

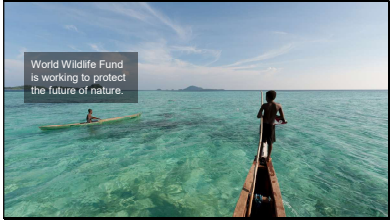
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Slide 2

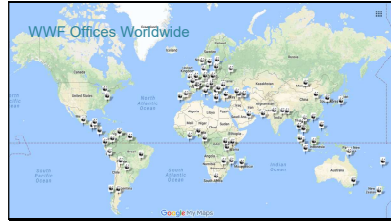


Slide 3



WWF believes in a future where nature and people can thrive together; for more than 50 years we've been working to make that future a reality.

Slide 4



WWF works in more than 100 countries with the support of more than 6 million members worldwide. We work on all levels and with all sectors to make an impact for wildlife, ecosystems, and the planet as a whole.

Slide 5



Saving the planet is complicated. There are so many threats, direct and indirect; so many people involved with competing priorities; and so many factors to consider in every decision. That's why we employ a scientific approach for everything we do – analyzing all sides of a problem to come up with lasting, sustainable solutions.

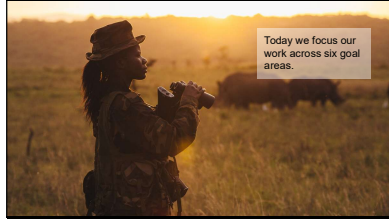
Slide 6



WWF was established in 1961, initially as a fund for conservation of vulnerable species.

WWF began in 1961 with the goal of protecting wildlife species, but we quickly realized that there's a lot more to it than saving individual animals. For lasting impact, we had to understand all the reasons why wildlife populations were in decline and address each threat head-on.

Slide 7



WWF's mission has since evolved to protecting the future of nature. We do that by focusing on six goal areas.

Slide 8



Wildlife - We're working to make sure the world's most iconic species, including tigers, rhinos, and elephants, are safe and thriving in the wild.

Slide 9



Forests – safeguarding the world's most important forests to protect plant and animal diversity.

Slide 10



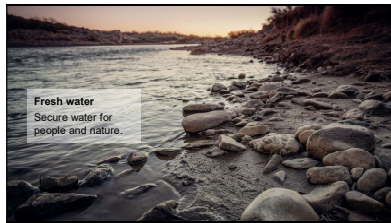
Oceans – building more resilient oceans through sustainable fishing practices and by protecting important regions.

Slide 11



Food – innovating strategies to produce the world's food without sacrificing nature.

Slide 12



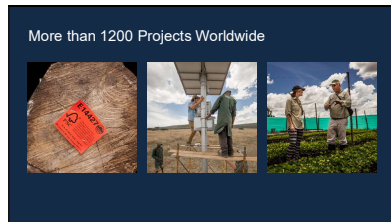
Fresh water – maintaining or improving the health of major fresh water basins around the world.

Slide 13



Climate – creating a climate-resilient and zero-carbon world, powered by renewable energy.

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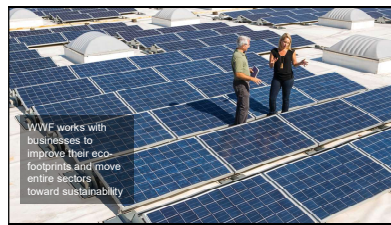
Each of the six areas has international and national priorities and ongoing projects--many of which overlap or build on the work of the others. These projects can include things like restoring the health of a river system; stopping wildlife poaching at a vulnerable reserve; or establishing certification programs for commodities like timber or fish. Each of the six areas is staffed with top scientists and experts, all in close cooperation with our WWF colleagues worldwide, all working to make sure we make the biggest possible impact.

Slide 15



But as WWF has advanced, so have the threats facing the planet. We know we can't tackle major issues like climate change, deforestation, and global food security alone. That's why we've teamed up with so many other organizations, businesses, and people. We work very closely with other environmental organizations on a number of projects; we partner with humanitarian organizations like CARE to make sure our programs positively affect impoverished and indigenous communities.

Slide 16



And we work with businesses across the spectrum to improve their eco-footprints and move entire sectors toward sustainability.

Slide 17



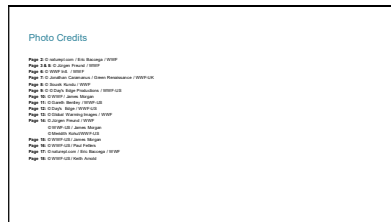
We also engage politicians and governments to pass environmentally-sound legislation and consider and prioritize nature in all decision making.

Slide 18



We also engage influencers, celebrities, religious leaders, community organizers, and the general public. Because it's going to take all of us to make a difference. Together we can protect all life on our planet— including our own.

Slide 19



Slide 20

