

WWF IN SHORT

+100

WWF is in over
100 countries, on
5 continents

1961

WWF was founded
In 1961



+5,000

WWF has over
5,000 staff
worldwide

+5M

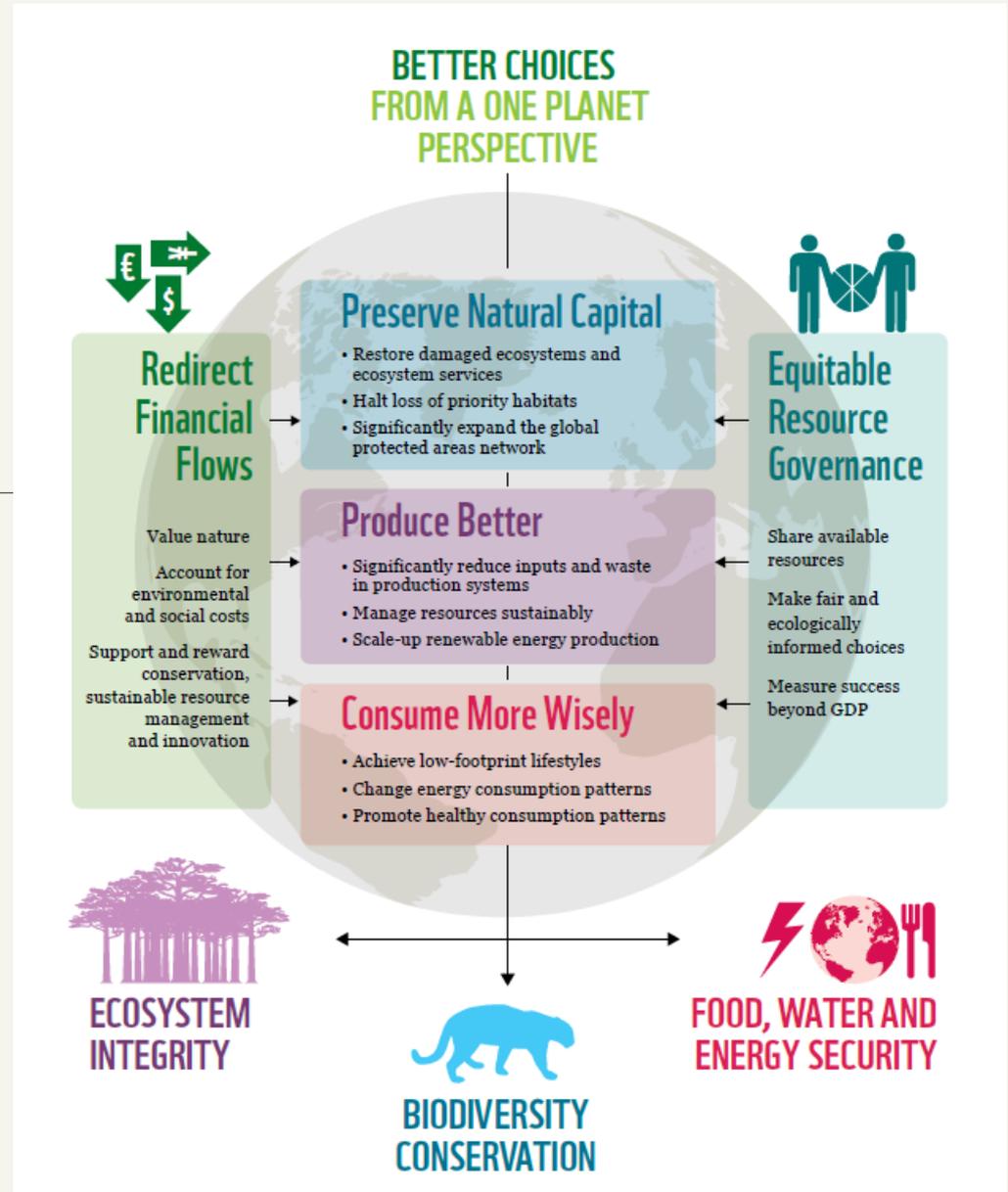
WWF has over
5 million supporters



Building a future in which humans live in harmony with nature.

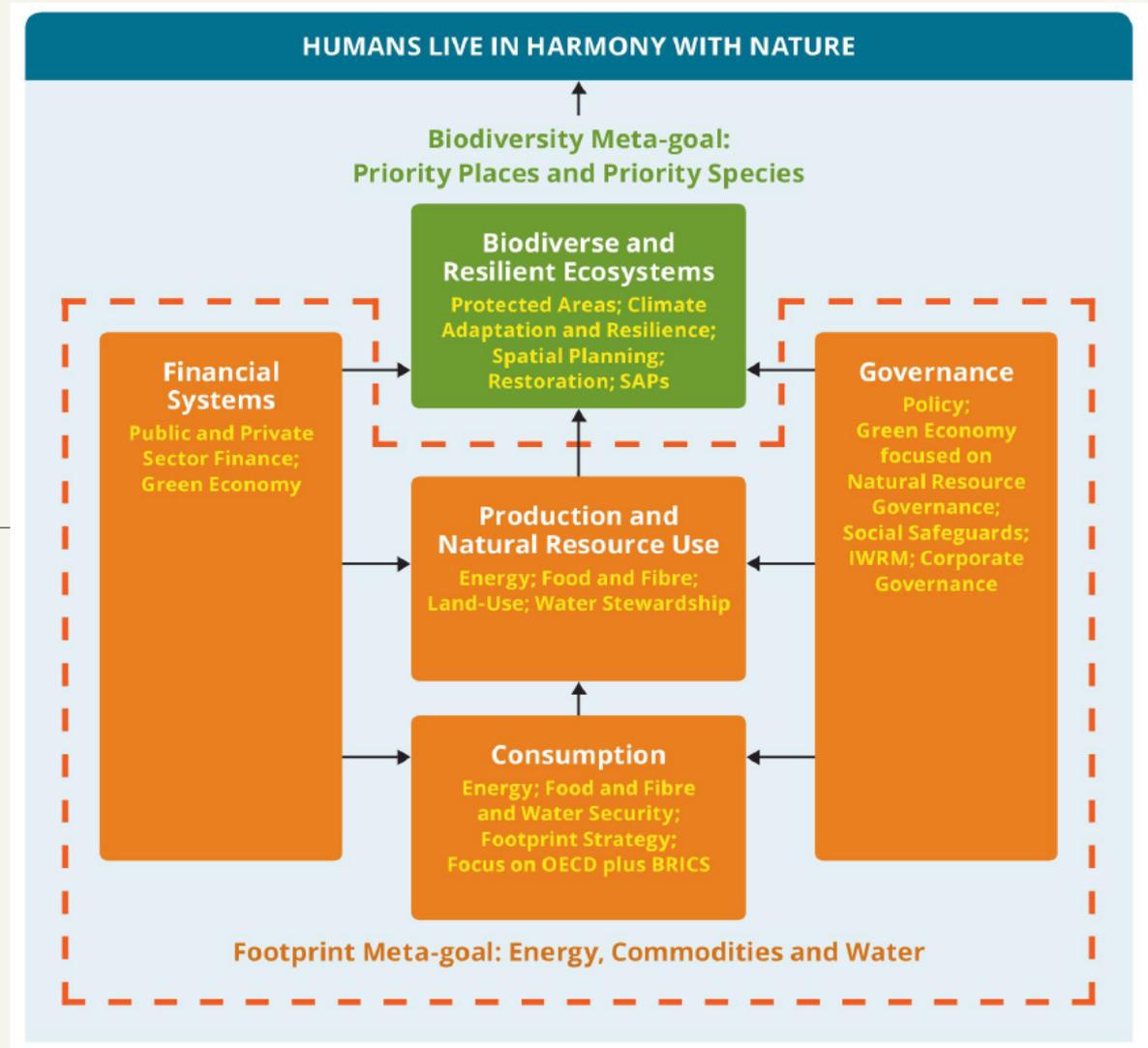
One Planet

- Preserve
- Sustain
- Transform



A Conceptual Framework for Transformation

- Drivers
- Pressures
- Regions
- Species



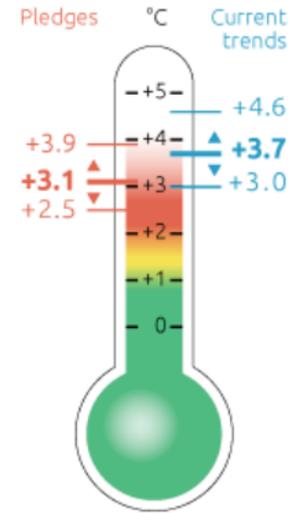


The Arctic challenge:

“Return to previous Arctic conditions is unlikely.” Arctic Report Card

“We must plan for a world of change if we wish to conserve arctic ecological systems, including the services they provide to people.” Bob Corell

Globally, by 2100:



climateactiontracker.org





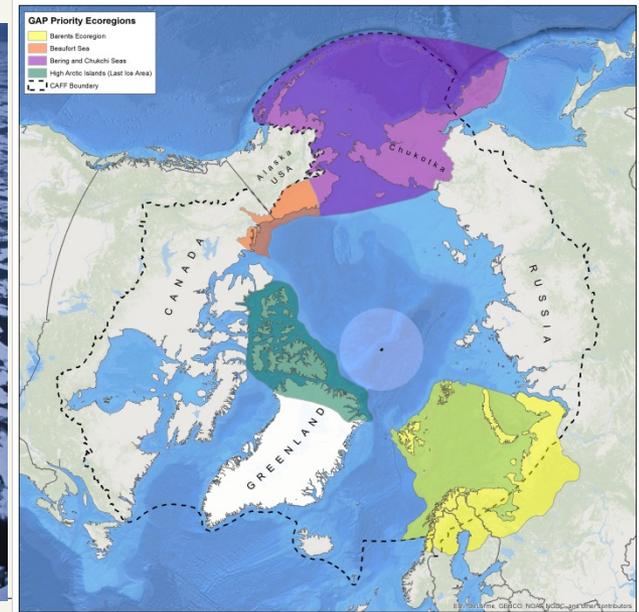
A Stewardship Approach to Managing the Arctic

- *“It’s not about managing the resource, it’s about managing ourselves within the resource”*
- Resource managers shape social-ecological change
- Fostering options for adaptation, resilience, sustainable development





The WWF Global Arctic Programme



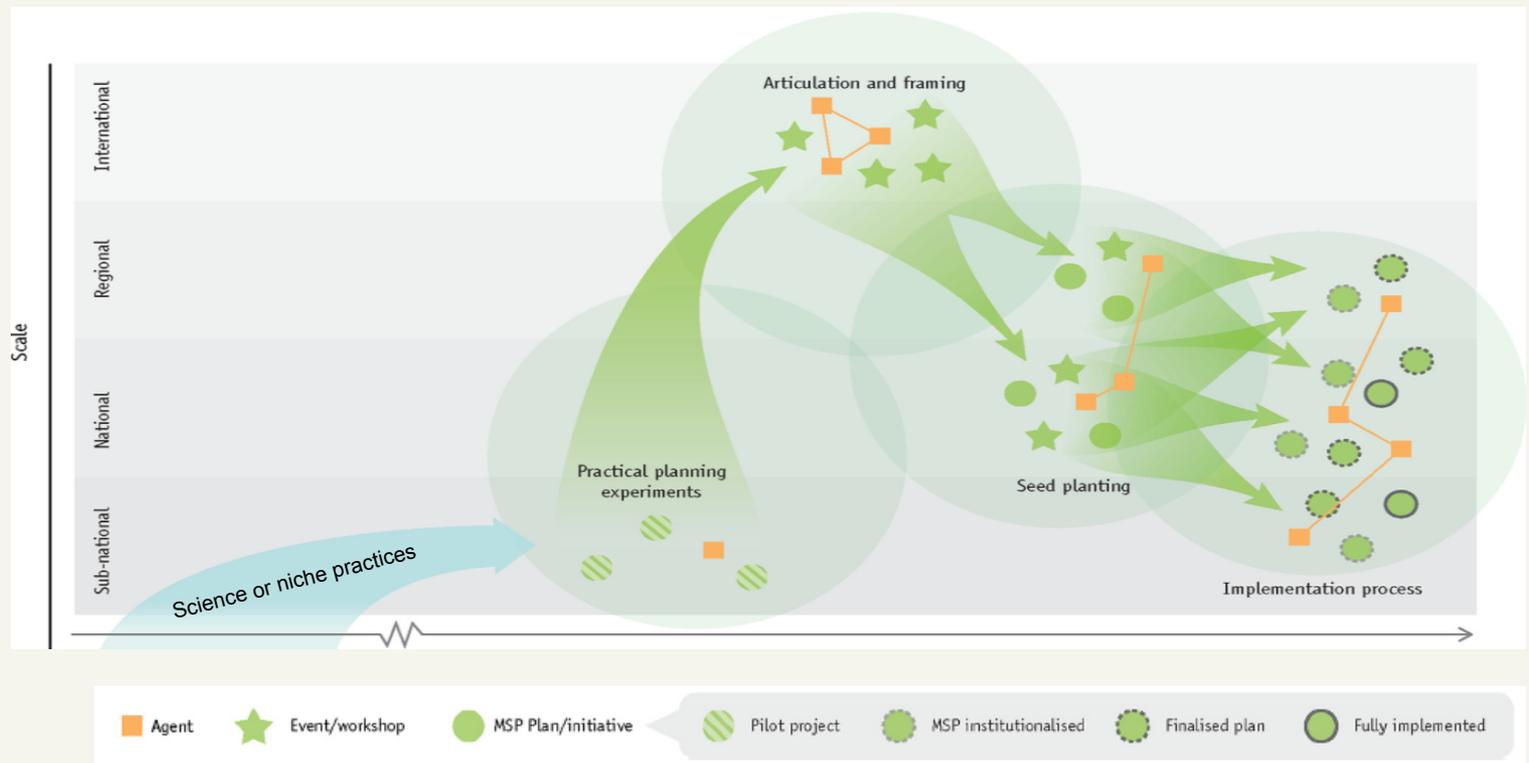
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The way we work:

From niche innovations to implementation

Multiplication and synergies across scales





Biodiverse & Resilient Arctic

- Develop tools to strengthen the resilience of Arctic ecosystems to change
- Promote implementation of ecosystem based management and spatial planning
- Develop a pan-arctic network of protected spaces
- Implementation of the priority species' action plans

Changing the financial system in the Arctic

- Arctic ecosystem services: mainstream biodiversity into policy and practices
- Reduce subsidies to unsustainable development practices
- Make environmental risks part of insurance practice

Support equitable governance in the Arctic

- Strengthening the Arctic Council as the key regional governance body
- Facilitating national implementation of regional decisions
- Change corporate behaviour towards responsible operations in the Arctic

Responsible production and natural resources use in the Arctic

- Renewable energy production
- Responsible shipping
- Support sustainable use of the Arctic living resources



A tool for conservation, planning, and management to support ecosystems and ecosystem services by addressing the future capacity of these ecosystems to adapt.

Paradigm shift:
from vulnerability to strength

