



WORLDWIDE FUND FOR NATURE

Our mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth.

A future for people and nature

01

<https://www.worldwildlife.org>

WHO WE ARE

For nearly 60 years, WWF has worked to help people and nature thrive.

As the world's leading conservation organization, WWF works in more than 100 countries.

At every level, we collaborate with people around the world to develop and deliver innovative solutions that protect communities, wildlife, and the places in which they live.





CLIMATE

Create a climate-resilient
and zero-carbon world,
powered by

RENEWABLE ENERGY



Climate change is already
having a significant impact on
wild animals around the globe.

Changes in climate are altering
the timing of life cycles, causing
species to shift where they live,
and in some cases even leading
to extinction.

We can help species adapt to
our changing world by ensuring
that our own responses to
climate change factor in the
health and wellbeing of the
habitat and resources on which
they depend.



03

A close-up photograph of two ripe, red raspberries hanging from a green stem. The raspberries are in sharp focus, while the background and other parts of the plant are blurred. The background is a soft, out-of-focus green.

FOOD

DOUBLE NET

food availability;
freeze its footprint.

In the next 40 years, increased demand for food will put pressure on agricultural, aquaculture and fishing resources that are already strained. The strain to produce crops and sell food at affordable levels will impact the planet and the world's poor.

Local communities, industry leaders, governments, and non-governmental organizations must work together to produce better and consume more wisely.



FOREST

CONSERVE

the world's most important forest.

Deforestation can disrupt the lives of local communities, sometimes with devastating consequences. Forests provide a vast array of resources to all of us, including food, wood, medicine, fresh water, and the air we breathe.



FOREST



ECOSYSTEM



AIR

Without the trees, the ecosystem that supports the human population can fall apart.



OCEAN

SAFEGUARD

healthy oceans
and marine livelihoods

Our ocean plays a crucial role in keeping the planet's temperature balanced and driving weather, such as rainfall and winds.

Unfortunately, it's also absorbed most of the planet's warming—over 90%—and a significant amount of our carbon pollution as a result of human-caused climate change.

Warmer ocean waters are driving stronger storms and bleaching coral reefs. As the ocean absorbs carbon dioxide, it becomes more acidic, threatening most shelled organisms, including small crustaceans that are fundamental to the marine food chain.

06



WILDLIFE

PROTECT
the world's most
important species.

We protect wildlife for many reasons. It is a source of inspiration. It nurtures a sense of wonder. It is integral to the balance of nature.



PLANET



POPULATION



ECOLOGY

In our work, WWF focuses on saving populations of the most ecologically, economically and culturally important species in the wild. Ultimately, by protecting species, we save this beautiful, vulnerable and utterly irreplaceable planet we call home.



For more inspiring stories and
all the latest updates,
visit: www.worldwildlife.org

