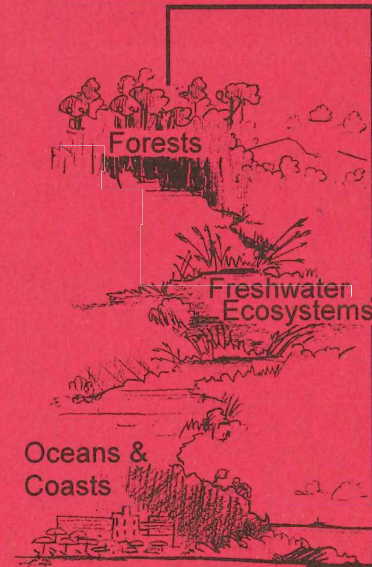




WWF's Global Priorities to the Year 2000



This paper was written by Claude Martin, Director General, WWF International.

For further copies, please contact:

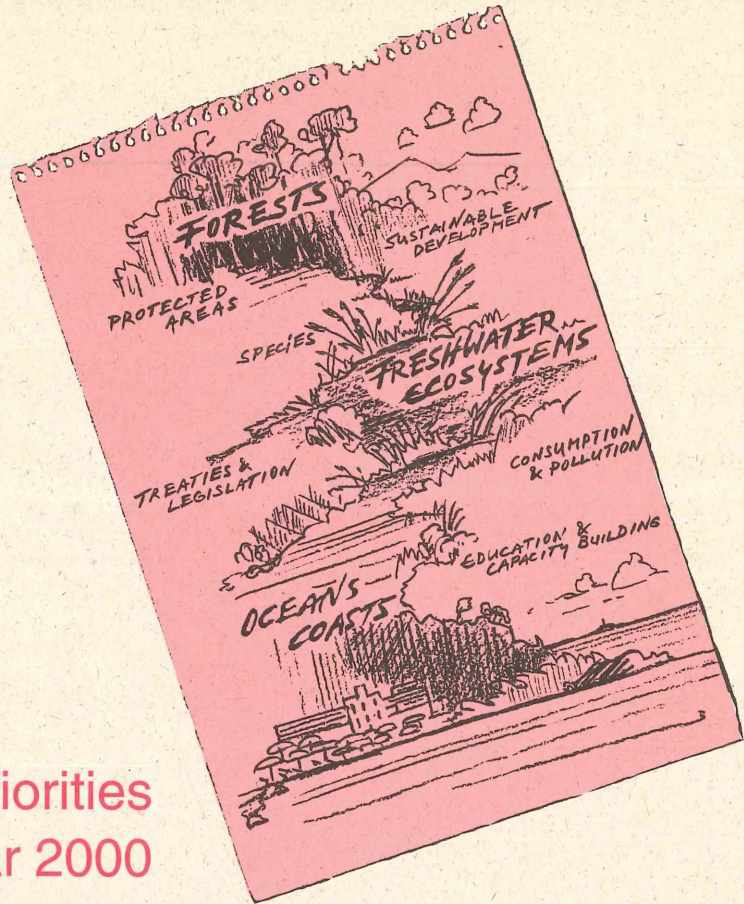
WWF International
Avenue du Mont-Blanc
CH-1196 Gland, Switzerland
Tel: 41 (22) 364 95 56
Fax: 41 (22) 364 53 58

Illustrations by Claude Martin

Edited, designed, and produced by the WWF International Publications Unit

Printed on recycled paper by Imprimerie Dupuis, Le Brassus, Switzerland

First published January 1994 by WWF—World Wide Fund For Nature (formerly World Wildlife Fund),
CH-1196 Gland, Switzerland. Any reproduction in full or in part of this publication must mention the
title, and credit the above-mentioned publisher as the copyright owner.



WWF's Global Priorities to the Year 2000

CONTENTS

Executive Summary	4
Mission for the 1990s	6
1. The Background	7
2. The Development of WWF's Global Priorities	8
2.1 Guiding Principles	10
3. The Priority Biomes	12
3.1 Forests	12
3.2 Freshwater Ecosystems	13
3.3 Oceans and Coasts	13
4. Strategies for Action	15
4.1 Strategy Outlines	15
5. The 80% Focus on Global Priorities	19
5.1 Focusing Criteria	19
5.2 Application	19
5.3 Programme Assessment and Refinement	19
5.4 Projects Outside the 80% Focus	20
6. Goals and Targets	21
6.1 Establishment and Review of Targets	21
Annex	24

Executive Summary

The world faces so many and such complex environmental problems that WWF asked itself a simple but basic question:

How and where should WWF devote its limited resources in order to achieve maximum conservation?

In defining WWF's global priorities to the year 2000, the organization considered the issues that affect nature — particularly the role of people — and identified the key problems it should tackle. It examined ways in which WWF should harness the necessary resources and develop the requisite cooperation within the WWF Family and with the organization's partners.

The global priorities are based on WWF's Mission and Strategy as well as an analysis of the specific role WWF can play in fulfilling important objectives laid out in *Caring for the Earth — A*

Strategy for Sustainable Living, published by WWF, IUCN, and UNEP in 1991.

The priorities have been developed through wide consultation and collaboration within the WWF family, and constitute the core element of the organization's Strategic Plan.

WWF's Global Priorities to the Year 2000

To achieve the conservation of nature and ecological processes, WWF will:

1. Concentrate its activities in three priority *biomes*:
 - a) **Forests**
 - b) **Freshwater Ecosystems**
 - c) **Oceans and Coasts**

2. Focus and operationalize its programme through six *strategies*:

- i Creating and maintaining systems of effective and sustainable protected areas**
 - ii Promoting sustainable development practices, thereby linking conservation with human needs**
 - iii Conserving species of special concern**
 - iv Reducing consumption and pollution by influencing public policy and the practices of consumers and business/industry**
 - v Promoting the establishment and implementation of international treaties, national policies, and legislation**
 - vi Promoting environmental education and building capacity to enable people to sustainably manage the natural resources on which life depends.**
- 3.** Strive to focus at least 80 per cent of its programme resources, including those of WWF International and all National Organizations (NOs), on the three priority biomes and the six strategies.
 - 4.** Coordinate all work on the priority biomes and strategies through the Programme Committee and its subcommittees, using the expertise of six advisory groups.
 - 5.** Establish a forest task force to implement a forest campaign plan.

MISSION FOR THE 1990s

WWF's mission is to achieve the conservation of nature and ecological processes by:

- Preserving genetic, species, and ecosystem diversity
- Ensuring that the use of renewable natural resources is sustainable now and in the longer term, for the benefit of all life on Earth
- Promoting actions to reduce to a minimum pollution and the wasteful exploitation and consumption of resources and energy.

WWF's ultimate goal is to stop, and eventually reverse, the accelerating degradation of our planet's natural environment, and to help build a future in which humans live in harmony with nature.



1. *The Background*

The number, complexity, and escalating severity of the threats to the environment are on a scale never before experienced in tens of thousands of years of human history. This wave of destruction has built up relatively recently, and there is limited time to prevent it overwhelming the earth's natural systems.

Throughout the world, growing recognition of these problems and widespread concern is making people increasingly conscious of the need to commit themselves to action. The environmental crisis *must* be addressed if impoverishment of the earth's natural resources, devastating changes in life-support systems, and massive, widespread human misery are to be avoided. WWF is ideally placed to promote the action required.

It was essentially against this background that in 1989, WWF developed its *Mission for the 1990s*. WWF's Mission recognizes the full complexity of

the environmental crisis and the need for WWF to address it. The Mission Statement is topical, relevant, and totally valid for all parts of WWF.

However, the global environmental problems are so numerous and complex that it is vital to focus WWF's activities to ensure that the organization's limited resources are used as effectively as possible.

WWF therefore needs to concentrate its efforts on a number of priority conservation issues, for which the organization is best positioned to make a real difference in helping resolve the overall environmental crisis.

Acknowledgement of the need to focus led to the elaboration of the global priorities presented in this paper. The document was developed in a wide consultation process led by Claude Martin, WWF's Director General, and forms the core of the Strategic Plan approved by the WWF International Board in June 1993.

2. *The Development of WWF's Global Priorities*

Since its founding in 1961, WWF has based its conservation activities on the best scientific knowledge available. Increasingly, the organization has worked to forge links between field-based projects and the promotion of appropriate policies. Regular review of conservation priorities and WWF's own activities helps ensure that the most important problems are addressed effectively. Key developments in this review process include:

- 1980:** Development and launch of the *World Conservation Strategy* by WWF, IUCN, and UNEP
- 1986:** Agreement to focus WWF's efforts more closely on the preservation of biodiversity, and particularly the conservation of forests and wetlands

- 1989:** Development of the WWF Mission and Strategy, which noted the complexity of environmental problems and the need for WWF to address them
- 1991:** Publication of *Caring for the Earth — A Strategy for Sustainable Living*, the successor to the 1980 *World Conservation Strategy*, again developed in collaboration with IUCN and UNEP
- 1992:** United Nations Conference on Environment and Development (UNCED) in Brazil, which promoted international recognition of global environmental problems and developed Agenda 21

1992: Strategic Planning Process throughout WWF with the aim of maximizing WWF's effectiveness in achieving its mission.

The WWF Mission identifies three approaches. The primary aim is to preserve genetic, species, and ecosystem diversity, popularly summarized by the term "biodiversity". The second and third approaches — i.e. ensuring the sustainability of resource use, and reducing pollution and wasteful consumption — are of a more operational nature. In order to achieve the primary objective of biodiversity preservation, it is both implied and required that the other two mission elements are also achieved.

The global priorities reflect this duality of approach by identifying a *biomic/geographic* focus as being particularly important for the preservation of biodiversity, and by adopting a *strategic* focus to represent the operational approach. WWF's global priorities therefore consist of two mutually depend-

ent parts: *biomes* and *strategies*. Both parts should be seen as integral to WWF's priority focus, biomes being meaningless without strategies and strategies being irrelevant without biomic and geographic reference.

Central to the development of WWF's philosophy and programme is the recognition that although there is no one single solution to solving the world's environmental crisis, people clearly play a crucial role — both in terms of their numbers, and in terms of what they do and what is done for them. WWF believes that conservation efforts which do not recognize human aspirations and needs are unrealistic and cannot hope to succeed.

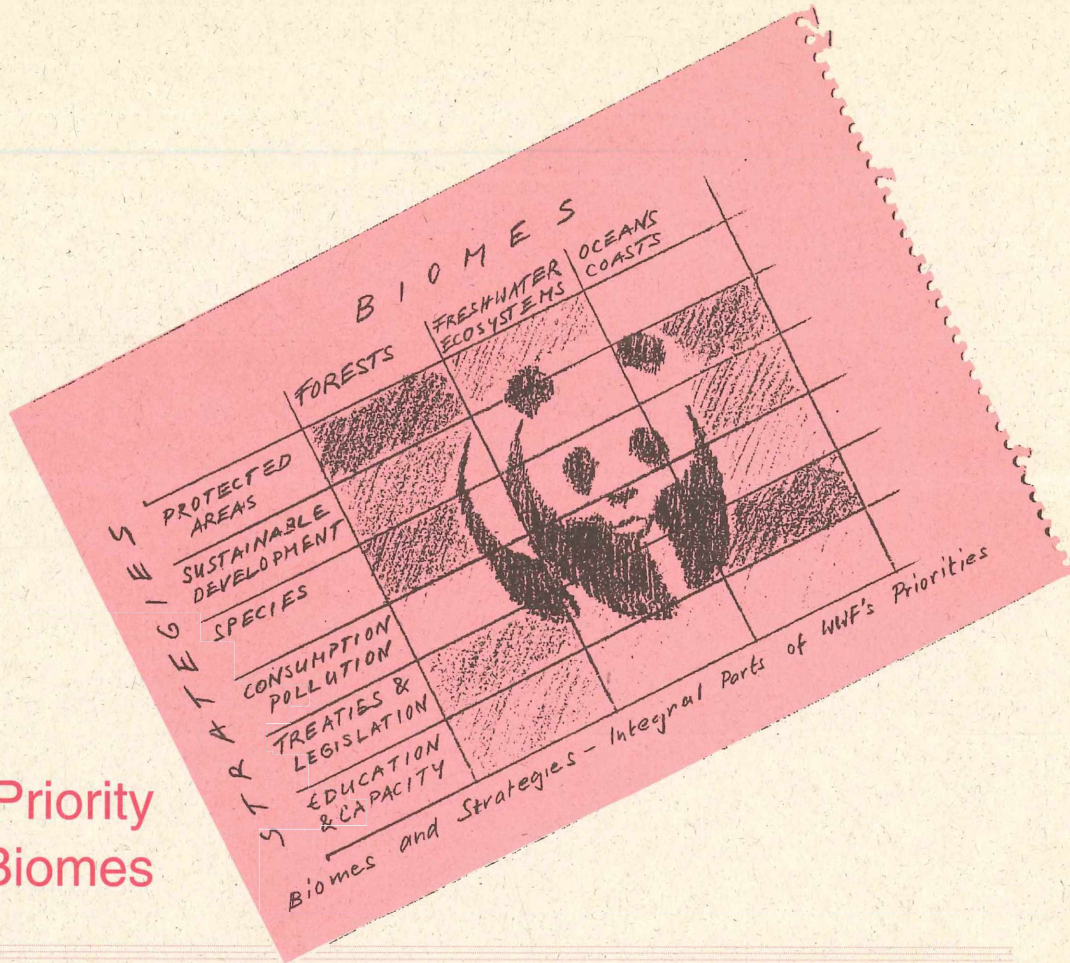
Caring for the Earth — A Strategy for Sustainable Living emphasizes this point strongly, by promoting an ethic of care for nature *and* for people. WWF's global priorities take it further by defining WWF's role in achieving the objectives set forth in *Caring for the Earth*.

2.1 Guiding Principles

To guide WWF in its task of achieving the mission goals, the following programmatic principles were adopted as part of the Mission and Strategy in 1990. These principles remain valid and are of particular importance in addressing WWF's global priorities and guiding WWF's programme activities:

- WWF will use the best available scientific information to address and pursue issues
- WWF will listen carefully to local communities, respect their positions, and address their needs
- WWF will strive to build appropriate partnerships with other conservation organizations, environmental and population institutions, governments, and the public
- WWF will establish objectives and use these to critically evaluate all its endeavours
- WWF will set relevant agendas for governmental and intergovernmental institutions and take resolute action to see that all the items are addressed
- WWF will seek dialogue and avoid unnecessary confrontation
- WWF will plan its work and take decisions based on a long-term view and be cognizant of the wider environmental context within which its work is undertaken.

The Priority Biomes



3. *The Priority Biomes*

WWF identifies forests, freshwater ecosystems, and oceans and coasts as major global programmatic areas in which it has a particularly important role to play. It recognizes that, strictly speaking, none of these areas are biomes: forests and freshwater ecosystems are both groups of biomes, while oceans and coasts are geographic areas.

3.1 Forests

The forests of the world, and the diverse biotic communities they support, can be classified into two broad categories: tropical and temperate. Tropical forest usually refers to forested areas situated between the Tropic of Cancer and the Tropic of Capricorn. The moist tropical forests have, since the mid-1970s, increasingly attracted public attention, essentially because of the rapid rate of destruction occurring in many parts of the world. This destruction is the result

of a multitude of factors, particularly the opening up of primary forests for timber exploitation, and slash and burn farming which often follows when there is population pressure and when forest tracts have been opened up. Large-scale clearfelling for industrial exploitation and cattle ranching, particularly in Latin America, has also contributed to the rapid rate of forest loss.

Although the complex ecology of forests — particularly that of tropical moist forests — is still incompletely understood, recent research has vastly increased the number of expected, yet undescribed, species living in these ecosystems. The world's forests harbour far more species and a greater genetic diversity than any other biome.

In recent years, and particularly after UNCED in 1992, WWF has also increasingly focused on the problems facing temperate forests, including boreal forests.

WWF has, as one of the first non-governmental organizations (NGO) in the field, achieved considerable success in forest conservation, both in field-based projects and forest policy, and has influenced the forestry programmes of development aid programmes. WWF has also played a critical role in the development of international forestry agreements. WWF's global forest conservation activities will be greatly strengthened through better integration of sustainable resource-use principles.

3.2 Freshwater Ecosystems

Freshwater ecosystems include rivers, river basins, catchment areas, underground aquifers, surface water bodies, lakes, wetlands, and all the life forms associated with these systems.

Water is the basis for all life and it connects many different ecosystems. Water supports unique life forms. But water is also a major natural resource itself. Without it, other resources (such as land) will become unproductive. Use and misuse of fresh water profoundly affects all the living and non-living things on Earth.

Wetland ecosystems — floodplains, freshwater marshes, mangroves, peatlands, and estuaries — play a central role in the water cycle. They absorb floodwaters and regulate floods, helping to ensure a year-round water supply; they absorb nutrients and retain sediment, thus purifying water supplies; and they buffer wind and wave action, helping to protect many coastal areas from storms. Wetlands often yield a range of products that can be harvested sustainably, including fish, shellfish, fodder, timber, and agricultural crops. In addition, many wetlands support important populations of wildlife, including a large number of endangered species.

In recent years the availability of fresh water has increasingly become a central issue, which has in some places led to social unrest.

3.3 Oceans and Coasts

The marine environment comprises more than 75 per cent of the earth's surface. The life that inhabits this largely invisible environment is extraordinarily diverse. While there are fewer species in the sea than on land, the sea contains a greater number of phyla,

which means that life in the sea could be more complex than life on land. Moreover, the biological productivity of the richest regions of coastal areas rivals that of the most productive tropical forests.

This diversity is not evenly distributed. It is largely concentrated along the coastal margins ranging from the ice of Antarctica to the mangroves of Indonesia, and in certain current upwelling areas such as the North Atlantic's Georges Banks.

While these coastal regions are the most productive marine areas, they are also the areas most threatened by human activity, which is increasingly concentrated in the coastal edge. Much of WWF's work therefore focuses on the zone where land and sea meet as well as on the river systems which deliver destructive pollutants to the coastal sea.

At the same time, many of the inhabitants of the open ocean, such as the great whales and pelagic fish and birds, are threatened by a variety of human actions. These are also of great concern to WWF.

In terms of maintaining global climatic stability, oceans may well be even more important than forests. Yet oceans and coasts are experiencing rapid degradation. Overfishing and pollution lead to an increasing number of marine areas suffering virtually total ecological collapse. Government action and international treaties are largely ineffective, while land-based sources of pollution are neglected and badly controlled. WWF will reinforce marine conservation efforts, and initiate and help develop effective international cooperation in marine conservation.

4. *Strategies for Action*

Focusing principally on the three biomes described in the previous section, WWF works to conserve biological diversity through six strategies.

The six strategies have been defined in the course of the global priorities exercise. This document only includes summary outlines: the strategies will be further developed by the appropriate advisory groups and personnel within the programme, in consultation with communications and fundraising divisions. These groups will make recommendations to the Programme Committee for adoption. The six strategies aim to help determine WWF's precise role as a conservation organization, build alliances and cooperation, develop synergy between programme, communications, and fundraising divisions, and show the interrelationship between key issues.

Each strategy will make specific reference to communication needs and/or contain communication

components relevant to the implementation of strategies.

Approaches defined under each strategy will provide the primary tool to focus WWF's activities.

4.1 Strategy Outlines

STRATEGY 1: Protected Areas

Creating and maintaining systems of effective and sustainable protected areas

Ensure the optimal representation of species, habitats, and ecological processes within areas designated for conservation objectives. Monitor the threats to protected areas as the basis for reinforcing their effective management, and promote models of good management practice for educational and training purposes. When establishing and supporting the management of protected areas, pay special attention to the participation of, and benefits to, local communities. Ensure the

viability of the global network of protected areas through the provision of sustainable benefits to local communities in the context of the management of the wider landscape.

STRATEGY 2: Sustainable Development

Promoting sustainable development practices, thereby linking conservation with human needs

Promote sustainable development by incorporating principles and practices of ecological, social, and economic sustainability. Foster an integrated approach (in which the establishment of protected areas is often an important component) in all use of natural resources — at the *practical* level in terms of local community involvement, management, and benefit, and at the *policy* level in the development plans and activities of governments, international agencies, and the private sector.

STRATEGY 3: Species

Conserving species of special concern

Protect wildlife species and populations that are important for conservation and sustainable development

and which are threatened by habitat destruction, overharvesting or other human activities. Pay particular attention to flagship species (such as elephants, rhinos, whales, and tigers) around which major ecosystem programmes can be built, to keystone species that serve as indicators of ecosystem health, and to single-country endemic species whose ultimate survival is the responsibility of local authorities. In developing recovery programmes for threatened species and management plans for species of conservation concern, give special emphasis to promoting sustainable benefits to local communities.

STRATEGY 4: Consumption and Pollution

Reducing consumption and pollution by influencing public policy and the practices of consumers and business/industry

Reduce and ultimately stop the increasing threats to nature and biodiversity that derive from pollution and wasteful consumption in order to enhance the effectiveness of WWF's work in field conservation and sustainable development projects.

Influence the behaviour of consumers and governments worldwide, and work with business and industry to make their activities and practices less environmentally damaging. Direct activities at local, national, and regional levels so as to combat global threats such as marine pollution and climate change.

In working to reduce pollution, pay special attention to the issue of equitable and environmentally sustainable consumption patterns. Promote solution-oriented and innovative strategies to eliminate pollution and increase life-quality.

STRATEGY 5: Treaties and Legislation

Promote the establishment and implementation of international treaties, national policies, and legislation

Work through treaties as these guide governmental action worldwide and provide a significant public forum in which to highlight problems and solutions and motivate action. Treaties work, guided by *Caring for the Earth* and the UNCED framework for implementation, will include:

- 1) Improving implementation of existing treaties such as CITES, Ramsar, IWC, ITTA, CLRTAP, GATT, Regional Seas and other marine agreements.
- 2) Promoting new treaties and securing early implementation on: Climate Change, Biodiversity, UNCLOS, potential international agreements on forests and consumption, and the Commission on Sustainable Development as the basis for UNCED implementation.
- 3) Strengthening WWF campaigns and treaties capacity and impact, particularly at regional and national level by working with NOs and with international, regional, and national NGOs and institutions.
- 4) Developing and promoting national legislation to implement international agreements with particular attention to sustainability and the role of local peoples and communities.

STRATEGY 6: Environmental Education and Capacity Building

Promoting environmental education and building capacity to enable people to sustainably manage the natural resources on which life depends

Promote an understanding of the interdependence of people and their environments and help develop the skills, abilities, and motivation for people to take informed decisions about their lives. Aim to help people achieve sustainable lifestyles within the context of their local environment.

As the relationship between people and their environment involves issues such as population growth, demographics, and the poverty gap, ensure that these issues are reflected in WWF's education programmes, and that these programmes address gender roles and the access of communities to resources.

Build and/or strengthen governmental and non-governmental institutions so that they have sufficient capacity to address conservation issues within their own remit. This will include training personnel, community leaders, etc.

5. *The 80% Focus on Global Priorities*

The WWF Family will strive to focus at least 80 per cent of its total programme spending, including project costs as well as cost centre costs (programme staff and other costs) on the agreed global priorities, i.e. the three biomes and six strategies.

This exercise will involve WWF International and domestic NO programmes in a combined focusing effort.

5.1 Focusing Criteria

In order that the focus of programme spending can be measured against the global priorities, criteria for programme classification are being developed. The focus is considered to have been achieved if 80 per cent of the available programme resources are spent on one or more of the three priority biomes *and* on at least one of the six strategies. The strategies will provide the principal mechanism for focusing WWF's conservation efforts.

5.2 Application

Programmes will be measured against the criteria at a regional level by the regional subcommittees with input from the relevant advisory groups. This process will include evaluating International as well as NO programmes within a specific region (including projects and cost centre costs). However, a reasonable mix of approaches at NO level should be ensured.

5.3 Programme Assessment and Refinement

Programmes will increasingly implement the specific priorities for each biome and strategy recommended by the advisory groups and approved by the Programme Committee.

Programme focusing will be driven by regular measuring of the programme against the target of 80 per cent focus on global priorities, which will lead to strategic considerations for future change and sub-

sequent implementation. WWF International and all NOs are expected to contribute to the focusing effort without imposing a rigid modal split at a national level. At a regional level, at least 80 per cent of activities must focus on the global priorities by October 1995.

5.4 Projects Outside the 80% Focus

All programme activities falling outside the 80 per cent global priority focus must further conservation and correspond to the wider mission goals.

6. Goals and Targets

Each strategy will have broader goals and clearly defined targets — both long-term and intermediate. Such targets will be of great importance as internal measures of success and as public indications of WWF's commitment to specific issues.

Targets need to be imaginative without being unrealistic. A target is only useful if the achievement of that target solves a problem or at least makes significant progress towards finding a solution.

Targets can be of a *numerical* nature, for example:

- The area of tropical moist forests included in protected areas will be doubled by the year 2000 and cover at least 10 per cent of the area that was covered in 1990.

They can also describe a *qualitative change*, for example:

- The tropical timber trade will be based on established criteria of sustainability by the year 1995.

The need for targets often arises when other criteria for assessing progress or achievement have failed to provide any sense of "movement". Targets, however, are only a tool. The integration of human attitudes, needs, and aspirations in conservation processes are crucial pre-conditions to change. Technocratic targets alone cannot achieve conservation. WWF will therefore strive for a healthy blend of target-oriented *and* process-driven approaches.

6.1. Establishment and Review of Targets

Existing WWF advisory groups have already defined a number of targets to help guide their work, some of

them adopted from *Caring for the Earth* which includes targets for most of its 132 actions.

However, if targets are to be useful, they need to be regularly reviewed and adjusted. This will normally be done in the course of mid-term assessments of the strategies, e.g. at three-year intervals.

In the light of the revised global priorities presented in this paper, advisory groups will be asked to review existing targets and propose new targets for the strategies for which they are concerned — see Annex.

Annex

PROGRAMME
COMMITTEE

Subcommittees

	TRANSREGIONAL	AFRICA MADAGASCAR	ASIA PACIFIC	LATIN AMERICA CARIBBEAN	EUROPE MIDDLE EAST
Advisory Groups	Prot. Areas & Species	✓	✓	✓	✓
	Sustainable Resource Use	✓	✓	✓	✓
	Resource Consumption Pollution	✓	✓	✓	✓
	Education Capacity Building	✓	✓	✓	✓
	Forest	✓	✓	✓	✓
	FOREST TASK FORCE				
	Marine	✓	✓	✓	✓
		↑	↑	↑	↑
	Country/Subregional Teams				

ANNEX

IMPLEMENTATION

In order to transform WWF's global priorities into programme activities, the programme management structure has been reviewed and defined by the Programme Committee as follows:

Programme Committee

The WWF International Board has established permanent committees to manage, on an ongoing basis, the organization's principal activities. The Programme Committee (PC) is the board-appointed committee with responsibility for the development, implementation, and review of WWF's conservation activities.

The specific objectives of the PC are to:

- recommend to the Board broad programme policy and priorities
- recommend to the Board allocation of financial resources to the various components of the programme
- coordinate WWF's programme activities worldwide

- review programme implementation.
- The full PC meets twice a year and comprises between 14 and 16 members drawn from:
 - the International Board (one to three members, one of whom is nominated by the Board to be the chairperson)
 - the International Secretariat (one member, who is the designated secretary)
 - WWF National Organizations (12 members)

A core group of the full PC can meet on an *ad hoc* basis to deal with specific issues which require in-depth analysis or urgent attention.

Programme Subcommittees

The PC has established one subcommittee to manage conservation issues of a transregional nature, and four subcommittees which are charged with the management of WWF's conservation activities on a regional basis.

- Transregional
- Africa / Madagascar
- Asia / Pacific
- Latin America / Caribbean
- Europe / Middle East

The subcommittees are responsible for making recommendations to the full PC on the programme priorities within their jurisdiction, including specifically:

- translating WWF's Mission and global priorities to the year 2000 into viable conservation objectives which address the specific challenges of each region, and ensuring that conservation issues of a transregional nature receive appropriate attention
- integrating the recommendations of the advisory groups (see below) into the regional programmes
- making recommendations to the PC on the establishment of country/subregional teams, programme offices, and other structures within the region
- allocating resources to the country programmes and other programmes, and monitoring the effectiveness of those resources
- ensuring that the various functional units of the WWF network (i.e. communications, fundraising, finance,

personnel, etc.) are adequately informed about the activities of the regional and transregional programmes.

The programme subcommittees meet at least once a year and are chaired by a member of the PC. The membership of each subcommittee is drawn primarily from WWF NOs that have a sustained programmatic involvement in regional and transregional activities. WWF International is represented on each subcommittee by the relevant regional or trans-regional programme director, who also serves as secretary to the subcommittee. Several programme subcommittees have also established core groups to act on important issues which arise between full subcommittee meetings.

Advisory Groups

In order to provide the programme subcommittees, and ultimately the PC, with sound technical advice on the implementation of WWF's global priorities, the PC has established six advisory groups. The advisory groups' activities are reviewed and integrated into the broader programme by the Transregional Subcommittee. The membership of each advisory group is drawn from relevant technical and functional units throughout the WWF network, and incorporates outside expertise as required.

The status of the advisory groups as of September 1993 is as follows:

Protected Areas and Species of Special Concern

No advisory group has yet been formed. The advisory group's structure and terms of reference will be established when feedback has been received on the background and options paper that is currently being prepared. The group will be charged with establishing the Protected Areas and Species of Special Concern strategies.

Sustainable Resource Use (SRU)

The SRU Advisory Group has existed since 1991. At its meeting in June 1993, the group adapted its approach to reinforce the new Sustainable Development strategy.

Resource Consumption and Pollution (RCP)

The RCP Advisory Group has been in existence since 1991. At its meeting in September 1993, the group developed further details on the components of the Consumption and Pollution strategy.

Education and Capacity Building

At its meeting in February 1993, the Education Subcommittee agreed to the proposed change of its status to the Education/Capacity Building Advisory Group. A draft strategic outline has been circulated for comment.

Forests

The Forest Advisory Group has been in existence since 1988. Its work has successfully contributed to WWF's positioning in forest policy. Details of the relationship between the advisory group and the Forest Task Force have been clarified through the latter's terms of reference.

Marine

This advisory group was established in 1990. It defined three priority areas for its work. In 1993, it will define the distinction and interface between freshwater and oceans and make recommendations concerning the responsibilities for fresh water.

Following the advice of the Marine Advisory Group, a Freshwater Ecosystems Advisory Group may be established.

Task Forces

Task forces are working groups which draw upon expertise from different functional units throughout the WWF network. They will deal with important issues which require the broader integration of programme activities with communications and fundraising divisions in order to raise public awareness and carry out thematic campaigns. To be successful, task forces must draw on the resources of the full WWF network so as to maximize the quality, consistency, and impact of their work. Task forces will include staff from key organizations and disciplines across the WWF network and will be led or chaired by a capable coordinator. It will be necessary for functional units involved in the task forces to make budget and human resource allocations for task-force-related work.

The Forest Task Force

To build on the success already achieved by WWF in the field of forest conservation, a forest task force is being established to help concentrate WWF's strengths in this area, and thus achieve maximum success. This task force will work closely with the regional subcommittees, the Forest Advisory Group, and fundraising and communications divisions throughout the WWF network.

The Forest Advisory Group will provide the core policy advice to the Forest Task Force. When communications and fundraising staff are included, the advisory group will operate as a task force. Terms of reference for the task force and its manager have been drawn up.

Other Instruments

TRAFFIC

The TRAFFIC Committee will no longer be a formal subcommittee, but will continue to be the body overseeing the joint IUCN/WWF TRAFFIC Programme.

Treaties, National Policies, and Legislation

Rather than establish a formal advisory group for this strategy, the head of WWF International's Treaties Unit will coordinate the implementation of this strategy, forming *ad hoc* groups on the major treaties (Climate, CITES, Biodiversity, etc.) as deemed necessary. Priorities for the Treaties Strategy need to be established by a PC review of WWF involvement in the many and various treaties and conventions, and by close consultation between the WWF

International Treaties Unit and the various strategic and technical advisory groups.

UNCED Group

This group is concerned with UNCED follow-up activities and will remain in place until individual issues can be taken care of by other advisory groups.

Resource Allocation

The PC will, in future, decide upon the resource allocation between the different programme components at its

autumn meeting each year. Annual allocations will be made by region, and global targets established for each strategy/biome. To assist the PC in this allocation exercise the advisory groups will prepare reports on the implementation of the global priorities, in consultation with the transregional and regional subcommittees. This will ensure continuity, and regular evaluation of the implementation of the strategies, as well as an update on the longer-term progress towards achievement of WWF's strategic priorities.

WWF Affiliate and Associate National Organizations

WWF-AUSTRALIA

Level 10, 8-12 Bridge Street, G.P.O. Box 528, Sydney NSW 2001
Tel: 61 (2) 247 6300

WWF-AUSTRIA

Ottakringerstrasse 114-116/9, Postfach 1, 1162 Vienna
Tel: 43 (1) 409 1641

WWF-BELGIUM

608 Chaussée de Waterloo, 1060 Brussels
Tel: 32 (2) 347 3030

WWF-CANADA

90 Eglinton Avenue East, Suite 504, Toronto, Ontario M4P 2Z7
Tel: 1 (416) 489 8800

WWF-DENMARK

Ryesgade 3 F, 2200 Copenhagen N
Tel: 45/35 36 36 35

WWF-FINLAND

Uudenmaankatu 40, 00120 Helsinki 12
Tel: 358 (0) 644 511

WWF-FRANCE

151 Boulevard de la Reine, 78000 Versailles
Tel: 33 (1) 39 24 24 24

WWF-GERMANY

Hedderichstrasse 110, P.O.Box 70 11 27, 6000 Frankfurt a/M
Tel: 49 (69) 60 50 030

WWF-HONG KONG

1 Tramway Path, G.P.O. Box 12721, Hong Kong
Tel: 852/526 1011

WWF-INDIA

P.O.Box 3058, 172 B Lodhi Road, New Delhi 110 003
Tel: 91 (11) 461 65 32

WWF-ITALY

Via Salaria 290, 00199 Rome
Tel: 39 (6) 854 24 92

WWF-JAPAN

Nihonseimei Akabanebashi Building, 3-1-14 Shiba
Minato-ku, Tokyo 105
Tel: 81 (3) 3769 1711

WWF-MALAYSIA

3 Floor Wisma IJM Annexe, Jalan Yong Shook Lin
Locked Bag N^o 911, 46990 Petaling Jaya
Tel: 60 (3) 757 91 92

WWF-NETHERLANDS

Postbus 7, 3700 AA Zeist
Tel: 31 (3404) 37 333

WWF-NEW ZEALAND

Botanic Garden, P.O. Box 6237, Wellington
Tel: 64 (4) 499 2930

WWF-NORWAY

Kristian Augustsgatan 7A, Postboks 6784, St. Olavs Plads
0130 Oslo
Tel: 47 (2) 220.37 77

WWF-PAKISTAN

P.O. Box 5180, Model Town, 54600 Lahore
Tel: 92 (42) 856 177

WWF-SOUTH AFRICA

P.O. Box 456, Stellenbosch 7600
Tel: 27 (21) 88-72801

WWF-SPAIN

ADENA, Santa Engracia 6, 28010 Madrid
Tel: 34 (1) 308 23 09

WWF-SWEDEN

Ulriksdals Slott, 170 71 Solna
Tel: 46 (8) 85 01 20

WWF-SWITZERLAND

Förlibuckstrasse 66, Postfach 749, 8037 Zürich
Tel: 41 (1) 272 20 44

WWF-UNITED KINGDOM

Panda House, Weyside Park, Godalming, Surrey GU7 1XR
Tel: 44 (483) 426 444

WWF-UNITED STATES

1250 24th Street, N.W., Washington, D.C. 20037
Tel: 1 (202) 293 4800

ARGENTINA. FUNDACION VIDA SILVESTRE ARGENTINA

Defensa 245/51, 6 Piso, 1065 Capital Federal, Buenos Aires
Tel: 54 (1) 331 4864

ECUADOR. FUNDACION NATURA

Avenida América 5653 y Voz Andes, Casilla 17- 01-253,
Quito
Tel: 593 (2) 447 341

NIGERIA. NIGERIAN CONSERVATION FOUNDATION

P.O. Box 74638, Victoria Island, Lagos
Tel: 234 (1) 683 563

THAILAND. WILDLIFE FUND THAILAND

251/88-90 Phaholyothin Road, Bangkok, Bangkok 10220
Tel: 66 (2) 521 3435

VENEZUELA. FUDENA

Avenida Principal Los Cortijos de Lourdes c/2a
Apartado Postal 70376, Caracas 1071-A
Tel: 58 (2) 238 2930

WWF aims to conserve nature and ecological processes by:

- preserving genetic, species, and ecosystem diversity
- ensuring that the use of renewable natural resources is sustainable both now and in the longer term
- promoting actions to reduce pollution and the wasteful exploitation and consumption of resources and energy.



WWF

WWF – World Wide Fund For Nature is the world's largest private international conservation organization with 28 Affiliate and Associate National Organizations around the world and over 5.2 million regular supporters. WWF continues to be known as World Wildlife Fund in Canada and the United States of America.

WWF INTERNATIONAL, AVENUE DU MONT-BLANC, CH-1196 GLAND, SWITZERLAND

Tel: 41 (22) 364 91 11, Fax: 41 (22) 364 53 58

ZOBODAT - www.zobodat.at

Zoologisch-Botanische Datenbank/Zoological-Botanical Database

Digitale Literatur/Digital Literature

Zeitschrift/Journal: [WWF Studien, Broschüren und sonstige Druckmedien](#)

Jahr/Year: 2000

Band/Volume: [96 2000](#)

Autor(en)/Author(s): Martin Claude

Artikel/Article: [WWF's Global Priorities to the Year 2000 1-30](#)