE LEAD  
THE WAY



## INTERLINKED APPROACH – CONSERVING THE FORESTS OF THE CONGO BASIN

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Over the last decade, we've helped persuade central African countries to protect more than 10 per cent of the Congo Basin's forest. That's fantastic – but it's just one part of our work in the region.

We've mobilized significant amounts of funding from international donors. We've set up community projects that help some of the poorest people on the planet earn a better livelihood by conserving their natural resources. We've worked with forestry and mining corporations to improve their practices. We've helped raise public awareness and build the market for sustainable forest products.

The benefits of this work are interlinked too. By protecting forest habitats, we're securing the future of the region's extraordinary biodiversity and the millions of people who rely on the forest for food, shelter and fresh water. And, as the forest helps regulate the global climate by storing carbon, the entire planet benefits too.

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5M HECTARES  
OF CONGO BASIN  
FOREST IS FSC  
CERTIFIED

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75M PEOPLE DEPEND  
ON THE CONGO  
BASIN'S FORESTS

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400 MAMMAL  
SPECIES ARE FOUND  
IN THE CONGO BASIN

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## OUR BRAND VALUES

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*Our values are at the heart of the way we operate and communicate. They should come across in everything we do, from speaking at a conference to answering the phone.*

### **K** – *Knowledgeable*

What we say and do is always based on evidence and scientific fact – though that doesn't mean we have to be dry and academic. Let's show that we understand the issues, and speak with a clear, intelligent voice.

### **O** – *Optimistic*

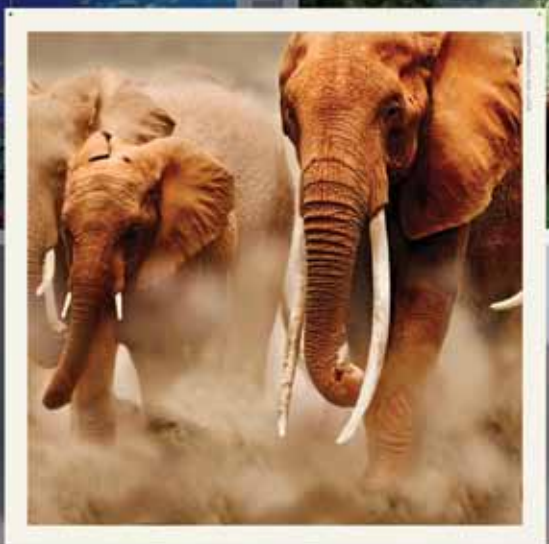
We're all about finding solutions to some of the planet's greatest challenges. Let's get that across loud and clear by being positive and optimistic. Tell people about what we're doing to change the world.

### **D** – *Determined*

We're passionate about what we do, and determined to make a difference. Let's stress the urgency of our work by showing the challenges we're tackling head-on. We don't need to scaremonger, but we do need to inspire people into action.

### **E** – *Engaging*

Everything we say has to be relevant and inspiring to our audience. Let's make every message speak to as many people as we can, and convince them they need to get involved.



## OUR GUIDING PRINCIPLES

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*Our guiding principles set a global standard for the way we carry out our work. We will:*

- 1 Be global, independent, multicultural and non-party political.
- 2 Use the best available scientific information to address issues and critically evaluate all of our endeavours.
- 3 Seek dialogue and avoid unnecessary confrontation.
- 4 Build effective conservation solutions through a combination of field-based projects, policy initiatives, capacity building and education work.
- 5 Involve local communities and indigenous peoples in the planning and execution of our field programmes, respecting their cultural as well as economic needs.
- 6 Strive to build partnerships with other organizations, governments, businesses and local communities to enhance our effectiveness.
- 7 Run our operations in a cost-effective manner and apply donors' funds according to the highest standards of accountability.

## OUR PEOPLE

We strive to build partnerships with local communities and indigenous peoples and to involve them in the planning and execution of our field programmes. This Baka man is working at a community forest project which we set up in 2010 in Yanga village, East province, Cameroon. We provide training and help the members to run the business and get a fair price for their timber. The project gives them an alternative source of income – they might otherwise be exploited as cheap farm labour – and has reduced poverty and corruption.



## A COMPACT FOR OUR NETWORK

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*An agreement between ourselves, a code of conduct; the WWF Compact encapsulates who we are, what we strive to achieve, and the unique way we go about it:*

- 1 **Mission** – Our mission is to build a future in which people live in harmony with nature. To achieve this mission, we will work to: conserve biodiversity, the web that supports all life on Earth; reduce humanity’s ecological footprint; and ensure the sustainable use of natural resources to support current and future generations.
- 2 **Powerful Network** – An independent civil society organization, organized in a global network, and devoted to the conservation of nature, we join together across many countries, unified by one mission, one brand, shared values and common priorities, to achieve major conservation impacts within a common global program framework.
- 3 **Innovative Solutions** – We engage others to deliver innovative solutions at a scale equivalent to the challenges we face, and we rely on sound science to guide our work. Our first instinct is to solve problems through constructive dialogue and non-confrontational action, but we will confront issues firmly and openly when required to do so.
- 4 **Integrated Approach** – We integrate our work across field programmes, policy, market-based initiatives, awareness-raising, and global campaigns, seeking synergy across all these efforts. And we are committed to strengthening and supporting the efforts of local and indigenous communities in caring for their own resources.

AN AGREEMENT AMONG  
OURSELVES, IN SERVICE  
TO EACH OTHER TO  
FULFILL OUR MISSION



© Andrew Anagnostis, WWF/Climate

*"We shan't save all we should like to, but we shall  
save a great deal more than if we have never tried."*

*Sir Peter Scott, founder of WWF*



- 5 **Engage People** – We will engage, inspire and mobilize hundreds of millions of people to take action in the pursuit of our mission. Our mandate rests with millions of supporters and we commit to expand our constituency worldwide.
- 6 **Powerful Partnerships** – Our success rests on partnerships with civil society, with governments, with public institutions, and with the private sector; relying on our own high standards and a focus on measurable outcomes. The good work of others is essential to success in our Mission.
- 7 **Unified Diversity** – We cherish the diversity within our Network but also commit to engage the world in a unified approach. Each office leads the delivery of WWF's strategy, fundraising and engagement of individuals and institutions in their country. But once we have established a global strategy or position, we speak with one voice, under one brand, and in service to each other and the whole.
- 8 **Nurture Talent** – We commit to attracting, retaining, and developing the high-performing people we need, ensuring diversity of culture and gender, fostering staff mobility across our network, particularly in those offices of greatest importance to our mission.
- 9 **Chart the Course** – We rely on an Assembly, representing all our offices, to set strategic direction and policies for our Network, with oversight from an International Board and independent boards for each national office; we also entrust a representative Network Executive Team to act on our behalf.
- 10 **Walk the Talk** – We commit ourselves to being accountable and transparent in all that we do. We will reduce our footprint and live the principles and standards we call on others to meet, and will hold each other to account for this. We design our work to maximize the impact of the resources entrusted to us, and critically evaluate the outcomes we achieve. We commit to learning from others and from ourselves.





## MY WWF

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*“I joined WWF because I admire its interface between science, policy and society. WWF is a unique organization in that it’s science-based and tries to integrate the needs of both animals and people. It’s also the only organization that is present on the ground in all Arctic countries, and has the power of a truly global network.”*

Geoff York, WWF Polar Bear Coordinator, Canada



# WWF IN NUMBERS



>5M

We have more than 5 million supporters

>100

WWF works in more than 100 countries, on 6 continents



>5,000

WWF has more than 5,000 staff worldwide

1961

WWF, a leading organization since 1961

	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. <a href="http://panda.org">panda.org</a></p>
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