



Working to sustain the natural
world for people and wildlife

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For contact details and further information, please visit our international website at wwf.panda.org



ANNUAL REVIEW

HAND

WITH

CARE



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THE WORLD MUST TOGETHER TO RE AND SAFEGUARD OF HUMANITY

THE NEW DEAL FOR NATURE AND PEOPLE

T COME
STORE NATURE
THE FUTURE



AN IMMENSE CHALLENGE & OPPORTUNITY

The evidence of the unbalanced relationship with the planet has never been clearer. From the Amazon to the world's coral reef systems, the Arctic and Antarctic ice worlds, and the Atlantic circulation system, science has begun to identify natural systems approaching dangerous tipping points with planetary repercussions. Scientists are beginning to call it a planetary emergency.



The warning signs of the deteriorating health of our planet have continued to grow in 2019. The science has never been clearer on the impact of human activities on nature, with an extraordinary series of major intergovernmental reports highlighting the unprecedented pressure facing the natural world and the disastrous consequences for the health of the natural systems on which our existence and that of most life on Earth depends.

The planet is in the red. We have already lost half of our forests and coral reefs, together with 80 per cent of wetlands. We have dammed two-thirds of the world's long rivers. And we have seen wildlife populations decrease on average by 60 per cent in recent decades, with one million species now threatened with extinction. As the dominant species on the planet, we have a moral responsibility to tackle this planetary emergency of almost unimaginable proportions in the name of the amazing diversity of life we cherish and share the planet with.

But this is not only a matter of morality – nature provides the essentials we all rely on for our survival and well-being, including crucial emotional, health, economic, cultural and spiritual benefits. And humanity, especially indigenous peoples and the world's poorest and most vulnerable communities, is already feeling the impacts of nature loss.

Business as usual is no longer an option if we are to safeguard our future. We need to stop taking nature for granted. We need to stop losing natural spaces and biodiversity, and expand our efforts to protect and restore the natural world. We need to de-couple economic development from environmental degradation, and transform our economic and financial systems away from today's heavy footprint and towards supporting clean energy, green infrastructures, and sustainable agriculture, forestry and fishing. And we need to treat nature loss, climate change and human development as interlinking issues that can no longer be treated in isolation.

**OUR CHANCE TO ACT IS NOW.
IF WE DO ALL THAT, WE CAN LOOK
FORWARD WITH HOPE, NOT FEAR.**

*Smoke rising
from a fire in the
Brazilian Amazon.*

An aerial photograph showing three red combine harvesters working in a large, golden-brown field. The harvesters are moving from left to right, leaving behind dark, tilled soil. The perspective is from a high angle, looking down at the machines and the vast expanse of the field.

**BUSINESS AS USUAL IS NO
LONGER AN OPTION IF WE ARE
TO SAFEGUARD OUR FUTURE**



*Soy harvesting
in Brazil.*

A NEW DEAL FOR 2020

The coming year offers an unmissable opportunity to chart a new course. World leaders, citizens and others can join together to deliver the change required to safeguard the future of all life on Earth through a New Deal for Nature and People.



NATURE AND PEOPLE

When protected effectively and managed sustainably, nature holds the key to our well-being and prosperity. Each year, around US\$125 trillion worth of ecosystem services – ranging from fresh air and drinking water to heat absorption, productive soil and carbon storage – are provided to the global economy.

The planetary emergency threatens all these vital benefits, which too often are simply taken for granted and not accounted for. But, in 2020, world leaders can help preserve them for decades to come by making a series of key decisions: on a new global biodiversity framework and targets; on national contributions to the Paris climate agreement; on a new treaty for the oceans; and on a renewed commitment to the environment under the UN Sustainable Development Goals.

This is a momentous opportunity to commit to a New Deal for Nature and People, as comprehensive, ambitious and science based as the global climate deal agreed in Paris in 2015 – setting us on a sustainable and equitable path that restores nature and unlocks the huge global benefits offered by the UN's 2030 Agenda for Sustainable Development.

The rationale is simple. There is not going to be a just, prosperous future for all of us on a degraded planet.

Ours is the generation with the opportunity and responsibility to act. And every single one of us has a role to play.

Onwards!



Marco Lambertini
Director General
WWF International



Walrus Bay,
Ittoqqortoormiit,
East Greenland

WWF'S CONTRIBUTION TO THE NEW DEAL FOR NATURE AND PEOPLE

We have entered a planetary emergency that requires organizations like WWF to think and act bigger and faster – helping the world pull together to deliver a New Deal with science-based targets that address the crisis facing people and nature.



THE POWER OF AN AMBITIOUS VISION & CLEAR TARGETS

Thinking on the climate crisis has become crystal clear – that in order to halt climate change from getting dangerously worse we will need to halve CO₂ equivalent emissions by 2030 and become a carbon neutral society by mid-century. This clarity and measurability has been key in triggering the beginning of the energy transition we are witnessing today.

Such a clear and recognized vision for nature is not yet there. This is the first pillar of the New Deal. We must rally the world's decision-makers and influencers in governments, business and society to embrace an ambitious science-based vision and apex goal, complemented with a narrative that explains why we need to achieve it.

We believe world leaders must commit to halt the catastrophic loss of biodiversity and put nature on a path to recovery by 2030, and to do this through three key targets:

1. ZERO loss of natural habitats

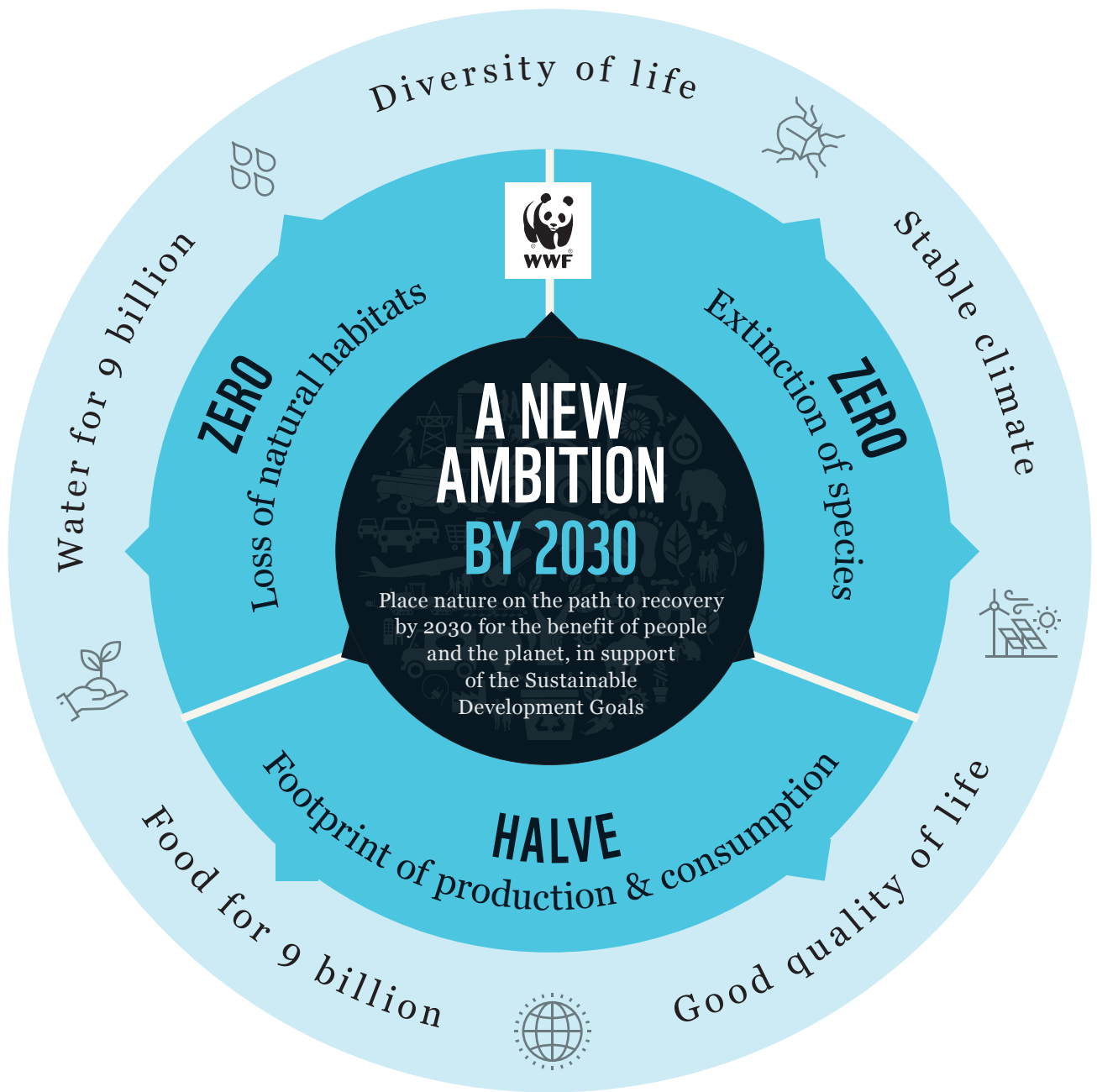
More and better protection, sustainable management and restoration

2. ZERO extinction of species

Stop unsustainable wildlife exploitation and trade

3. HALVE footprint of production & consumption

Transition to sustainable practices across a number of sectors such as energy, agriculture, fishing, infrastructure, extractives and forestry, together with the financial flows to support this transition





THE JOURNEY TOWARDS A NEW DEAL FOR NATURE AND PEOPLE

**WE ARE HELPING TO
BUILD GLOBAL SUPPORT
FOR A NEW DEAL FOR NATURE
AND PEOPLE.**

OCTOBER 2018

The New Deal concept is launched with the publication of our *Living Planet Report*. We then premiere a film in December on nature's vital importance at the UN Convention on Biological Diversity COP14, calling for a New Deal in front of an audience of the world's environment ministers.

JANUARY 2019

Thanks to Sir David Attenborough's support, nature features strongly for the first time in plenary sessions of the World Economic Forum conference in Davos, and the world's most powerful business leaders hear a call for a New Deal for Nature and People.

APRIL 2019

Launch of WWF-backed Netflix documentary series *Our Planet*, highlighting nature loss to a global audience. We also supported the Nature Champions Summit convened by Canadian Prime Minister Justin Trudeau, leading to the first coalition advocating a science-based ambition on nature.

MAY 2019

Hundreds of influential figures join the WWF-backed Call4Nature coalition, urging world leaders to commit to a New Deal. We also counsel a high-level advisory body – the China Council for International Cooperation on Environment and Development – on ambitious targets to halt biodiversity loss by 2030.

JULY 2019

At the Trondheim Conferences on Biodiversity, decision-makers and experts support our calls for more ambitious targets and implementation mechanisms to tackle biodiversity loss. The WWF-backed Business for Nature coalition is also launched to unite a business voice for a New Deal.



We took part in a global climate march that brought together more than 7.6 million people.

© WWF-US / Keith Arnold

AUGUST 2019

We influence the adoption by a number of governments of two initiatives calling for a halt to biodiversity loss: the International Leaders for Biodiversity group and the G7 Metz Charter on Biodiversity. WWF's new *Nature of Risk* report helps lead thinking on nature-related financial risk.

SEPTEMBER 2019

We bring together heads of state and other senior figures at our Leaders for Nature and People event during the 75th UN General Assembly, where 14 government leaders rally behind an Emergency Declaration and ambitious action for nature.

OCTOBER 2019

WWF Director General Marco Lambertini delivers the keynote at the preparatory meeting Pre-COP25 of the UN Framework Convention on Climate Change in Costa Rica, followed by 25 government leaders joining a High Ambition Coalition of nations to push for a nature action agenda.

NOVEMBER 2019

In preparation for the 2020 UN Convention on Biological Diversity meeting, President Xi of China and President Macron of France commit to work together to bend the curve of biodiversity loss by 2030.

DECEMBER 2019

Despite the failure to raise the necessary ambition to reduce emissions, COP25 of the UN Framework Convention on Climate Change in Madrid increased the focus on nature-based solutions for the mitigation of and adaptation to climate change.





WWF is working with partners around the world to place nature on the path to recovery by 2030 through our nine global practices: Wildlife, Oceans, Forests, Freshwater, Climate & Energy, Food, Finance, Governance and Markets. The practices bring together the combined efforts of our global network of national offices active in almost 100 countries.

From communities on the ground to decision-makers in governments and business, we work with people around the world to safeguard the natural world –

the oceans, forests, fresh water and rich diversity of wildlife that provide the essentials of life for all. We are challenging the two most urgent threats to nature: climate change and food production. And we are working tirelessly to address the underlying global drivers for the loss of nature: a financial system that must value nature; a governance system that needs to consider the impacts of decisions on people and nature; and markets where sustainable production and consumption must become the norm.

WILDLIFE



SINCE 1970, GLOBAL POPULATIONS OF FISH, BIRDS, MAMMALS, AMPHIBIANS AND REPTILES HAVE FALLEN BY 60 PER CENT. WE ARE WORKING TO CREATE A FUTURE WHERE WILDLIFE THRIVES AGAIN.



WATCH

PRACTICE LEADER

MARGARET KINNAIRD

DISCUSS OUR WILDLIFE

WORK IN 2019

*Maasai Mara
National Reserve,
Kenya.*

[WWF.PANDA.ORG/WILDLIFE](https://www.panda.org/wildlife)



BIG PROGRESS FOR BIG CATS

Conserving iconic species such as tigers, which face threats ranging from habitat loss and fragmentation to poaching, can have positive impacts on entire landscapes. The WWF-backed Tx2 partnership with 13 tiger-range states, which aims to double wild tiger numbers by 2022, saw strong progress, with Nepal nearly reaching this goal and Indian numbers up by 33 per cent since 2015. We also joined governments and NGOs in Latin America in launching an unprecedented roadmap to conserve jaguars, aiming to secure 30 priority conservation landscapes by 2030 from Mexico to Argentina.

SUCCESS IN ELEPHANT IVORY CRISIS

Every year, over 20,000 elephants are killed in Africa to supply ivory markets, primarily in Asia. Our efforts on this included a successful #TravelIvoryFree campaign across Southeast Asia, launched by WWF in partnership with over 20 organizations. Piloting new digital outreach efforts using geolocated messages sent to travellers walking around known ivory markets, the campaign received over 101 million online views in just 20 days, consumer awareness of the government's ivory ban in China has doubled, and the illegal online ivory trade has decreased.

PROTECTING KEY GLOBAL BIODIVERSITY AREAS

We are part of an ambitious global initiative with 12 other organizations, which is working to map, monitor and conserve the most important places for life on Earth. So far, the Key Biodiversity Areas (KBAs) partnership has identified more than 16,000 KBAs, covering nearly 9 per cent of land globally and 2.1 per cent of the oceans. We are committed to help raise the importance of this network of critical sites for biodiversity in our work and advocate for their protection as part of the New Deal for Nature and People.

*Small-scale fisheries
are a vital part of
coastal communities
and their culture all
around the world.*



WATCH

PRACTICE LEADER

JOHN TANZER DISCUSS

OUR OCEANS WORK

IN 2019

OCEANS

ESCALATING CLIMATE CHANGE IMPACTS,
OVER-EXPLOITATION, HABITAT DESTRUCTION AND
POLLUTION ARE HARMING THIS FRAGILE ENVIRONMENT.
OCEANS MUST BE SEEN AS CRITICAL TO ALL
LIFE ON EARTH.

[WWF.PANDA.ORG/OCEANS](https://www.panda.org/oceans)



OUR GLOBAL WORK

ACTION ON OCEAN PLASTICS CRISIS

Eight million tonnes of plastics end up in oceans every year – a significant threat to people and wildlife. Our advocacy has helped lead to action, with Nordic, Caribbean and Pacific countries calling for a global treaty to end the ocean plastics crisis. Environment ministers also agreed new measures under the Basel Convention, which controls international movements of hazardous wastes, to prevent developing countries being used as a dumping ground for plastic waste. More than 1.5 million people around the world have signed our campaign petition calling for a global treaty.

FINANCING FRAMEWORK ADOPTED BY KEY BODIES

The global ocean economy is set to grow faster than the general economy – and yet environmental impacts from unsustainable investment threaten the resource base on which this depends. The Blue Economy Finance Principles, which we co-developed, are the world's first global framework on financing a sustainable ocean economy, covering all ocean-based industries from shipping, fisheries and tourism to aquaculture, energy and biotechnology. The principles have now been adopted by influential investment bodies the World Bank, European Investment Bank, UN Environment Assembly and Asian Development Bank.

PROTECTION FOR VITAL ARCTIC REGION

Our work has helped lead to a 322,000 sq km interim marine protected area, called Tuvaijuittuq, being designated in the Canadian Arctic. Scientists believe sea ice will persist the longest here – and so it could become a last refuge for sea ice dependent wildlife. Thanks to the input of the Qikiqtani Inuit Association, communities will also benefit culturally and economically. WWF-Canada continues to urge that Tuvaijuittuq is joined to a nearby conservation area – creating a massive safe habitat for Arctic wildlife and the Inuit communities they sustain.



WATCH

PRACTICE LEADER

WILL BALDWIN-CANTELO

DISCUSS OUR FORESTS

WORK IN 2019

FORESTS

**EVERY YEAR, WE LOSE 8.8 MILLION HECTARES OF
NATURAL FOREST. WE NEED TO INCREASE SUSTAINABLE
FOREST MANAGEMENT, PROTECT OUR WORLD'S
FORESTS, HALT THEIR DESTRUCTION,
AND RESTORE THEM.**

[WWF.PANDA.ORG/FORESTS](https://www.panda.org/forests)

STRONG PROGRESS ON AMAZON PROTECTION

As raging forest fires grabbed global media headlines, we continued long-term efforts to secure a network of well-managed protected areas across the Amazon. A commitment of US\$140 million was made by the government of Peru, WWF and partners to strengthen and expand Peruvian protected areas covering nearly 17 million hectares (see more on page 42). The initiative aims to make the country's protected areas financially sustainable, protecting both people and nature. We also helped establish a new protected area covering over 100,000 hectares in the Colombian Amazon.

HELPING BUSINESS MEET DEFORESTATION-FREE COMMITMENTS

WWF was an instrumental partner in developing and launching the Accountability Framework, the first and only tool of its kind that instils accountability in companies to meet their deforestation-free commitments. It provides a clear roadmap to eliminating deforestation and habitat conversion from supply chains, together with much-needed clarity on how to convert pledges into action. WWF and other NGOs worked with stakeholders to create these robust new guidelines, which also provide critical support to governments developing and implementing deforestation targets. In another step forward on tackling deforestation, our policy advocacy paid off when the EU issued proposals to address Europe's impact on the world's forests.

PRISTINE FORESTS SAFEGUARDED IN EUROPE

Long-running efforts by WWF and partners have helped safeguard two key European forests. A new protected reserve has been established in Russia's Arkhangelsk region, protecting 300,000 hectares of one of the world's last large expanses of pristine forest. Meanwhile, Bulgaria's courts overturned efforts to open up almost half of Pirin National Park, a UNESCO World Heritage site containing centuries-old pine forests, to logging and potential new construction activity.

A WWF-backed initiative aims to give the Peruvian Amazon effective long-term protection.



 **WATCH**
PRACTICE LEADER
STUART ORR DISCUSS
OUR FRESHWATER
WORK IN 2019

FRESHWATER

HUMAN ACTIONS HAVE SERIOUSLY IMPACTED
FRESHWATER SPECIES AND HABITATS. WE MUST PROTECT
THE RESOURCES THAT FARMING, INDUSTRY, HUMAN
BEINGS AND ALL LIFE ON LAND DEPEND ON.

[WWF.PANDA.ORG/FRESHWATER](https://www.panda.org/freshwater)

HELPING RIVERS TO FLOW FREELY

With our co-authored paper in scientific journal *Nature* highlighting that only 37 per cent of long rivers remain free-flowing, we are striving to protect these rivers and reconnect others. This year, we successfully challenged plans for a mega hydropower dam in Zambia and some small hydropower dams in the Balkans. Such destructive projects threaten the diverse benefits that healthy rivers provide people and nature. We are also driving a dam removal revolution in Europe, including a successful crowdfunding campaign that has seen barriers removed from the UK to Ukraine.


€160 MILLION CLIMATE AND DEVELOPMENT FUND

We are part of a consortium managing a €160 million Dutch government fund to increase the resilience of communities and ecosystems most vulnerable to climate change. The Dutch Fund for Climate and Development will develop bankable projects to leverage at least €500 million in private finance. These projects aim to improve the well-being and livelihoods of vulnerable groups (particularly women and youth); help communities and cities adapt to climate change; and enhance the health of critical natural systems, including river basins, deltas, rainforests and mangroves.

SUPPORTING BUSINESS RESPONSES TO WATER RISK

The climate crisis will primarily and most acutely be felt through water, with impacts such as extreme floods and droughts posing a growing risk. Our online water risk tool – the Water Risk Filter – already helps companies and investors to assess such threats. And, this year, we significantly enhanced the functionality, including the introduction of over 150 response actions to help firms and financial institutions address their diverse physical, regulatory and reputational risks – actions that will enhance the health of river basins and collectively benefit people and nature.


*The Luangwa
River in Zambia.*



*Tidal surge
in Chattogram,
Bangladesh*

CLIMATE & ENERGY

PEOPLE AND NATURE WORLDWIDE ARE ALREADY FEELING THE EFFECTS OF CLIMATE CHANGE, WITH SCIENTISTS WARNING THAT MORE THAN 1.5°C OF WARMING WILL HAVE CATASTROPHIC IMPACTS.

 **WATCH**
PRACTICE LEADER
MANUEL PULGAR-VIDAL
DISCUSS OUR CLIMATE
& ENERGY WORK
IN 2019

[WWF.PANDA.ORG/CLIMATEANDENERGY](https://www.panda.org/climateandenergy)



OUR GLOBAL WORK

FOCUS ON NATURE-BASED CLIMATE SOLUTIONS

Nature-based climate solutions could deliver up to 30 per cent of the Paris Agreement's mitigation goals by 2050 and increase resilience of the one billion people most vulnerable to climate impacts. We successfully highlighted their importance inside and outside the 2019 UN Climate Action Summit, including taking part in a global climate march that attracted over 7.6 million people. We also helped shape the agenda for the summit, leading to commitments by 65 countries, 102 cities, 87 businesses and 15 investors to net-zero greenhouse gas emissions before 2050.

NON-STATE ACTORS COMMIT TO REDUCE EMISSIONS

Through our Science-Based Targets initiative, 675 companies have now made plans to reduce their greenhouse gas emissions in line with climate science. Of these, 87 companies – whose annual direct emissions are equivalent to 73 coal-fired power plants – announced new targets aligned with efforts to limit warming to 1.5°C. These companies collectively represent over 4.2 million employees from 28 sectors and are headquartered in 27 countries. And 252 cities also promised emissions reductions by joining our One Planet City Challenge, up from 132 in 2018.

CLIMATE ACTION COALITIONS GROW

Together with our partners in the Alliances for Climate Action network, we helped form new coalitions in Vietnam and South Africa, bringing together local governments, businesses, investors and other organizations committed to greater climate action in their countries. The coalitions are starting to have impacts both by setting their own climate targets and influencing governments to align their national climate plans with the 1.5°C goal of the Paris climate agreement. Together with existing coalitions in Argentina, Japan, Mexico and the US, the network comprises more than 4,000 members.



▶ WATCH
PRACTICE LEADER
JOÃO CAMPARI
DISCUSS OUR FOOD
WORK IN 2019

FOOD

THE WAY WE PRODUCE, CONSUME
AND WASTE FOOD POSES A WIDESPREAD
CONSERVATION THREAT. WITH POPULATION
AND INCOME GROWTH SET TO DOUBLE
DEMAND BY 2050, WE MUST TRANSFORM
OUR FOOD SYSTEM.

[WWW.PANDA.ORG/FOOD](https://www.panda.org/food)

TACKLING GLOBAL FOOD WASTE

One-third of all food produced globally goes to waste – enough to feed three billion people and representing about 8 per cent of global greenhouse gas emissions. These disturbing statistics drove the launch of our new Save 1/3 communications and education campaign to reduce food waste. Launched in over 20 countries, as well as communicating in 10 languages, we have already reached over 3 million people. The campaign includes a focus on key dates in the calendar when food is important and waste is high. See saveonethird.org

INSPIRING DIVERSE AND SUSTAINABLE DIETS

We need to adopt more diverse and sustainable diets to transform the global food system. One key step forward is a European Commission €10.2 million grant for WWF to mobilize young people across Europe and Latin America in embracing healthy and sustainable diets, via the Eat4Change Initiative. WWF-UK also launched the *Future 50 Foods* report, in partnership with Knorr, to inspire chefs, retailers and shoppers to adopt a greater variety of plant-based foods that boost the nutritional value of meals and reduce environmental impacts of the food system.

INNOVATION DRIVES BETTER FOOD SYSTEMS

Innovation projects are an important way to build the foundations of a sustainable food system. Through our Food Forward innovation accelerator programme, WWF food experts have been tackling some of the most urgent food challenges – piloted at a country level but then shared globally to maximize their impact. These include a project by WWF-India to reduce waste in India's seafood industry, one by WWF-Brazil to create links between food choices and conservation through sustainable tourism, and another by WWF-Greece providing a new way of helping young people eat sustainably.

Rice is the staple food of more than half the world's population, but its increased cultivation is contributing to rising methane emissions.

FINANCE

BANKS, INVESTORS AND INSURERS NEED TO IMPROVE THE WAY THEY CONSIDER ENVIRONMENTAL RISKS, SUPPORT MORE GREEN INVESTMENT, AND REDUCE SUPPORT FOR ENVIRONMENTALLY HARMFUL ACTIVITIES.

[WWF.PANDA.ORG/FINANCE](https://www.panda.org/finance)



CARBON-NEUTRAL INVESTMENT BY 2050

In one of the boldest moves yet by investors to decarbonize the global economy, a WWF-supported alliance of the world's largest pension funds and insurers – responsible for directing nearly US\$4 trillion in investments – committed to carbon-neutral investment portfolios by 2050. Investors in the Net-Zero Asset Owner Alliance are stepping up to protect people and planet – and signalling that to receive investment, companies must address climate change and deliver a thriving low-carbon economy. The alliance was convened by UNEP's Finance Initiative and the Principles for Responsible Investment.

STANDARDS SETTING FOR GREEN BONDS

Our long-term advocacy for credible global standards on green bonds – financial instruments linked to environmental investment – has seen strong progress. We were closely involved in developing a proposed EU Green Bond Standard, as well as forthcoming legislation defining a European framework for sustainable investments. Our work with the International Organization for Standardization included advising on standards for green bonds. And at a national level, our work helped lead to the issuance of Kenya's first green bond, which aims to raise US\$48 million for sustainable and climate-resilient student accommodation.

INSURANCE INDUSTRY TO PROTECT NATURAL WONDERS

Almost half of natural UNESCO World Heritage sites, vital to millions of people and containing our planet's most extraordinary places, are threatened by harmful human activities. Our engagement with insurers led to the launch, with the UNEP Finance Initiative Principles for Sustainable Insurance and UNESCO, of an insurance industry commitment to protect these sites. Our work also resulted in an update to the Performance Standards of the International Finance Corporation, a standard followed by nearly 100 global banks, to increase protection of these natural wonders.

*Shanghai, one of
the world's leading
financial centres.*



WATCH
PRACTICE LEADER
DELFIN GANAPIN DISCUSS
OUR GOVERNANCE
WORK IN 2019

GOVERNANCE

WE NEED TO SUPPORT INCLUSIVE DECISION-MAKING AND RECOGNITION OF COMMUNITIES' ROLE IN CONSERVATION – TOGETHER WITH ADDRESSING CORRUPTION, WEAK ENFORCEMENT OF LAWS AND POOR PLANNING AND DECISIONS.

[WWW.PANDA.ORG/GOVERNANCEPRACTICE](https://www.panda.org/governancepractice)



OUR GLOBAL WORK

STRENGTHENED WORK WITH INDIGENOUS PEOPLES AND LOCAL COMMUNITIES

We expanded our strategic work with indigenous peoples and local communities (IPLCs) for them to take a central role in conservation decision-making. This included readying our major new initiative for 'inclusive conservation' across 90 countries that will empower IPLCs as effective custodians of conserved areas in line with a New Deal for Nature and People. We were also awarded US\$18 million by USAID to address the underlying barriers to greater participation by indigenous peoples in deciding the future of priority landscapes in relation to infrastructure and extractives in Brazil, Colombia, Ecuador and Peru.

G20 LEADERS BACK STRONGER INFRASTRUCTURE GUIDANCE

Infrastructure provides the physical foundations for much of modern society's economic growth – but can also have devastating environmental, social and development impacts. WWF advocacy helped lead to world leaders including stronger environmental guidance in their new principles on quality infrastructure at the G20 Osaka Summit in Japan. The guidance highlighted the importance of accounting for the impact of infrastructure on ecosystems and biodiversity – the first time a major international agreement included the word 'ecosystems' in its recommendations for driving the future of infrastructure.

SUSTAINABLE INFRASTRUCTURE PARTNERSHIP

We've partnered with the Sustainable Infrastructure Foundation (SIF) – which provides tools for multinational development banks investing in infrastructure projects – to identify critical biodiversity areas in the earliest planning stages. SIF's current project preparation platform currently lacks geospatial data on biodiversity areas, which is essential for fully informed screening of environmental, social and climate impacts and risks in potential infrastructure investments. We will work with SIF to integrate the data into the platform and so enable the development of sustainable infrastructure projects.

*A meeting of a
community forest user
group in Nepal.*



MARKETS

IT'S CLEAR WE NEED TO RADICALLY CHANGE
THE WAY WE PRODUCE AND CONSUME IF WE'RE
GOING TO PREVENT FURTHER HARM
TO THE NATURAL WORLD.

[WWF.PANDA.ORG/MARKETS](https://www.panda.org/markets)

BUSINESS ACTION ON PLASTICS POLLUTION

Our campaign to halt the ocean plastics pollution crisis is calling on governments to act (see page 23) – but just 100 companies could also prevent 15 million tonnes of plastic waste entering the oceans. That’s why we partnered with companies like Procter & Gamble, Starbucks and Tetra Pak to launch ReSource: Plastic – providing expert support for companies to turn commitments into meaningful, measurable action. We are also working with the Ellen MacArthur Foundation and the Ocean Conservancy to help businesses rethink how they can reuse, recycle and reduce the use of plastics.

DIGITAL PLATFORM TO STRENGTHEN PRODUCT TRACEABILITY

WWF-Australia and BCG Digital Ventures launched a revolutionary digital platform, called OpenSC, that uses blockchain and other technologies to track food and products – helping businesses and consumers alike avoid illegal, environmentally damaging or unethical products. Launched after a successful pilot tracking tuna caught in the Pacific, the platform has since raised US\$4 million in seed funding and developed partnerships with global food companies to innovate their business models to protect nature.

INNOVATIVE MARKET MECHANISM TO END CONVERSION

The wooded grasslands of the Cerrado, the largest savannah region in South America, are under severe threat from unsustainable agriculture, particularly soy production. Together with more than 130 global companies, financiers and NGOs, we’re working on an innovative market mechanism to eliminate deforestation and conversion in the Cerrado by 2020. This will include the creation of a fund to reward farmers who preserve lands that may otherwise be converted for agricultural use.

An unpaved road divides a soy plantation from native Cerrado in Brazil. On average, one million hectares of the Cerrado’s biodiversity-rich habitat have been lost each year to soy plantations over the last 15 years.









TOGETHER POSSIBLE



BUILDING THE TEAM TO DELIVER THE NEW DEAL

Our necessary ambition to deliver a New Deal for Nature and People has rightly been the central focus of WWF's thoughts and actions in 2019. And the coming year, 2020, will be even more important as we work with like-minded people, hungry for momentous change, to turn ambition into reality.

But even if, as we desperately hope, the necessary commitments are made, the story will only just be beginning. As we have seen with the climate crisis, powerful commitments must then be converted into meaningful action. 2021 will therefore not only be our 60th anniversary, it will be the start of a decade-long global struggle by citizens, communities and their civil society partners – collaborating fiercely in order to set nature on the path to recovery by 2030.

It is therefore vital that the coalitions and partnerships which we have been helping to build continue to gather strength and momentum. Together, we must exert significant, ongoing pressure on leaders in government and business – the people with the power to make systemic change – to take forward the New Deal commitments and create a better future for all life on Earth. Every single one of us can play a part – from billions of ordinary people, young and old, to key influencers in civil society and the media.

WWF is fully aware of our responsibilities in this mighty task and that the coming years will be a crucial test of our organizational acumen. There will be challenges, and recent allegations about our work with local communities have shown us how difficult this can be. But we have to continually learn, improve and innovate to deliver a future where people and nature thrive. This, more than at any other point in our long history, is our time to make a difference.

Pavan Sukhdev
President
WWF International



US\$140 MILLION AMAZON FINANCE INITIATIVE

Effective long-term protection for the Peruvian Amazon came a step closer this year when President Martín Vizcarra gave his seal of approval to the Patrimonio Natural del Perú (Peru's Natural Heritage) project (see page 25). The innovative public-private partnership will deliver US\$140 million to protecting and effectively managing national parks covering nearly 17 million hectares of Amazon rainforest – with half the funds committed by the Peruvian government and the rest from private and public sector donors such as the Global Environment Facility and the Andes Amazon Fund. It's part of our Earth for Life initiative, a partnership approach to creating long-term financial stability for protected areas, which has helped secure similar commitments in Brazil, Bhutan and Colombia.

*Installing a
camera trap in the
Tabaconas-Namballe
National Sanctuary
in Peru.*

TOGETHER [WITH T

BY WORKING WITH GOVERNMENTS AND PUBLIC SECTOR FINANCE ORGANIZATIONS, WE

PIONEERING PARTNERSHIP TO MANAGE €160 MILLION FUND

WWF and partners have won a tender to manage a €160 million Dutch government fund, which enables private sector investment in bankable projects aimed at climate adaptation and mitigation in developing countries (see page 27). It's a revolutionary move for a conservation NGO (WWF-Netherlands), a development finance institution (FMO), a social development NGO (SNV) and a private sector investment manager (Climate Fund Managers) to work together on such a large-scale fund – connecting the project development expertise of WWF and SNV to the investment expertise of FMO and Climate Fund Managers.

US\$5 BILLION OCEAN ACTION PLAN

We're working with the Asian Development Bank (ADB) on one of the biggest ocean health initiatives ever. Over the next five years, the bank will invest US\$5 billion into ocean projects in Asia and the Pacific – including protecting and restoring vital ecosystems like coral reefs and mangroves, supporting sustainable livelihoods in fishing and tourism, climate change adaptation, and tackling plastics and other pollution. We'll also be supporting the ADB to unlock large-scale finance from the private sector to develop the region's 'blue economy' in a sustainable way.

THE PUBLIC SECTOR

CAN CATALYZE ACTION FOR NATURE ON A SCALE THAT MATTERS.

WE WORK WITH BUSINESSES THAT WANT TO PLAY THEIR PART IN PROTECTING AND RESTORING OUR PLANET.

Building transformative business partnerships is an important way for us to scale up our efforts to reverse the loss of nature. These take many forms with businesses operating across a variety of sectors and geographies. For example, we work with them to reduce their environmental impacts, as well as improve their efficiency, within their operations and across supply chains. We support efforts to create long-term systemic change, ranging from innovative sustainable solutions to changing consumer behaviour. And we partner with committed businesses to raise funds for conservation.

Businesses, working together, can also be key advocates for broader global efforts to protect and restore nature. In 2019, we joined forces with 12 other partners to establish the Business for Nature global coalition – helping to convene a united business voice for nature that contributes to our efforts for a New Deal for Nature and People in 2020 and beyond. The coalition brings influential organizations like WWF together with forward-thinking businesses to demonstrate business ambition and action to protect and restore nature.

TOGETHER [WITH]



BUSINESS]

SUSTAINABLE FARMING IN SOUTH AFRICA

Farmers, communities and wildlife in South Africa will benefit after our partnership with Nedbank, one of Africa's largest financial services providers, was extended for another five years. Our work together on sustainable farming has particularly focused on the Eastern Cape – a region of seven million people amid key biodiversity hotspots and critical water source areas.

CLOTHING INITIATIVE RAISES €1 MILLION

As part of our long-running partnership with clothing giant H&M Group, we collaborated on a children's clothing collection featuring prints of iconic endangered animals. The campaign ran in more than 50 countries – increasing awareness and raising over €1 million for our global conservation work.

ACTION ON PLASTIC IN SINGAPORE

Our global campaign to keep plastics out of nature was boosted by the launch of the Plastic ACTION (PACT) initiative by WWF-Singapore – action included commitments by 18 businesses across four industries to “No Plastics in Nature by 2030” and towards a circular economy.

GERMAN ICE HOCKEY LEAGUE PARTNERSHIP

WWF-Germany's new partnership with the German ice hockey league – the third-largest indoor league in the world – aims to highlight the plight of the many threatened species around the world as well as attract new WWF sponsors.

Visit our Nature Means Business website for powerful case studies on why our corporate partnerships are good for business, people and planet.

See at pand.as/naturemeansbusiness.

*Plastic pollution
in the Tun Mustapha
National
Park, Malaysia.*

**INDIGENOUS PEOPLES AND LOCAL COMMUNITIES
LIVING CLOSEST TO NATURE, AND FOR GENERATIONS
ITS RESOLUTE CUSTODIANS, ARE SOME OF OUR MOST
IMPORTANT ALLIES IN BUILDING A SUSTAINABLE
FUTURE FOR PEOPLE AND PLANET.**

Many have a powerful connection with nature, and have managed natural and cultural diversity across the world through their practices and lifestyles. Today, however, they face an uncertain future – due to multiple threats that drive the loss of indigenous cultures, languages, traditional knowledge and nature. Tenure insecurity and lack of recognition of their rights threaten the close bonds they have with their ‘territories of life’ – the ancestral lands and waters they seek to conserve.

We are working to build strong alliances with indigenous peoples and local communities to support their efforts to secure land rights and traditional governance systems. This is one of the most effective ways of protecting and restoring nature, implementing nature-based climate solutions, and delivering the UN's Sustainable Development Goals.

Find out more about our work on governance issues on page 34.

TOGETHER [WITH C



EXAMPLES OF OUR WORK IN 2019

- Working in collaboration with WWF and partners, new community conserved areas in Kenya have begun to see positive impacts. These include improved governance and accountability, better habitat management and animal husbandry practices, increased tourism revenues, an increase in wildlife species and improved wildlife monitoring, as well as enhanced livelihoods for the mostly pastoralist Maasai people.
- In the Colombian Amazon, we partnered with the Azicatch indigenous organization, which manages two million hectares of rainforest – helping to develop educational materials for local children to acquire the ancestral wisdom and technical knowledge needed to make informed decisions about the future of this territory.
- Across Indonesia, we worked with civil society partners to support communities filing for recognition of their customary forests with the government, as well as documenting and registering indigenous territories and areas that are critical to the preservation of important biocultural diversity.
- In India's Western Arunachal landscape, we successfully facilitated efforts by indigenous peoples to declare over 100,000 hectares of forests as community conserved areas. This will help to ensure the sustainable use and management of their forest areas and also promote income generation through community-based tourism.

In 2020, we will build on our work to date by launching a major initiative to support a vast expansion of recognized and empowered indigenous peoples and community conserved areas.

COMMUNITIES]

*The Maasai
Mara National
Reserve,
Kenya.*

*The Prince Albert II
of Monaco Foundation
supports Amur tiger
habitat improvement
in China and Russia.*



TOGETHER [WITH I



WE WOULD LIKE TO
THANK THE FOLLOWING
DONORS AND PARTNERS WHO
HAVE SUPPORTED
WWF INTERNATIONAL.

DONORS]

TOGETHER POSSIBLE

The stories in this publication highlight a selection of the results of the generosity of donors and partners in 2019 under our four partnership levels: the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners. Our work would not be possible without your support.

The following donors and partners have provided the highest level of strategic support and investment to WWF:

The Hoffmann Family and the **MAVA Foundation** continue to provide generous support. In particular, MAVA is helping to position the Luc Hoffmann Institute as an influential environmental convener, catalysing action at scale. In the Mediterranean, MAVA has supported a sustainable fishing consumption programme; sustainable tourism plans; growth in the bluefin tuna population; and the mapping out of recovery measures to help the depleted swordfish population. MAVA is also supporting efforts to deliver the New Deal for Nature and People. Protecting and restoring nature and biodiversity is fundamental to our health, well-being, economies, and continued and growing prosperity around the world. This support will allow WWF to call for strong commitments by heads of state in 2020 to strengthen global targets and mechanisms that will halt the loss of nature by 2030.

Stiftung Usine has generously donated to our global conservation priorities and to our work in Brazil, addressing the rate of land conversion in the Cerrado. Two important victories here in 2019 halted plans to reduce the size of protected areas, and there was an increase in the number of global companies joining the Cerrado Manifesto – an initiative committing important players in the agricultural industry to sustainably manage the biome – from 70 to 130, including Tesco, M&S and Unilever.

Prince Albert II of Monaco

Foundation's support continues to improve the habitats for Amur tigers and leopards in China and Russia, and is also preserving the 30 Hills rainforest in Sumatra for critically endangered Sumatran tigers, elephants and orang-utans. Whilst in the oceans, critical support continues for Eastern Atlantic and Mediterranean bluefin tuna and for the Gyaros Marine Protected Area in Greece. Additional support has been dedicated in the Serrania del Chiribquete National Park in the Colombian Amazon to maximizing the sustainable management of the park by equipping local communities.

The **Ocean Foundation** is supporting our work to ensure sustainable management of small-scale fisheries in the Mediterranean Sea and to improve livelihoods and incomes of its fishers. The success of this project in 2019 led to a greater inclusion of the fishers in the decision-making processes through co-management. In parallel, activities such as sustainable fishing tourism started in Croatia, Greece, Italy and Turkey with the aim to improve livelihoods.

Longstanding support from an **anonymous donor** has been dedicated to providing strategic leadership to achieve our conservation goals. It also supports our work empowering local communities in Kenya's Mara and Shimba Hills by establishing sustainable income opportunities, from community managed ecotourism to increasing the efficiency of cattle herds and reducing their impact on nature. Support also helped kick off and scale up youth engagement and conservation education programmes around the globe, enabling WWF to educate students in India and to engage the environmental champions of tomorrow in various countries. Lastly, this support contributed to fighting the recent forest fires in the Amazon, funding emergency relief and local advocacy.

Associação IEP is supporting WWF's efforts to obtain a moratorium on deep sea mining, which will allow us to examine the risks to the marine environment, and to work towards international commitments to conserve and sustainably use the oceans in order to establish networks of well-managed protected areas and strengthen the resilience of marine ecosystems. Additionally, support continues for the protection and restoration of the world's coral reefs in critical coastal ecosystems. WWF is developing solutions to remove local threats to reefs in critical locations, while generating substantial political and financial capital to build and maintain their resilience.

We are grateful for **Oak Foundation's** support. Long-term and critical funding from Oak Foundation has enabled us to work for the protection of natural World Heritage sites and for the youth education programme Explore!; and promote renewable energy pilots in Southeast Asia to support the Greening the Belt and Road Initiative. Oak's grant support in 2019 will help us to reduce plastic pollution and work with fishing industries in Asia that support government policy development, industry practices and public awareness to promote sustainable fishing methods.

Hoffmann-La Roche AG generously support our global conservation priorities. They are also supporting WWF to strengthen community resilience to flood disasters in Tana River county in Kenya, and in Chimanimani and Chipinge districts in Zimbabwe, through the establishment of community disaster rescue and preparedness centres.

CONSERVATION LEADERS

NOMIS Foundation	Enabling a new interdisciplinary research agenda for biodiversity through innovative approaches
Fondation Audemars Piguet	Safeguarding the Kikori River Basin, Papua New Guinea
Åsa and Martin Hintze	Rescuing coral reefs and supporting the development of a plastics campaign
iF! Foundation	Supporting co-management of small-scale fisheries in France
Fondation Philanthropia Lombard Odier	Addressing wildlife crime in China and the Congo
The Persephone Charitable and Environmental Trust	Reducing turtle and dolphin bycatch in Peru
Fondation Segré	Protecting wildlife populations in the Congo Basin and professionalizing ranger training in India and Bhutan.
UEFA	Supporting the global climate action agenda
Montagu Foundation	Reducing turtle and dolphin bycatch in Peru

CONSERVATION CHAMPIONS

Renaud de Planta	Patrick Odier	Clarina Hocké
Fondation Philanthropique Famille Firmenich	Stelios Philanthropic Foundation	Richard Ivey
Sophie Firmenich	Fondation de bienfaisance du Groupe Pictet	Chris James

CONSERVATION PARTNERS

Family of J. Quincy Hunsicker

Sucafina

Ardeshir Zahedi

John and Lola Grace

Guillaume Taylor & Quadia

THANK YOU

We are also grateful for the generosity of **The 1001: A Nature Trust members**, other donors who prefer to remain anonymous, and all those who have pledged to support WWF through their Will.



**33 MILLION
HOUSEHOLDS**

**VIEWED OUR
PLANET SERIES**



**2 BILLION +
IMPRESSIONS**

**(JAN-MAR 2019)
FOR #EARTHHOUR AND
#CONNECT2EARTH**

TOGETHER [WITH

WE NEED A POWERFUL SURGE OF SUPPORT FROM PEOPLE AROUND THE PLANET TO DELIVER

**30 MILLION
FOLLOWERS
ON SOCIAL MEDIA**



YOU

A NEW DEAL FOR NATURE AND PEOPLE

We need a powerful surge of support from people around the planet to deliver a New Deal for Nature and People, followed by sustained efforts to halt and reverse the loss of nature. WWF is already engaging with our 5 million plus supporters and more than 30 million followers on social media. But we need to reach many hundreds of millions more.

Scaling up our impact involves working with many others, in many ways. In 2019, we therefore continued our partnership with the UN Convention on Biological Diversity to support their target of helping people around the world understand the value of biodiversity and nature – a vital foundation for enabling positive change. And we maintained our long-running commitment to Earth Hour, the world's largest grassroots environment movement. This year, people in 188 countries and territories joined together on 30 March to highlight the interconnectivity between climate change, biodiversity and people. We then continued to shine a spotlight on why #NatureMatters by placing open-source assets on our #Connect2Earth platform on key international days.

We brought the wonders of nature – and the threats it faces – into people's homes with the WWF-backed Netflix documentary series *Our Planet*. It's been viewed by over 33 million households worldwide, with 1.7 million visits to OurPlanet.com – the website that gives more insights into the issues raised. We also joined with other organizations to launch Voice at this year's World Economic Forum in Davos, with people everywhere encouraged to pledge to make their voices heard for a New Deal for Nature and People.

*Earth Hour 2019
celebrations in
the Maldives.*



*Learning
about nature
in the UK.*

Our educational engagement enables us to interact with people from all walks of life – providing a real experience of nature, integrating nature matters in classroom learning, building people’s ability and desire to consume sustainably, and involving citizens in conservation projects.

KEY ACHIEVEMENTS IN 2019

- Our partnership with World Scouting is helping to inspire a new generation of environmental activists. The new Panda badge, launched this year, aims to raise awareness about the importance of nature and inspire action among the 50 million scouts worldwide.
- Riding on the launch of the WWF-backed *Our Planet* series, we achieved hundreds of educational moments around the world through our online and offline resources. We connected over 1 million people in more than 30 countries.
- Our collaboration with the Global Children’s Designathon 2019 supported one of the largest sustainability events for children – enabling young people from 40 countries to apply their creativity to food and climate action.

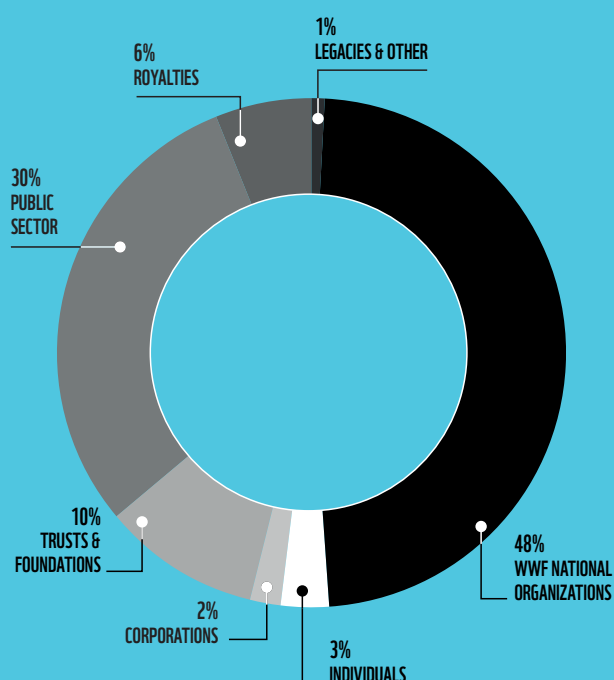
EDUCATION

BUILDING A FUTURE WHERE NATURE MATTERS TO HUMANITY.

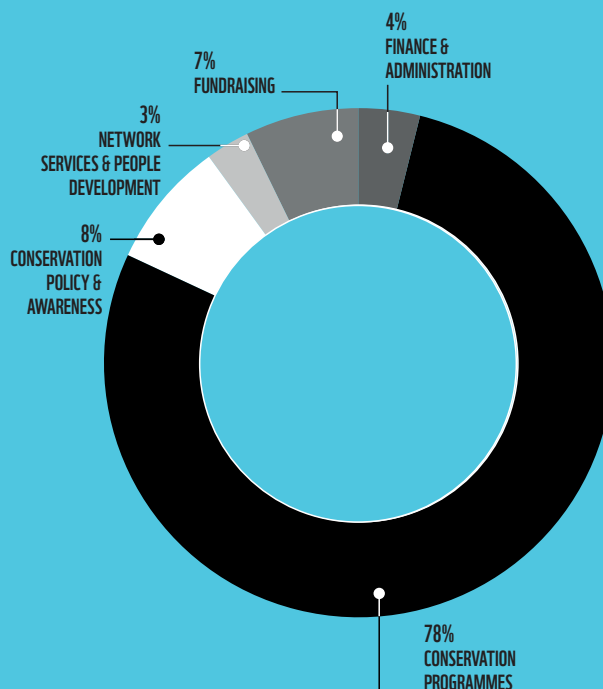
FINANCIALS

WWF INTERNATIONAL INCOME AND EXPENDITURE 2019

INCOME CHF 201 MILLION



EXPENDITURE CHF 198 MILLION



WWF INTERNATIONAL

FY19 income was 4 per cent lower than FY18, mainly driven by decreased income from national organizations (down 8 per cent).

FY19 expenditure was at the same level as FY18 with higher conservation spend (up 7 per cent) offset by lower fundraising and network services expenditure (down 8 per cent / 3 per cent respectively).

The figures given show the consolidated income and expenditure of WWF International, its programme offices and other entities for which it is responsible.

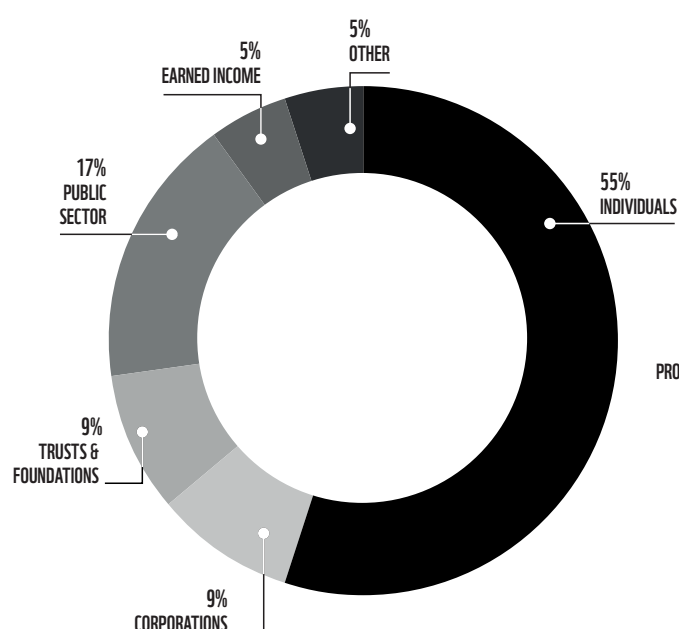
Financial years cover the period 1 July to 30 June. WWF International's audited statements are available on request.

WWF NETWORK

INCOME AND EXPENDITURE 2019

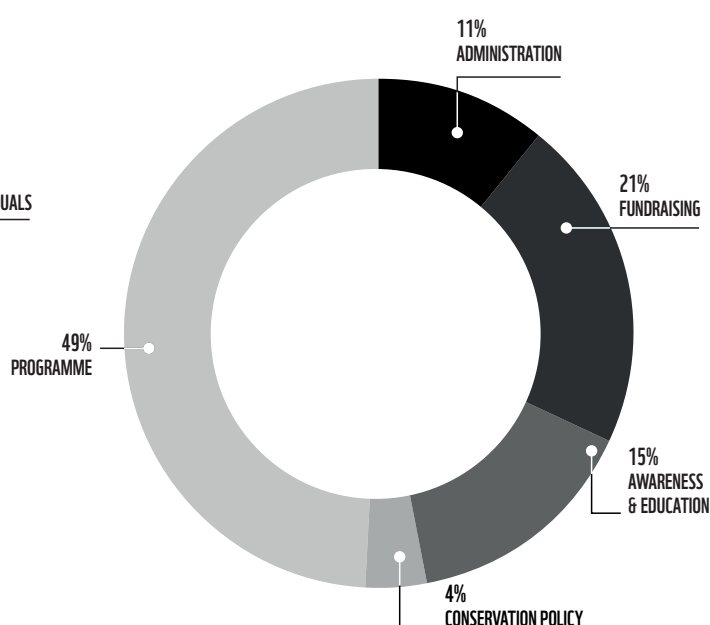
INCOME

EUR 778 MILLION



EXPENDITURE

EUR 710 MILLION



WWF NETWORK

Total WWF Network income increased by 3 per cent, mainly driven by higher income from individuals (up 8 per cent). Expenditure increased by 9 per cent with higher spending in fundraising activities and awareness and education (up 24 per cent / 13 per cent respectively). The resulting surplus of EUR 68m will be used to fund our ongoing projects and programmes, and help us to reach our conservation targets.

KATHRYN BLOGG, INTERIM FINANCE DIRECTOR, WWF INTERNATIONAL

The figures given show WWF Network income and expenditure but do not represent consolidated accounts. The Network includes WWF International, programme offices and national organizations.



We are bringing our expertise in forest landscape restoration to global partnerships including the Global Landscapes Forum, Global Partnership on Forest Landscape Restoration, the African Forest Landscape Restoration Initiative, and Initiative 20x20 in Latin America and the Caribbean.

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 30 million followers and a global network active in nearly 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which people 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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The designation of geographical entities in this report, and the presentation of the material, do not imply the expression of any opinion whatsoever on the part of WWF concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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