



DO IT FOR YOUR PLANET

# Action

THE MAGAZINE FOR WWF MEMBERS

AUTUMN 2016

WIN!  
A PÁRAMO JACKET  
WORTH £300  
See page 30

## RETURN OF THE TIGER

How you can help secure a brighter future for tigers



### LIVING WITH LEOPARDS

How one village in Nepal is helping change the face of snow leopard conservation

### GO GREEN AT CHRISTMAS

This festive season, try our 10 top tips and be even greener and more sustainable than ever

### NATURE'S BOUNTY

We all enjoy clean air, fresh water and rich soil – but do we value nature enough?





**“HERE I AM AT LAST, INCHES AWAY FROM A LIVING, BREATHING SNOW LEOPARD. I CAN HARDLY BELIEVE IT”**  
**BECCI MAY, WWF-UK’S SPECIALIST ON ASIAN BIG CATS**

**INSIDE THIS ISSUE...**

**PROTECTING RARE BIG CATS**

Powerful, fierce and the top predators in their wild habitats, big cats are among the world’s most recognisable and loved animals. Yet many species have declined in number and all are incredibly vulnerable to threats caused by humans, such as poaching and loss of prey and habitat.

The elusive snow leopard survives in small numbers in mountainous regions across central Asia. But in just 16 years, it’s suspected that numbers declined by at least 20%. Turn to page 20 to find out how, with your support and the help of local communities, we’re working to protect these elegant cats.

Though tiger numbers have increased for the first time in conservation history, there’s still much to do. On page 12, you can learn about the challenges every young tiger faces, and how you’re helping them to have a brighter future. Find out how you can help double wild tiger numbers: [wwf.org.uk/tigersx2](http://wwf.org.uk/tigersx2)

Known locally as the ‘ghost of the mountains’, the snow leopard is one of the least understood, and least seen, of the big cats. Together with our partners, we’re collaring snow leopards in Nepal to learn more about their mysterious ways

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**MEET THIS ISSUE’S CONTRIBUTORS**

	<p><b>Rod Downie</b>        Rod leads WWF’s polar programme in the UK. He says: “It was a privilege to work alongside one of the world’s leading polar bear scientists on a research expedition in the Arctic.”</p>		<p><b>Nicola Loweth</b>        Nicola is our regional officer for India and China. She says: “I never expected to see pandas in the wild, let alone observe their mating behaviour at first hand. It was a once-in-a-lifetime experience.”</p>		<p><b>Becci May</b>        Becci is our programme manager for Asian big cats. She says: “It’s incredible to see a snow leopard in the wild and to meet communities helping to protect these incredible cats.”</p>
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Rod Downie, Barney Jeffries, Aleric Linden, Nicola Loweth, Becci May, Mike Unwin, Will Young, Muti - Folio art

COVER: GETTY; CHILDREN: BICKY GAUCHAN / WWF-NEPAL



**JOIN OUR READER PANEL**

Thank you to everyone who’s already signed up to become an ‘Action adviser’ – welcome to the team! We can’t wait to hear your thoughts about *Action*. There’s still time to join our advisers and give us feedback on this issue. It’ll only take you five minutes. Find out more and register at [wwf.org.uk/actionadvisers](http://wwf.org.uk/actionadvisers)

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# TOGETHER, WE DID IT!

Thanks to your membership, we continue to protect wildlife and wild places. Here are some of the great things supporters like you have helped achieve

## 1 KENYA

### YOU HELPED KEEP RHINOS AND ELEPHANTS SAFE

With your support, we've fitted electronic transmitters to 25 rhinos and eight elephants living in Kenya's Maasai Mara Game Reserve to help protect them better. Rhinos and elephants can travel long distances and often wander outside the reserve, or across the border into Tanzania, in search of food and water. By fitting the rhinos with secure radio transmitters inside their horns, and the matriarch elephants with GPS collars, teams will be able to track their movements within and outside the Mara reserve more easily and in real time. This will allow security operations to respond swiftly to any incidents. The information we gather will help improve how land is managed here. It will also help warn local communities when elephant herds are approaching, so they can defend their crops.



ELEPHANT © ISTOCK

## 2 JAVA

### YOU HELPED INCREASE HOPE FOR JAVAN RHINOS

We're celebrating the news that seven rhino calves were born in Indonesia's Ujung Kulon National Park in 2015. This is the largest number of Javan rhino births in a single year in the country since monitoring began, raising hopes for the world's rarest rhino after years of population decline. The arrival of the calves brings the critically endangered Javan rhino population to 63. It's a great boost for our efforts to safeguard the future of this species. With your help, we're working to improve the rhinos' habitat by controlling the invasive arenga palm. Removing this plant will boost the amount of food available to the rhinos and enable the population to grow. We're also supporting the government's plans to create a second population in another secure habitat.

**WATCH THE CALVES**  
[wwwf.org.uk/ujungkulon](http://wwwf.org.uk/ujungkulon)



## 3 SCOTLAND

### YOU HELPED SECURE A COMMITMENT FOR CLIMATE ACTION

Thanks to your incredible support, we managed to secure some great wins for the planet in the run-up to the Scottish election. These included bringing together all Scottish party leaders to sign a Climate Leaders' Agreement, reiterating their support for delivering our world-leading Climate Change Act. You, our wonderful supporters, sent almost 2,000 emails to party leaders, which helped us ensure that parties' manifestos included vital commitments on energy efficiency and marine protection. We couldn't have done it without you – and we look forward to making sure the new parliament now delivers on its commitments.

**FIND OUT MORE** about our ambitions for Scotland:  
[wwwf.org.uk/scotlandmanifesto](http://wwwf.org.uk/scotlandmanifesto)



Thanks to you, Scotland's incredible marine life is better protected

© ISTOCK

**"This year could be the turning point for tigers and our best chance to protect these amazing animals. This is a challenge worth taking on. We must do all we can to help double wild tiger numbers"** Andy Murray, WWF global ambassador



With a bumper crop of cubs, our camera traps suggest the Amur leopard could be making a remarkable comeback

© LAND OF THE LEOPARD NATIONAL PARK

## 6 RUSSIA

### YOU'RE HELPING SUPPORT A NEW GENERATION OF AMUR LEOPARDS

Thanks to you, a record number of Amur leopard cubs – 16 in total – were captured on camera traps in 2015 and early 2016. The youngsters were snapped in Russia's south-western Primorye province, the last stronghold of this rare leopard subspecies. With your support, we've been working with our partners to set camera traps over an area of 3,000 sq km, as the use of this technology significantly improves our ability to accurately assess population numbers. The 16 cubs photographed were produced by eight female leopards. We're delighted to report that all families appear to be thriving, as indicated by their playful behaviour on camera. The bumper crop of cubs is a great reward for all of our efforts in the area. We hope that they will all survive to adulthood, to play their role in boosting the Amur leopard's fragile wild population.

**DID YOU KNOW?**  
 Only about 70 Amur leopards remain in the wild

PANDA © ISTOCK

**28,300 SQ KM**

The total extent of five new protected areas in the southern Amazon (nearly the size of Belgium)

**3** The number of new primate species discovered in one of the new protected areas in the past 10 years



## 4 BRAZIL

### NEW PROTECTED AREAS IN BRAZIL

The Brazilian government has created five new protected areas in Amazonas state, with a combined total area of 28,300 sq km. These areas were under pressure and the importance of protecting them was highlighted by the Amazon Regional Protected Areas (ARPA) programme. We've supported ARPA since it was launched in 2002. All the newly designated protected areas are in the southern part of Amazonas state – an area where, with your support, we're working hard to stop deforestation. The creation of these protected areas will help preserve the biological diversity of the region and boost local livelihoods through sustainable forest management.



© ISTOCK

## 5 CHINA

### YOU HELPED IMPROVE PANDA RESERVES

With your support, we've helped two giant panda nature reserves to be upgraded from provincial to national status. Duo'er and Yuhe reserves are in China's Gansu province, one of only three provinces where wild giant pandas are found. The last survey published in 2015 revealed Gansu is home to 132 giant pandas. That's an impressive 12.8% increase since the previous survey in 2004. The status upgrade will ensure that the reserves receive more resources to improve the habitat for pandas and other wildlife. We've also been helping to introduce a more unified monitoring system in Duo'er and three other nature reserves, providing training in data collection and camera traps.

**GET CLOSER** to pandas on [page 31](#)





## SEALED WITH A KISS

**In the UK, we're never further than 70 miles from the sea and all its incredible life...**

Oceans cover more than 70% of the surface of our beautiful blue planet. They're home to more than two million species and more species live here than on land. The Earth's largest life-support system, they provide us all with oxygen to breathe, food to eat and employment for millions of people. So what better way to celebrate the sea than by sharing incredible photographs of life beneath the waves?

Each year, WWF sponsors the 'Coast and Marine' category in the British Wildlife Photography Awards. This category is a fabulous showcase of the rarely-seen animals that live in the rich waters off the UK coast. One of our favourite photos this year was this pair of embracing grey seals.

"As soon as I slipped into the water off the Farne Islands, Northumberland, I attracted the attention of a female grey seal," explains photographer Adam Hanlon. "She approached and began biting at me and grabbing me with her flippers. Fortunately, she was distracted by the arrival of a large and very relaxed male." Once the pair had become used to the presence of the diver, they began mating. "It was remarkably tender and gentle," says Adam. "They looked like they were holding each other in their flippers, and even cuddling."

This beautiful image illustrates why it's vital to show the love for our incredible oceans. Find out more about what nature does for us on **page 24**

See more images at [bwpawards.co.uk](http://bwpawards.co.uk)

© ADAM HANLON / BWPA 2016

# WWF IN ACTION

Our recent challenges and triumphs for wildlife and the environment



© GARY ROBERTS PHOTOGRAPHY / ALAMY STOCK PHOTO

Upon its inscription as a World Heritage site in 1982, Selous had one of the greatest concentrations of African elephants, black rhinos, hippos, giraffes and cheetahs in the world

## CAMPAIGN

### SAVING SELOUS' WILD ELEPHANTS FROM POACHERS

**THE RESIDENT elephant population of one of Africa's oldest reserves is at risk of disappearing unless action is taken to stem industrial-scale poaching**

Selous Game Reserve, a World Heritage site in Tanzania, is one of the largest wild areas in Africa. It has more endangered African wild dogs than any other park, and was once home to large numbers of black rhinos and one of the greatest concentrations of elephants in Africa – more than 110,000 individuals.

Recently, Selous has come

under siege from poaching syndicates that are killing wildlife on an industrial scale. Now only a few isolated rhinos remain in the park, and elephant herds have declined by 90%. As few as 15,000 individuals survive today.

At the height of the poaching crisis, Selous' elephants were being gunned down at an average rate of six per day. We must stop the poachers and protect the remaining animals in Selous, so the population can return to a stable and sustainable size.

It's not only the wildlife that's

at risk in Selous. Criminal gangs also threaten the safety of rangers and the security of local communities. Without elephants and other rare wildlife, Selous could struggle to maintain its thriving tourism industry. This provides stable jobs for local people and a vital source of revenue to the area, generating US\$6 million annually.

"The poaching crisis is not only devastating elephant populations – it risks destroying this World Heritage site," says Chris Gee, our lead campaigner. "The Tanzanian government

must commit to achieving zero poaching of elephants in Selous by 2018, and stop industrial activities that threaten the World Heritage status of the site."

Together, we can stand up for our shared heritage and ensure that Selous, a natural treasure, is protected from harm.

#### HOW YOU CAN HELP

- Help us protect Selous by sending the Tanzanian president a message: [wwf.org.uk/selous](http://wwf.org.uk/selous)
- Join our ongoing campaign: [wwf.org.uk/saveourheritage](http://wwf.org.uk/saveourheritage)

# 1982

The year Selous Game Reserve became a World Heritage site

# 110,000

The number of elephants living in the reserve in the mid-1970s

# 90%

In fewer than 40 years, the elephant population here has declined by nearly 90% to only around 15,000 individuals

# US\$6M

The amount Selous generates each year from travel and wildlife tourism

# 1.2 million

Selous supports over 1.2 million people who could benefit from sustainable development of the reserve



Rod on the sea ice, with the helicopter used for darting the polar bears from the air. The dart samples a 5mm piece of fur, skin and fat, and then falls out. Scientists collect it and send it to the lab for analysis

## RESEARCH

### HOW TECHNOLOGY IS HELPING POLAR BEARS

**POLAR BEARS are at a crossroads. In addition to climate change, a major threat to their survival is lack of knowledge. With your help, we're supporting a vital population census in the Arctic**

Climate change and the predicted loss of their sea ice habitat mean that polar bears face an uncertain future. Some experts predict we could see numbers fall by one-third by 2050. But, surprisingly, we don't have enough basic data about this iconic species to accurately assess what's happening to it on a global scale.

For example, we don't know with certainty how many polar bears roam the Arctic. The best estimate is 22,000–31,000 individuals. But the bears' environment is so vast and hostile to scientists that undertaking accurate population counts is challenging. Of the 19 polar bear subpopulations, we know that six are assessed to be stable, one is increasing and three are in decline – we don't have population numbers for the rest.

In May, WWF's polar expert Rod Downie

was invited by the Government of Nunavut in the central Canadian Arctic to join scientists conducting an innovative population survey, using genetic mark-recapture techniques.

While Rod was there, the team counted 11 bears and took a 5mm sample of fur, skin and fat from seven of them. The process takes less than three minutes and doesn't harm the bear. But the skin samples provide a unique genetic 'fingerprint' for each bear, so it can be identified if it's surveyed again. The fat samples are sent off for analysis to paint a picture of each bear's health and what it's been eating over winter.

To protect polar bears, we need to fully understand them. Less invasive techniques such as biopsy darting and genetic analysis give us valuable insights that will help us protect polar bear populations in a climate-altered future.



## NEWS IN NUMBERS

# 105



In April, the world's largest ever ivory destruction took place. Kenya burned 105 tonnes of ivory, and 1.5 tonnes of rhino horn, in Nairobi National Park. It sent a strong message that Kenya won't tolerate the illegal trade in wildlife.

# 321

The 8th World Ranger Congress brought together 321 rangers from 62 countries in May. Run by the International Ranger Federation, the event shared challenges and opportunities, and built solidarity. Thanks in part to you, WWF sponsored 20 rangers from Asia, Africa and Latin America to attend.



© ADRIANO GAMBARINI / WWF

It's amazing that we're still finding new mammal species in the Amazon! Like these fire-tailed titi monkeys, which are hard to spot until you hear their loud calls

CONSERVATION

## 381 NEW SPECIES FOUND IN THE AMAZON

**Our new report documents an incredible 381 new species in the Amazon**

The Amazon is the most biodiverse area on the planet, yet surprisingly only a fraction of the species it supports are known to science. To fill the gaps in our knowledge, our Living Amazon Initiative has produced a new report with the Mamiraua Institute for Sustainable Development.

The report compiles 381 new vertebrate and plant species described in the Amazon between 2014 and 2015. These include 216 plants, 93 fish, 32 amphibians, 19 reptiles, 1 bird and 20 mammals.

That equates to a new species every 1.9 days – and the rate of discovery is going up!

The new species include the Araguaian river dolphin, the fire-tailed titi monkey and a bright orange-striped lizard.

So many new species are still being discovered in the Amazon. But at the same time, we're losing them to habitat destruction. This is happening so fast that many species may become extinct before science even has a chance to discover and study them.

But with your support, we'll continue to work to halt deforestation, create and manage protected areas, and support science and discovery.

**2,200**

The number of new Amazon species discovered since 1999

**1.9 DAYS**

A new species was recorded every 1.9 days between 2014 and 2015



© GETTY IMAGES

ACTION INTERVIEW

### WILL YOUNG

We're delighted that singer Will Young – WWF ambassador and star of *Strictly Come Dancing* – is supporting our efforts to double tigers in the wild by 2022. We asked him a few questions...

#### WHAT INSPIRED YOU TO SUPPORT WWF?

I grew up in the countryside so I've always been interested in animals and excited by nature. I was delighted when, in 2015, I was approached by WWF to work on a video campaign around the song 'What The World Needs Now'.

#### WHY IS PROTECTING WILDLIFE SO IMPORTANT?

Animals are amazing. Like us, they nurture and protect their young, build strong bonds and work together. They are fascinating, inspiring – and can be incredibly moving. Just think what a world without animals would be like! We all share this living planet and, for me, that gives us a duty to protect our fellow animals.

#### WHAT CAN MEMBERS DO TO HELP TIGERS?

Awareness is key – we can all do our bit by spreading the word among our friends and families. Why not ask if you can give your child's school a presentation on tigers? We can also help by raising funds to support WWF and ensure the world's tigers are protected. When I was young, I organised a school disco for tigers. Everyone paid £5 and we raised over £1,000.

#### HAVE YOU SEEN A WILD TIGER?

Sadly not. But I did come face-to-face with the virtual kind for WWF's tiger experience (see page 29).

We're all wishing Will the best of luck in *Strictly Come Dancing* this autumn.



Pupils from Woolenwick Infant and Nursery School show off African masks made of recycled materials during our Green Ambassadors Summit 2016

YOUTH

## CELEBRATING THE UK'S GREENEST SCHOOLS

**WE APPLAUDED a new generation of sustainability champions in July's Green Ambassador Awards**

Each year, the awards shine a light on schools that have outstanding eco-initiatives at their heart. This year we received entries from more than 70 schools, 132 pupil nominations and 202 teacher nominations. And the standard of entries was better than ever.

Middleton-on-the-Wolds School in Yorkshire triumphed by winning our School Award against stiff competition. The school was awarded £5,000 to

spend on green projects for its commitment to helping pupils explore their connections with our beautiful planet, grow their own fruit and veg, and look after a nature garden and pond.

The runner-up prize of £2,500 went to Ysgol Esgob Morgan in Wales for its sustainable school garden, which provides the community with fresh eggs, fruit and veg.

Eleanor Walker of Victoria Park Primary School in Bristol won the Teacher Award and a luxury Highgrove hamper for inspiring her team of Green Ambassadors. And the Pupil

Award and an iPad mini went to Thomas from Lawley Primary in Shropshire for encouraging his school to be more energy smart.

The awards were presented at our annual Green Ambassadors Summit. We invited six new Green Ambassador champion schools from across the UK to share their experiences, learn new skills and be inspired in a series of workshops.

WWF's Cherry Duggan said: "We were amazed by the high standard of entries this year and inspired by the pupils' commitment to taking action for our planet."

NEWS IN BRIEF



© JAN GAVAN / GETTY IMAGES / WWF-UK

### GAME, SET AND MATCH!

In June, Andy Murray – our ambassador and 2016 Wimbledon champion – talked tigers with actor Kevin Spacey on Centre Court. Their mission: to inspire the world to get behind an ambitious plan to double the number of tigers in the wild by 2022. Watch the video to see their global challenge to protect tigers.

[WATCH THE VIDEO](http://www.wwf.org.uk/wimbledon)  
wwf.org.uk/wimbledon

### LIVING PLANET REPORT 2016

Keep an eye on our website for our new *Living Planet Report*, which looks at the state of the planet and global biodiversity. It explores human impacts on the environment and the causes of the devastating decline in vertebrate species. The report goes on to reveal how we can work together to create a resilient planet for people and nature. Coming soon to [wwf.org.uk/lpr](http://www.wwf.org.uk/lpr)

## TANZANIAN CONSERVATIONIST WINS AWARD

IN APRIL, a Tanzanian conservationist was rewarded for his work on a pioneering project to protect Tanzania's precious coastal forest. At the Whitley Fund for Nature's annual awards ceremony in London, HRH The Princess Royal presented Makala Jasper, director of the Mpingo Conservation Development Initiative (MCDI), with a Whitley Award – a prestigious international

conservation prize.

MCDI is the first organisation in Africa to achieve Forest Stewardship Council (FSC) status for a community-managed natural forest. It's empowered 35 communities to protect more than 3,000 sq km of wildlife-rich east African coastal forest and manage it sustainably. This has increased the price per log for African blackwood – also known as mpingo – 100-fold since 2006, providing vital income to local communities.

By linking forest fragments around the Selous World Heritage site, the project allows wildlife such as elephants and lions to migrate more easily between habitats.

Makala Jasper accepts his Whitley Award from WWF-UK's Glyn Davies at a heartwarming ceremony in London



© WHITLEY FUND FOR NATURE

PICTURE STORY

## NEPAL WELCOMES A NEW RHINO

IN MAY, a very special rhino calf was born in Nepal's Bardia National Park. The arrival of the healthy male is an encouraging sign that recently relocated greater one-horned rhinos are thriving in their new environment. Thanks to your support for our Asian rhino work, earlier this year we helped to move five greater one-horned rhinos – including a pregnant female – from Chitwan National Park to Bardia. The aim was to establish a second viable population in the western part of the Terai Arc Landscape, a vital wildlife habitat that crosses India and Nepal. Over the next few years, 25 more rhinos will be moved from Chitwan to Bardia and Shuklaphanta Wildlife Reserve. With rhino numbers at an all-time high of 645 in Nepal, the translocations will be a major boost to restoring rhino numbers to 800 individuals, as they stood in the early 1950s.



A healthy calf was born to a recently translocated one-horned rhino in Nepal's Bardia National Park

© BARDIA NATIONAL PARK / NTNC



# TURNING POINT

Though wild tiger numbers have increased, these magnificent big cats are still in danger. Read how you're helping – and why we must act now to protect them

Wild tiger numbers have increased for the first time in conservation history. But cubs like this one still face many challenges

© GETTY

“THE WORLD’S WILD TIGER POPULATION HAS RISEN TO ABOUT 3,900 – A SIGN THAT, THANKS TO YOUR SUPPORT, OUR VIGOROUS EFFORTS TO PROTECT THEM ARE BEARING FRUIT”



During the first, critical few weeks after giving birth, a wild tigress and her cubs find shelter inside a cave. The cubs are blind and helpless, barely even able to crawl. Their full vision does not develop for several weeks

Mid-morning in Chitwan National Park, western Nepal, and a nasal shriek cuts through the murmur of insects. It's the unmistakable alarm call of a chital deer. Another follows, then another. Grey langur monkeys join the chorus, chattering excitedly as their anxious eyes follow the deer's gaze to the forest edge. Something has disturbed the equilibrium of the forest; the air is charged with fear.

On cue, a tigress emerges from the long grass. She raises her nose to sniff the air – not even glancing at the angry monkeys in the branches overhead. Looking over her shoulder, she gives a low, chuffing call – like the snort of a horse. Her cubs appear. First one, then two more, tumbling in a play fight

that draws a softly growled rebuke from their mother.

A heartwarming family scene perhaps, but this tigress is in no mood to relax. Checking that all her cubs are present and correct, she leads them out across the clearing. She knows that, at just seven weeks old, they're too small to be out and about so far from the relative safety of their den.

Dangers lurk among the trees: a leopard or python could put a quick end to a cub separated from its mother. And what if they meet another tiger? A wandering male may kill any strange cubs it comes across, hoping to bring the female back into oestrous and so mate with her to sire a litter of his own.

A chance encounter could spell disaster.

So what prompted this perilous journey? It was fear of just such an encounter. Returning at dawn after a night's hunting, the tigress immediately detected the telltale scent of an unknown male tiger sprayed on a tree trunk just 500m from her den. Acting decisively, she led her cubs out from their home among the boulders – the den in which they were born – in search of a new hideaway. In a month or so, if they survive this journey, the cubs will start exploring for themselves. Until then, their mother's taking no chances.

### TIGER TERRITORY

Chitwan is tiger heaven. Proclaimed in 1973, its fertile floodplains and forests offer



Murray and Sears the sniffer dogs have two new recruits in the fight against poaching: two labradors named Fancy and Fellow

## CANINE CREW TO CLAMP DOWN ON POACHERS

Sniffer dogs that you've been supporting in Nepal have been busy protecting tigers and other species in Chitwan National Park – and now they have some new allies in the fight against wildlife crime.

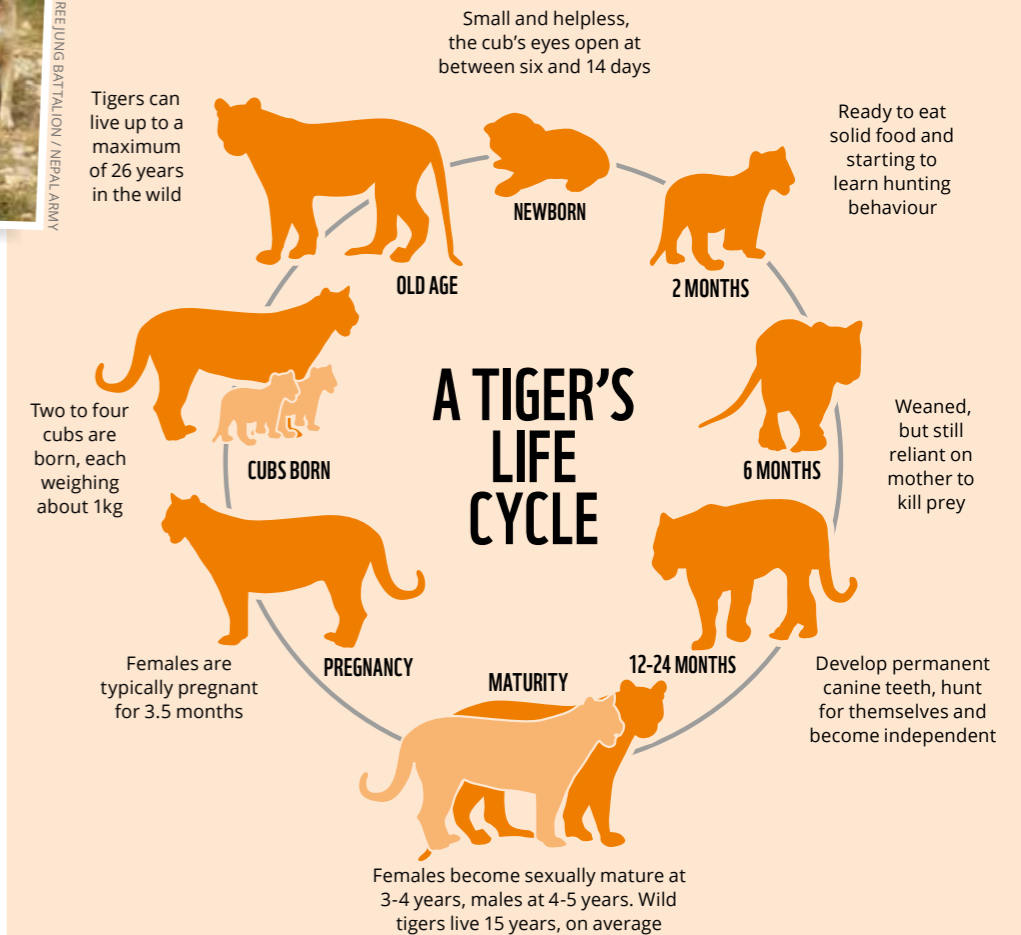
Nepal has long been a source and transit country for illegal wildlife products that are in demand across Asia, including tiger skins and bones. So we're tackling these threats by supporting a sniffer dog programme.

In your summer 2015 issue of *Action*, you met Murray and Sears, the Belgian shepherd dogs named after tennis ace and WWF ambassador Andy Murray and his wife, Kim. Along with their handlers, the dogs are trained to help rangers detect and deter the poaching of tigers and other wildlife. For the past six months, they've been stationed in Chitwan, where they patrol the forest surrounding the park.

Now they've been joined by two young labradors, Fancy and Fellow. The new arrivals have been trained with their handlers, and are ready for the front line. The four dogs make a great team. In the case of an incident, Murray and Sears are trained to track poachers who've fled the crime scene, while Fancy and Fellow will sniff out wildlife parts, such as rhino horn.

Our anti-poaching efforts are already paying off. In May, Nepal marked its fourth year of zero poaching of rhinos since 2011 – and new figures show a 21% increase in rhino numbers across Nepal's Terai Arc over the past four years. We know Murray and his team will help Nepal keep up the good work.

Tigers can live up to a maximum of 26 years in the wild



abundant prey and plentiful den sites to some 120 tigers. There are around 200 wild tigers in Nepal today, just over a 60% population increase since the previous survey in 2009.

This encouraging upturn is not confined to Nepal. Recent censuses have revealed rising wild tiger numbers in Russia, Bhutan and India, which is home to over half the world's wild tigers and now has around 2,220 of the cats, compared to around 1,700 in 2010.

In April, it was announced that the world's wild tiger population had risen to an estimated 3,900 individuals from an all-time low of as few as 3,200 in 2010. This is the first increase in the history of tiger conservation and a sure sign that, thanks to your support, our vigorous efforts to protect

this magnificent cat are, at last, bearing fruit. Marco Lambertini, director general of WWF-International, said: "This shows we can save species when governments, local communities and conservationists work together."

Inspiring words. But we know that this welcome upturn is only a drop in the ocean. To put the latest figures into perspective, there are still fewer wild tigers alive in Asia today than there are captive tigers in the US. Over the past 100 years, the world's tiger population has declined by over 95%, with three subspecies already extinct in the wild – the Javan, Bali and Caspian tiger. With no official sightings since the early 1970s, the South China tiger is probably also extinct. ▶

## A BRIEF HISTORY OF TIGER CONSERVATION (1961-2016)

1961

WWF founded on 29 April 1961, when a small group of passionate and committed individuals signs a declaration now known as the Morges Manifesto

1968

The tiger is declared an endangered species



1973

Chitwan National Park (then Royal Chitwan) is established as Nepal's first national park, legally protecting tigers and their habitat

1975

Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) first lists tigers in Appendix I, banning commercial international tiger trade



1993

WWF-Nepal office is established

1994

International Symposium on Tigers, held in New Delhi, India, establishes Global Tiger Forum to embark on a worldwide campaign to save wild tigers

2003

WWF and TRAFFIC launch the Global Illegal Wildlife Trade Campaign





Tigers are stalk-and-ambush predators, hunting mainly deer and wild pigs

It was in 2010, when tiger numbers had plummeted to as few as 3,200, that we helped bring together the governments of all 13 tiger range countries in an ambitious attempt to save the species from extinction. At the summit in Russia, they committed to the most visionary species conservation goal ever set: to double the number of wild tigers by the year 2022, an initiative known as Tx2.

**AN UNCERTAIN FUTURE**

To appreciate the full challenge of Tx2, consider the obstacles our Chitwan tigress faces in raising her three cubs. For now, they may be safe in her care. But their future is fraught with danger and uncertainty. Until they can hunt for themselves, their mother must not only provide them with enough food to survive and grow, but must also increase her own nutritional intake in order to produce the milk they need.

Hunting is never easy. Even in national parks such as Chitwan, where deer and wild boar are plentiful, a tiger may roam up to 12 miles a night in search of prey. Sometimes its wanderings lead it out of the park.

Unfortunately, the vast tracts of unspoiled wilderness that tigers once roamed are now diminished. The forests these big cats depend on have been reduced to islands in a sea of agriculture and development as the burgeoning human population requires ever more land. Outside Chitwan's borders



# GLOBAL TIGER STATUS

## 3,890

This figure is estimated using IUCN data and recent national tiger surveys where available

there are villages, where cattle may offer irresistibly easy pickings. And dead cows mean trouble: furious villagers, intent on retribution, might lace a carcass with poison. Before long the tiger cubs would find themselves motherless.

If the cubs make it to adulthood, then they too must establish territories of their own. But the space they need is in short supply. All over Asia, tiger habitats continue to disappear and deteriorate. In Russia's Far East, for instance, more than four times the legal amount of Mongolian oak was exported to China between 2004 and 2011, depleting the remaining habitat of the rare Amur tiger. Meanwhile, in Indonesia, palm oil plantations replace precious habitat for Sumatran tigers. In some areas, such as the Sundarbans, which spans Bangladesh and India, there are even human casualties – villagers killed by tigers as they venture into the same shrinking mangrove forests.

Roads that fragment tiger habitat are also problematic, penning tigers in, potentially forcing them into conflict with one another and preventing a healthy mix of genes in the population. They are often conduits for additional problems, including illegal loggers, poachers and invasive non-native plants.

**THE DANGER WITHIN**

Even inside reserves, tigers are not always safe. One of the single biggest causes of their decline has been poaching – the cats are illegally killed to supply the lucrative trade in skins, bones, teeth and other body parts prized especially by Asian markets. The parts of at least 1,590 tigers were seized across the 13 tiger range countries between January 2000 and April 2014 – that's an average of two tigers per week. Some 90% of these seizures occurred within 50km of protected areas. And while stringent laws exist, these have often proved hard to enforce: only 43% of all tiger seizures in Asia during the 2000s resulted in arrest or prosecution.

But things may be changing. The recent upturn in tiger numbers suggests that WWF and partners are making an impact in areas where the cause had seemed lost. Thanks ▶

TIGER © GETTY

2003

WWF and TRAFFIC launch the Global Illegal Wildlife Trade Campaign

2009

WWF launches the Tigers Alive Initiative, to address the severe and growing threats to tigers in the wild



2010

Wild tiger populations falls to an all-time low of as few as 3,200

2010

WWF helps organise the Global Tiger Summit, in Russia, and 13 tiger range countries commit to an ambitious and visionary goal: to double wild tigers by 2022

2010

First Global Tiger Day is celebrated on 29 July

2010

Memorandum of Understanding is signed between the government of Nepal and People's Republic of China, addressing illegal wildlife trade

2011

First satellite-collared tiger is translocated from Chitwan to Bardia national parks in Nepal

2014

365 days of zero poaching of tigers are celebrated in Nepal

2016

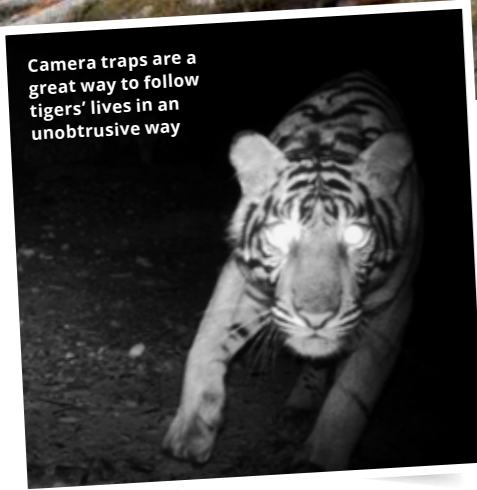
Global wild tiger population is estimated at around 3,900 – the first time tiger numbers have increased in conservation history





Tiger numbers can rapidly recover with protection, ample prey, fresh water and with habitat corridors that allow populations to mix and breed

**“WE’RE WORKING TO STRENGTHEN PROTECTED AREAS, RESTORE AND PROTECT ‘TIGER CORRIDORS’, AND REDUCE DEMAND BY CHANGING CONSUMER ATTITUDES”**



Camera traps are a great way to follow tigers’ lives in an unobtrusive way

to you, we’ve identified priority landscapes with the greatest potential for tiger recovery and expansion. Here, we’re working to strengthen protected areas, and restore and protect ‘tiger corridors’ – strips of forest that link existing tiger havens and allow the cats to disperse naturally.

In extreme cases, struggling tigers have even been moved to more suitable areas, in response to conflict with people. In your autumn 2015 issue of *Action*, you read about Uporny, the Amur tiger that had resorted to killing dogs because of a lack of natural prey.

Due to his proximity to local villages, he was captured and moved to the vast Anyuisky National Park. Signals from his radio collar have since confirmed that he’s thriving.

**A NEW LIFE**

Security for tigers all over Asia has, meanwhile, benefited from a crackdown on poaching – not just through capturing poachers, but also through breaking up international smuggling gangs and supply chains. TRAFFIC – an alliance between WWF and the International Union for the Conservation of Nature – is the only global organisation dedicated to ensuring wildlife trade doesn’t threaten nature conservation. Together, we provide information and training to help authorities crack down on wildlife criminals, and work to reduce demand by changing consumer attitudes.

And more rigorous law enforcement is sending out a sterner message. In 2014, for the first time, a poacher in Russia was sentenced to almost two-and-a-half years in prison and fined around £12,000 for killing an Amur tiger, while in China a man

was given seven-and-a-half years and fined more than £5,000 for trading in tiger parts.

In India, you’ve helped us support compensation or relief schemes for farmers or villagers who suffer livestock losses due to tigers, as a means of preventing retaliatory killings. In Nepal, we’ve also supported community-based anti-poaching groups around tiger reserves, which helps to enhance a sense of stewardship of the wildlife and rally local people against poaching.

Research and education remain vital. We continue to provide equipment and training that allow communities and governments to monitor tiger populations more closely. Wild tiger population estimates today are not only higher than before, they’re also more accurate. Camera traps that you’ve helped



Over the last 150 years, the tiger has lost nearly 95% of its habitat



Poaching for skins and body parts is one of the biggest threats



Community members undertake anti-poaching patrols in Khata corridor, within the Terai Arc region of Nepal



Camera traps are vital tools in our efforts to protect tigers. Here, WWF-Nepal’s Pradeep Khanal shows a tiger caught on camera in the Terai Arc region

fund provide a unique insight into tiger movements. For example, in 2015, we captured exciting footage of an Amur tiger family 20 miles beyond the Russian border – evidence that wild tigers are returning to China.

There are many reasons why it’s critical to protect the iconic and culturally important tiger. As top predators, the cats help to keep their forest habitat healthy by preying on other animals – mainly herbivores, such as deer, and wild pigs. Without tigers, there would be too many herbivores, which would overgraze and degrade the habitat.

The tiger is also important for the wellbeing of people, who depend on these forests for food, water and many other natural resources. So by helping to protect the cat, we’re helping to conserve its habitat for the benefit of both people and nature.

All this is, of course, lost on our Chitwan tigress as she seeks out a new den. And her cubs, as they grow up and strike out on their own, will be blissfully unaware that any offspring they produce will be a vital contribution to achieving the ambitious Tx2 goal of 6,000 wild tigers by 2022. For them, simply staying alive is achievement enough.

Tigers’ problems have not gone away, but your support is already helping us make progress in protecting them. There are many challenges ahead and if we act together now, we can do even more to help secure a future for wild tigers.

**HELP US WORK TOWARDS DOUBLING WILD TIGERS**

We’re making progress, but we must continue pushing forwards and expand our work into more places where tigers need help. Members like you already support our crucial work to protect habitats, reduce conflict with local people and tackle the illegal wildlife trade. We can’t thank you enough, but if you’d like to give an extra gift to help double wild tiger numbers, here’s how you could help...

**£15** pays for one short-range walkie-talkie for an anti-poaching squad in India’s Western Ghats

**£30** pays for a solar light to be installed at a guard post in the forests of Nepal

**£100** maintains the sniffer dog facility in Chitwan National Park for one week

**£220** pays for training and costs of one sniffer dog handler for one month in Chitwan National Park

Please help us redouble our efforts to protect tigers in the wild at: [www.org.uk/tigersx2](http://www.org.uk/tigersx2)



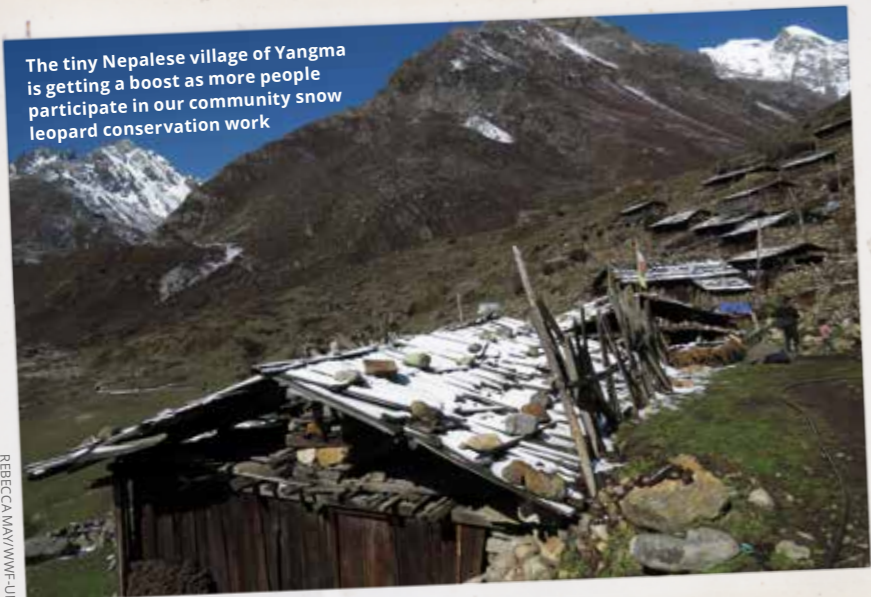
# GHOST OF THE MOUNTAINS

High in the Himalayas lives a mysterious cat that few people have ever seen. Hoping for good fortune, **Becci May** joined a team from WWF-Nepal not only to spot an elusive snow leopard – but also to collar one



The elegant snow leopard is one of the world's most elusive cats. Only on camera traps are its high-altitude adventures regularly captured on film

The tiny Nepalese village of Yangma is getting a boost as more people participate in our community snow leopard conservation work



REBECCA MAW/WWF-UK

Today is my lucky day. Perhaps it's the change in the weather – dazzling sunshine after all the recent snowfall – or maybe it was yesterday's pooja blessing ceremony, with prayer flags fluttering down in the village. Either way, here I am at last, inches away from a living, breathing snow leopard. The fabled 'ghost of the mountains'. I can't believe it.

Granted, this beautiful animal is now oblivious to my presence, sedated and laid on a stretcher. But I can still see her green-eyed glare as she watched us approach. Snow leopards live in mountainous terrain that makes it almost impossible to get close enough to dart them. So instead we set traps on the cats' most-used paths and trails. As soon as one is triggered, the team receives a radio signal and rushes to the scene.

Now, after they've taken biometric data and fitted the radio collar, I touch her lush fur and marvel at her long, thick tail. The snow leopard is amazingly adapted for life at these unforgiving altitudes. Indeed, local people regard the cat as almost divine; the community has named this individual Lapchhemba, after a Tibetan Buddhist deity.

### EVERY SECOND COUNTS

It was mid-afternoon when we received the signal that one of the traps had been triggered. Our 15-strong team immediately set off up the mountainside, adrenaline flowing. Now, we're working against the clock. The job must be completed efficiently and carefully, and the cat revived safely, before nightfall.

Taking a breather, I gaze at the spectacular panorama of the Kangchenjunga Conservation

Area and reflect on my good fortune. I've come to this protected Himalayan wilderness to find out how, with your support, WWF and our partners – the Nepalese government and another NGO partner NTNC – are helping to conserve the snow leopard.

Camera traps along the cats' trails have already been providing useful data. Now this collaring project takes things to a new level. Lapchhemba is the third individual – and first female – collared by the team. With luck, the GPS signals transmitted from her collar will reveal her every movement. This will provide a vital insight into how far snow leopards range in these remote mountains, and help us to better protect them.



Becci's home-from-home in Yangma

REBECCA MAW/WWF-UK

Getting here was an adventure in itself: a six-day trek, with our cheerful team of porters carrying a lot of heavy gear – including a generator and solar panels. We wound up through rhododendron forests and tiny villages towards the higher, windier plateaus of the eastern Himalayas. Finally, at an altitude of 4,200m, we reached the tiny village of Yangma, our base camp.

Life in these small mountain communities

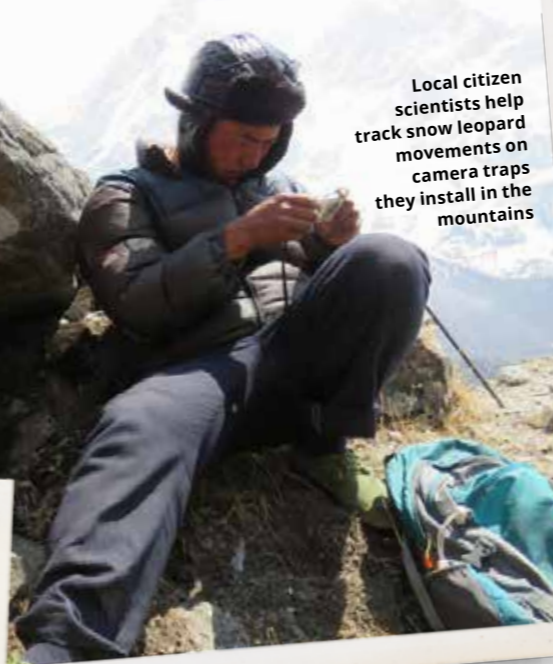


### A CARING COMMUNITY

Critical to our efforts in protecting snow leopards across the Himalayas is the support of the people with whom the cats share the mountains. These communities rely on their livestock and the loss of any animals to predators, including snow leopards, can be a serious problem. In the past, retaliatory killings have occurred.

Today we're working with local communities to encourage practices that reduce overgrazing, and improve the habitat, which may also benefit the population of blue sheep, the snow leopard's natural prey. In Yangma, your support has assisted the local community in setting up an insurance scheme, in which villagers pay into a fund and then receive financial relief for any insured livestock killed by a snow leopard.

Existing government compensation schemes are administered remotely, and so making a claim requires extensive paperwork and often many days' walk out of the mountains. While we seek ways to enable villagers to access these schemes more easily, ours is more practical. It's helped local people to feel more positive about snow leopards, and is now being replicated in other mountain communities.



Local citizen scientists help track snow leopard movements on camera traps they install in the mountains

REBECCA MAW/WWF-UK



A snow leopard named Lapchhemba is sedated and collared so we can ultimately better protect snow leopards in this region

WWF-NEPAL



Snow leopards hunt ibex, blue sheep and Himalayan tahr – but sometimes livestock make an easy lunch

MINA VAN DEN HEEVER

is tough. Villagers graze their livestock in the valleys and grow potatoes, which they trade for millet, rice and other products at a place around two days' walk away. Their animals – yak and ox – are at the heart of everything: as well as meat and milk, their wool is used for rugs and their dung for fuel. So it can be devastating if one of these animals falls prey to a snow leopard.

In Yangma, however, members of the 10 households that make up the village form part of the Snow Leopard Conservation Committee, which you support through your

membership. Samundra Subba, from WWF-Nepal, explains how he's been training the villagers to be citizen scientists. Without their local knowledge and mountain experience, he tells me, the project would be impossible. The villagers continue to monitor the cats and their main prey, the blue sheep, and collect data, which help to build up a picture of the snow leopard population in the area.

This hands-on involvement has helped local people to understand snow leopards better and thus to live alongside them more easily. They see healthy blue sheep

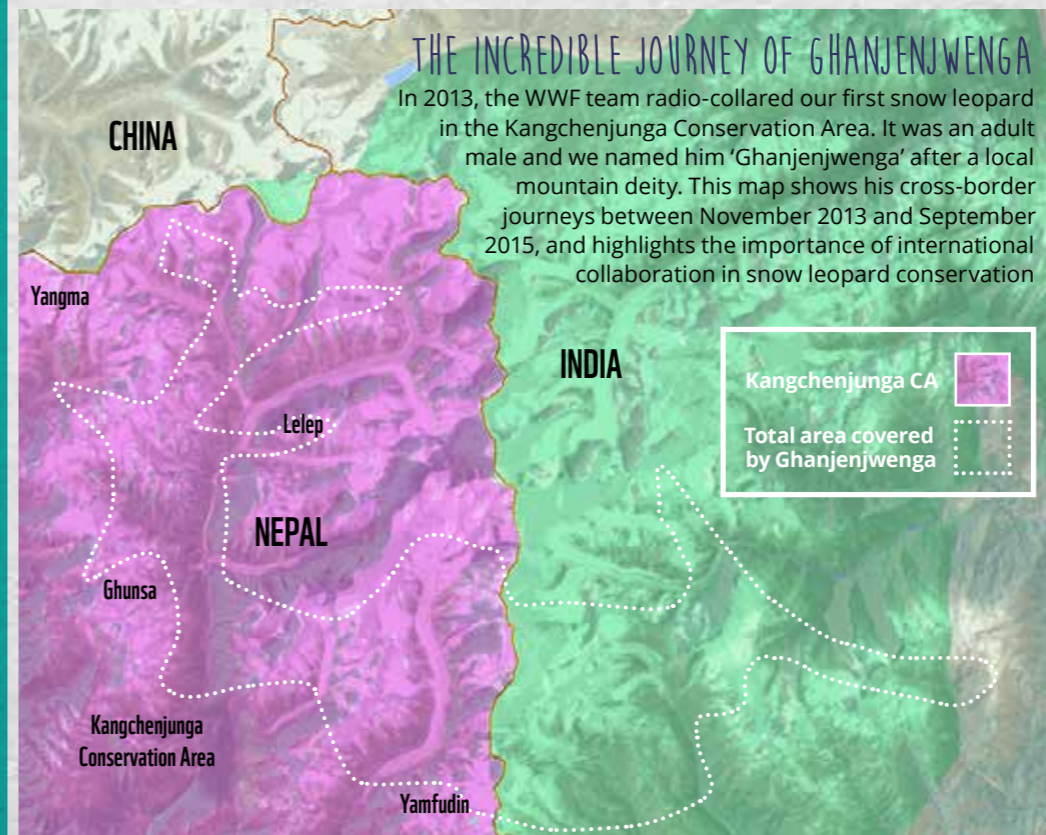
populations as a positive thing, because with an abundance of natural prey, the big cats may kill less livestock.

Meanwhile we're helping farmers to deal with any losses, thanks to our community-managed livestock insurance scheme (see box). The communities also do what they can to protect their livestock, for example, by using guarding dogs and keeping watch over their herds at night. However, they understand that snow leopards may take livestock – and the insurance scheme makes a big difference. As a result, retaliatory killings of snow leopards have stopped.

It's getting dark. Our work completed, the vet brings Lapchhemba round. We move away a safe distance and, having made sure she's safely back on her feet, head down the mountainside. It's exciting to think what this animal may now tell us.

One of the two males collared earlier has been recorded in India, which suggests that our future work will need cross-border collaboration. "The more we understand," says Samundra, "the more effective our conservation can become."

The stars are out by the time we get back to Yangma and a party has been prepared. Amid the song and celebration I'm confident the ghost of the mountains has a brighter, safer future, thanks to its newfound friends.



### THE INCREDIBLE JOURNEY OF GHANJENJWENGA

In 2013, the WWF team radio-collared our first snow leopard in the Kangchenjunga Conservation Area. It was an adult male and we named him 'Ghanjenjwenga' after a local mountain deity. This map shows his cross-border journeys between November 2013 and September 2015, and highlights the importance of international collaboration in snow leopard conservation

Kangchenjunga CA  
Total area covered by Ghanjenjwenga

### CHASING SHADOWS

Experience the excitement of Becci's recent collaring expedition and read her blog: [wwf.org.uk/beccisblog](http://wwf.org.uk/beccisblog)

You can also watch our snow leopard documentary at: [wwf.org.uk/ghost](http://wwf.org.uk/ghost) or adopt a snow leopard at: [wwf.org.uk/snowleopardadopt](http://wwf.org.uk/snowleopardadopt)

# What nature does for us

## WOODLANDS

The British timber industry is worth **£4.9 billion a year** but that's only part of the value forests provide. They also attract visitors, reduce pollution, lock up carbon, help prevent floods and provide clean water.

The total value of UK woods is estimated at **£270BN**

We couldn't survive without the gifts nature provides, such as clean air and water, fertile soils and a stable climate. Natural habitats are also vital to our economic prosperity, providing valuable raw materials and other benefits, from controlling floods to filtering out pollution.

But our natural world is often taken for granted, as forests are cleared, oceans overfished, rivers polluted and soils eroded. This is having a major impact, both on our wellbeing and our economy, in the UK and globally. Part of the problem is that the value of nature isn't widely recognised or taken into account in the decisions governments and businesses make. That needs to change, fast.

The good news is that this is starting to happen. In 2011, a government report estimated the economic value of the UK's natural assets as at least **£1.5 trillion** – about the size of our total national income that year. And there's evidence that restoring natural habitats could have huge social and economic benefits.

With significant new housing and infrastructure development planned in the UK, it's vital that the value of nature helps inform where and how these developments take place. We also want governments and businesses to invest in preserving and enhancing our natural assets, so that nature continues to benefit us all, forever.

## GREEN SPACES

Around 80% of us live in urban areas, but we all need nature for our health and wellbeing. We could save **£2.1 billion in health costs** every year if we all had access to quality green spaces.

A view of a green space is worth up to **£300 a year**

## NATURAL LANDSCAPES

are vital for recreation and tourism. Visitors to national parks in England and Wales contribute **more than £5 billion** to the local economy. Nature-based tourism in Scotland supports almost 40,000 jobs.

Every year nature tourism in Scotland is worth **£1.4BN**

## WETLANDS

Inland wetlands, such as lakes, ponds, marshes and reedbeds, supply us with clean water worth an **estimated £1.5 billion a year** just in terms of water quality. They can also help reduce flooding downstream.

Flooding cost the UK at least **£5BN** last winter

## RIVERS

Rivers provide water for industry, agriculture and our homes, but they're also important for tourism, recreation and our quality of life. Restoring the good health of 75% of rivers, lakes and wetlands would boost the economy by **£8.5 billion a year** – and reduce flood risks.

Healthy freshwater habitats could yield **£8.5BN a year**

## POLLINATION

Imagine if farmers had to pollinate crops by hand! Luckily bees do it for free. The value of pollination to UK agriculture has been estimated at **£440 million a year**. The invertebrates that keep soils fertile for growing crops are also crucial.

Bee pollination services are worth about **£440M each year**

## COASTAL HABITATS

Coastal mudflats and saltmarshes protect people and property inland from storms, erosion and rising seas, a service valued at **£1.5 billion a year**. Restoring natural habitats can be more cost effective than building sea defences.

Natural flood protection is valued at **£1.5BN a year**

## FISHING

Fishing is vital to many coastal communities. UK boats landed 756,000 tonnes of wild-caught sea fish and shellfish in 2014, worth **£861 million**. But if fish stocks recovered to the levels of 50 years ago, this could generate benefits of **£1.4 billion a year**.

Recovered fish stocks could yield **£1.4BN** annually

## PUT NATURE FIRST

Find out more about valuing nature and watch our animation: [www.org.uk/valuenature](http://www.org.uk/valuenature)

# 10 THINGS TO DO THIS CHRISTMAS

Christmas is a time for caring, so here are our top tips for enjoying some planet-friendly festivities

## 1 BE MORE KIND TO THE PLANET

Make it one of your New Year resolutions to be kinder to the planet. First, find out how big your carbon footprint is, by using our online calculator – it'll only take you five minutes. Then follow our tips on how you can reduce your footprint. Making a few small changes to your lifestyle could make a huge difference to the planet.  
[wwf.org.uk/footprint](http://wwf.org.uk/footprint)



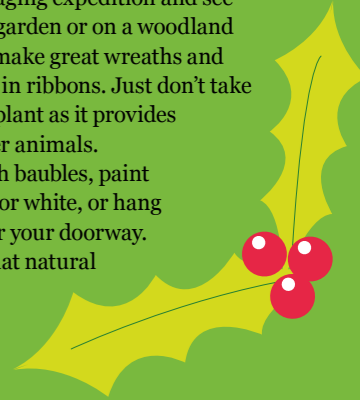
## 2 CHOOSE FSC TREES & CARDS

More than five million Christmas trees are bought each year in the UK. By purchasing Forest Stewardship Council (FSC®) certified trees, wrapping paper and greetings cards, you can be sure that your festive celebrations support the sustainable management of our forests. And don't forget to recycle your tree, cards and wrapping paper after Christmas.



## 3 FORAGE FOR NATURE'S DECORATIONS

It's great fun decorating our homes at Christmas. Instead of buying decorations from a shop, why not take your family on a foraging expedition and see what you can find in the garden or on a woodland walk? Branches of holly make great wreaths and garlands, or tie sprigs up in ribbons. Just don't take too much foliage off one plant as it provides shelter for birds and other animals. Weave tendrils of ivy with baubles, paint pine cones in silver, gold or white, or hang bunches of mistletoe over your doorway. We're sure you'll agree that natural decorations are best.



## 4 ENJOY A SEASONAL FEAST

Food is at the heart of Christmas for many of us, but it can have a huge impact on the environment. So make sure you only buy seasonal food. Turkey and Brussels sprouts are at their best at this time of the year, while pomegranates and clementines bring a zing to the party. Try to make sure any meat you serve has been reared naturally, is free range or organic, or try going meat-free on Christmas Eve as a way of balancing out your meat consumption. And don't forget to use up all your delicious leftovers on Boxing Day.



## 5 ADOPT AN ANIMAL WITH US

Looking for a unique and personal gift this Christmas? Anyone with a passion for wildlife will love one of our animal adoptions. From polar bears to penguins, snow leopards to lions, there are 14 beautiful and endangered species to choose from, and each one comes with a gift pack and cute cuddly toy, so they make the perfect present. Give a gift that lasts and help protect our most precious species and their habitats.  
[wwf.org.uk/adopt](http://wwf.org.uk/adopt)



## 6 MAKE YOUR OWN PRESENTS

This Christmas, spread holiday cheer with a handmade gift. It's amazing what you can make out of recycled materials – old bottles and yoghurt pots make great bird feeders or windmills for keeping the moles out of your garden. Or how about upcycling unwanted clothes to create a vintage outfit that makes the ultimate fashion statement? There are plenty of ways you can transform inexpensive items into unique gifts that your friends and family will love. And you'll feel good knowing that you made them yourself and saved more of the planet's precious resources.  
[wwf.org.uk/recycle](http://wwf.org.uk/recycle)



## 7 HOLD A FUNDRAISING PARTY

Everyone loves a party. And Christmas is the perfect time to have fun and help protect our planet by organising a fundraising party in aid of WWF. Invite your guests to donate to us instead of bringing a bottle or a Christmas gift, or make it a fancy dress ball and encourage friends to pay a small sum to dress up. Even better, piggyback your office 'do' and ask even more people to share some Christmas cheer with us. [wwf.org.uk/fundraising](http://wwf.org.uk/fundraising)



## 8 BE ENERGY SMART

Christmas is a time for family, so make the most of yours and be kind to the planet at the same time. Turn off your TV or games console, snuggle up together on the sofa and play board games or read a book. For every degree you turn down your thermostat, you'll save around 10% on your heating bill and help reduce greenhouse gas emissions. A simple switch to energy-saving LED fairy lights could knock pounds off your electricity bill; putting them on a timer will save you even more.  
[wwf.org.uk/saveenergy](http://wwf.org.uk/saveenergy)



## 9 COOK UP OUR EARTH HOUR RECIPES

Make time with your loved ones even more special by cooking one of the bespoke recipes created for Earth Hour by WWF and Sodexo chefs. These simple and enjoyable meals use sustainable and delicious ingredients that are good for your health, good for the environment – and good for your pocket as well! Enjoy six Green and Lean meals at [wwf.org.uk/festivefood](http://wwf.org.uk/festivefood)



## 10 FUNDRAISE AT WORK

There are lots of ways you and your employees can have fun *and* help raise funds for WWF. You'll not only build team spirit and boost morale, you'll also receive a certificate and our magazine *Impact*, which shows what your donations have helped achieve. For more information or ideas about employee fundraising, email us at [business@wwf.org.uk](mailto:business@wwf.org.uk)



19,183

The weight, in tonnes, of fresh and frozen turkey cooked at Christmas in the UK

1 BILLION

The number of Christmas cards that could end up in the bin after 25 December

6 MILLION

The number of trees thrown out after Christmas in the UK

83 SQ KM

The amount of wrapping paper thrown out in the UK

### OVER TO YOU!

Have you got any tips for a greener and more ethical Christmas? If so, we'd love to share them with all our readers! Please email them to us at [editor@wwf.org.uk](mailto:editor@wwf.org.uk)

# OVER TO YOU!

We know you've done some really great stuff for us since the last issue of *Action*, so why not tell us about it? These are *your* pages – let's celebrate you!

## MY LONDON MARATHON CHALLENGE



I became aware of WWF while working in South-east Asia in the 1990s. I visited national parks the charity had helped create and learned how it was working to influence government policy. My love of running emerged more recently and, a year ago, the idea of running a marathon for WWF took hold.

I felt privileged to win a place on Team Panda for this year's London Marathon. I trained hard and even tried some creative fundraising. When the big day arrived, I felt really strong for the first 21 miles, but as the cramps set in, the crowd helped keep me moving, roaring me on to the finish line. I was so proud – and thanks to my incredible supporters, I raised more than £2,700 for WWF.

**Steven Jones, Milton Keynes**



## TIGER TIME STAR LETTER

Finding tigers in India's national parks is harder than you might think. You have to spend many hours bumping along hot and dusty dirt roads in a jeep, searching for these elusive felines. But for me, the joy and excitement of seeing a tiger in the wild makes all the effort melt away! On my travels I often see at first-hand the threats to the world's wildlife. This is why I support WWF. Being an amateur photographer, I like my photographs to be good and do good. By donating them to WWF, I can help to protect the tiger – for me, that's the only thing that matters.

**Richard Barrett, West Yorkshire**  
More at [wildandwonderful.org](http://wildandwonderful.org)

## TEA FOR TIGERS

I lived in Assam, India, during the 1960s and saw quite a few tigers. In fact, I walked past a tiger that was hidden in some tea bushes without realising it was there until I returned in my jeep and found it sitting in the road. I have many friends still in Assam who report seeing the occasional tiger on the tea estates. A friend of mine, Kashmira Kakati (wife of WWF's Christy Williams) regularly carries out surveys of feline carnivores in the rainforests of Assam.

**Alan Lane, Great Yarmouth**

## TOUCHED BY TIGERS



I was lucky enough to see a tigress in Ranthambore Tiger Reserve in India. At first she was ambling along on the road, but when she spotted a sambar deer in the long grass, she shot off! I was overjoyed at seeing her. I even shed a tear. A world without this beautiful animal would be unthinkable, so I now sponsor a tiger with WWF. I've also left a legacy to the charity in my will.

**Ilona de Souza, Canterbury**

## READER POLL

Should we place an economic value on nature in order to protect it?

**YES** This is the only way we're going to save the natural world

**NO** This takes us down the wrong path

**MAYBE** This approach can be useful when used in conjunction with ethical and moral arguments for protecting nature

**DON'T KNOW**

Please send your answers to the *Action* address on page 3.



## THINKING OF THE FUTURE

Both of my parents were zoologists and so being interested in animals came naturally to me as a child. I went on to become a zoologist myself, studying mynah birds in India (*right*), lions and leopards in the Serengeti and ostriches in Kenya. There, and later working with zoos, I saw the impact that increasing human populations and aspirations are having on nature and felt I had to do something to redress the balance. So I began supporting WWF. I enjoy knowing that the charity, in collaboration with others, is achieving great results for wildlife.

Conservation is all about thinking about the future and what sort of planet we're leaving for our grandchildren. So it made sense to me to include WWF in my letter of wishes. It's simple. In my will, I've left money to the Charities Aid Foundation, who'll distribute it to the charities I care about, as detailed in my letter. I hope my gift to WWF will help to counter today's dreadful loss of wildlife, and make the planet that bit more interesting for my grandchildren.

**Dr Brian Bertram, Stroud**



## i GIVE A GIFT THAT LASTS

There are many ways you can leave a legacy to WWF. To find out more, please contact Maria on **01483 426333** or [maria@wwf.org.uk](mailto:maria@wwf.org.uk)

## PADDLING FOR NATURE

We love a challenge and so paddling 125 miles non-stop from Devizes in Wiltshire along the Kennet and Avon Canal, River Kennet, and River Thames to Westminster seemed like a great idea. The DW international canoe race is reputedly the toughest endurance race in the world, with numerous teams competing.

Half the journey takes place at night, there are 77 locks and weirs to carry the boat around, a tunnel, obstacles to avoid and potentially challenging weather conditions. It's a major achievement to finish the course at all. And we tackled it in an 18.5ft Canadian canoe!

We both have strong connections to WWF and wanted to do something to help. So we're proud that our paddle helped raise more than £2,900 to support the charity's amazing work around the world.

**Ian Baldwin, Godalming, Surrey, Owen Speake, Alton, Hants**



## MEET A TIGER FACE-TO-FACE

This summer, tiger lovers large and small came face-to-face with these beautiful cats in our innovative virtual reality (VR) 'Tiger Experience'. The first of its kind, the VR experience was launched at Westfield shopping centres in London. Wearing VR headsets, viewers walked in the footsteps of a ranger and explored the tiger's forest habitat, as part of our efforts to double wild tiger numbers by 2022. View the video at [wwf.org.uk/virtualltiger](http://wwf.org.uk/virtualltiger)



**@Skyhighlindsay**  
I've just been to the #WWF TigerExperience! It's amazing!



## Three WWF supporters share their sustainable tips

**1 COMPOST AT HOME**  
Composting is good for you and the environment. You'll save money and resources, enrich your soil and reduce your greenhouse gas emissions.

**Margaret Hunt**



**2 BUY ORGANIC**  
Choosing organically grown foods is good for your health and the planet's. They're free from harmful chemicals and more tasty, nutritious and sustainable.

**Esther Moreton**



**3 BE A CONSCIOUS CONSUMER**  
Try a week or month of 'buying nothing new' to help you make sustainable choices. Mend things instead of replacing them.

**Jen Gale**



**GOT ANY TALES FROM THE RIVER BANK? SHARE THEM WITH US...**  
In your next issue of *Action*, we're celebrating fresh water – and we'd love to hear your stories of encounters with watery wildlife. Email your tales and photos to [editor@wwf.org.uk](mailto:editor@wwf.org.uk) and we might print them in the next issue. Because space is tight, please keep your letters to 150 words.





**WIN!  
A PÁRAMO  
JACKET  
WORTH £300**

## WIN AN OUTDOOR JACKET

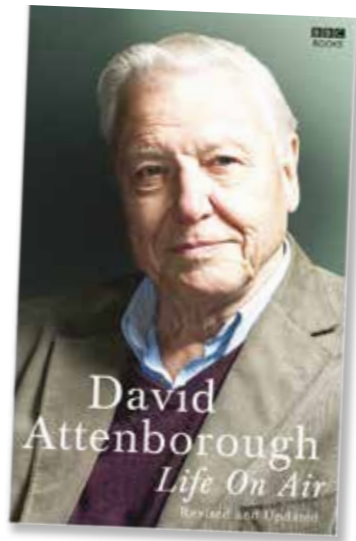
We've got one Páramo all-weather outdoor jacket for him or her, worth more than £300, to give away

Working with wildlife watchers, Páramo Directional Clothing has developed these hard-working outdoor jackets to enable you to enjoy outdoor pursuits in comfort. Featuring moisture control to prevent chilling after exertion, and ventilation for temperature control, these Halcon (men's) and Alondra (ladies') jackets offer reliable weather protection without rustling, allowing you to watch wildlife without disturbing it. To be in with a chance of winning one of these jackets, just follow the instructions (below), mark your entry 'Jacket Comp' and let us know which jacket you'd like and in what size (Halcon: S-XXL or Alondra: XS-XL).

## WIN A SIGNED COPY OF LIFE ON AIR

We've got three copies of Sir David Attenborough's memoirs to give away, signed by the great man himself

Don't miss your chance to own this classic book by one of the UK's best-loved broadcasters and naturalists. Attenborough is a master storyteller and wonderful travelling companion as he escorts the reader around the world on his many adventures. Lively and witty, his familiar voice and dry humour come through in every line; his infectious enthusiasm in every anecdote. *Life on Air* is a book every wildlife lover should have on their shelves and we have three copies to give away, each one signed by Sir David himself. Just follow the instructions (below) and mark your entry 'Attenborough Comp'.



## WIN SUE TIMNEY HOMEWARE

We have a set of beautiful Sue Timney goodies to give away

In anticipation of the launch of our new shop next year, we've got some lovely Sue Timney goodies to give away to one lucky reader. Bring your kitchen to life with a stunning Sue Timney panda print bag, apron and tea towel, worth £50. To enter, simply follow the instructions (right) and mark your entry 'Sue Timney Comp'. Look out for details of the launch of our new online shop in a future issue.



## HOW TO ENTER ACTION GIVEAWAYS

To enter, send your name, address and phone number on a postcard addressed to the competition you wish to enter – e.g. Attenborough Comp, Jacket Comp, etc – to **Action Mag, WWF-UK, Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL.**

Only one competition per entry please. Or send an email with your chosen competition in the subject line to [competition@wwf.org.uk](mailto:competition@wwf.org.uk). The closing date for the competitions is 21 November 2016. For terms and conditions, visit [wwf.org.uk/compterm](http://wwf.org.uk/compterm)

## JOIN THE PANDA PARTY!



It's a cold morning in China's Changqing National Nature Reserve, and I'm tingling with excitement. Today, I'm hoping to see a giant panda. It's almost unheard of for a Chinese national to see a wild panda, let alone a foreigner. And though I've visited numerous panda reserves, I've not even seen a whisker.

Much of Changqing's 29,906 hectares are prime panda habitat, and the reserve is thought to be home to 57 adults. Today's trek will be challenging – the mountain slopes are steep and slippery. I'm warned to walk carefully and make no noise. As we wend our way through the forest and climb a mountain ridge shrouded in fog, there's plenty of evidence that pandas are in the area – scratches on tree trunks, fresh droppings on the ground, scent marks and broken bamboo. All that's missing are the actual pandas.

### SOUNDS OF LIFE

Several hours later, the rangers report hearing something on the opposite side of the valley. We hurry in that direction, slipping and sliding on wet bamboo. Pausing breathlessly on a stony ridge, I hear something – a bark, then a chirp. In front of us, through the mist, I see my first panda. A female resting in a tree. Beautiful!

As we admire her, the bamboo on my right rustles and out steps a male panda, less than 15 feet away. He strolls towards me and peers in my direction. I hold my breath. He sniffs the air. When a female panda comes into oestrous she becomes more vocal and scent marks more frequently. This attracts any males in the area and incites competition, ensuring the female mates with the best available male. Keen to advertise their presence, the males also call more often. And as we perch on our ledge, the valley comes alive with the sound of pandas – barking, grunting, growling, chirping and bleating. There are no fewer than five pandas present!

On our left, a scuffle breaks out. The bamboo shakes as two males bite, chase and wrestle each other surprisingly aggressively. The noise stops. The female, clearly impressed, slides down the tree and mates with the winner of the fight. A minute later, she leaves.

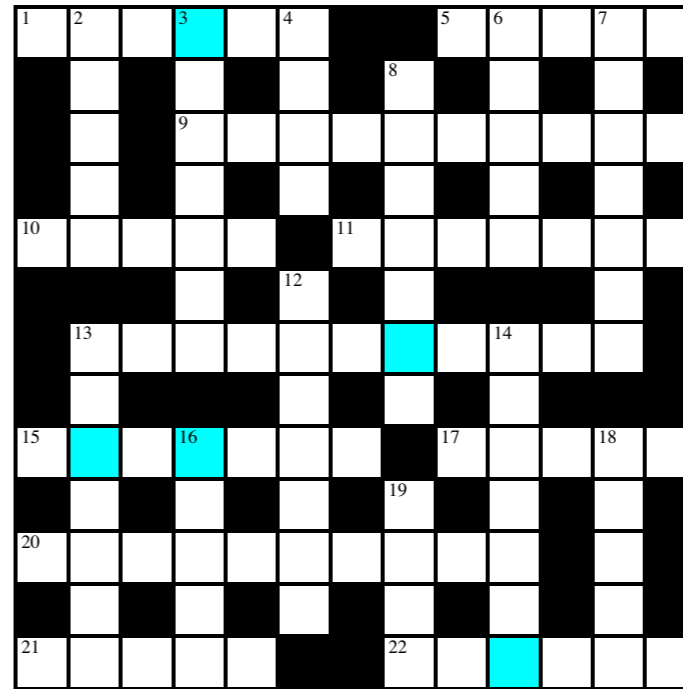
It's not unusual for up to four males to hang around a female in the hope of mating, but this behaviour is rarely seen as it only lasts a few days. For me, encountering one panda was remarkable, but to see this secret spectacle was a once-in-a-lifetime experience.

Nicola

Nicola Loweth, regional officer for India and China, WWF-UK

## CROSSWORD

Solve our big cat crossword and you could win a 12-month subscription to Family Traveller magazine



WWF Action crossword 34: autumn 2016 issue. Compiled by Aleric Linden

After solving the crossword, take each letter from the shaded squares (going from left to right and top to bottom) to spell out the prize word. To be in with a chance to win, just send a postcard with the prize word to the address on page 30 or email it to [competition@wwf.org.uk](mailto:competition@wwf.org.uk) The closing date is 21 November 2016.

### Clues across

- 1 A group of cubs, for example, produced at birth (6)
- 5 A fissure or crevice in rock (5)
- 9 Processing plants for crude oil (10)
- 10 Subtropical and tropical plant similar in appearance to a palm or a fern (5)
- 11 Spotted cats, mostly of South America, hunted for their beautiful coats (7)
- 13 Endangered Asian big cat also known as the ounce (4,7)
- 15 Wiped-out status of the Bali tiger and Caspian tiger subspecies (7)
- 17 Informal term for a seismic natural disaster (5)
- 20 The majority of OPEC's oil reserves are in this region (6,4)
- 21 Like the tiger, continentally (5)
- 22 Capacity \_\_, a measure of how much electricity power plants produce (6)

### Clues down

- 2 A trade we associate with elephant tusks (5)
- 3 Potentially destructive wind storm often referred to as a twister (7)
- 4 Great \_\_ Valley, one of the world's major geological features (4)
- 6 Department for Environment, Food and \_\_ Affairs, Defra for short (5)
- 7 \_\_ ibis, endangered bird species (7)
- 8 \_\_ effects, they have an indirect impact on other matters (5-2)
- 12 Large mass of ice subject to advance and retreat (7)
- 13 In which decade was WWF founded? (7)
- 14 Living in water, as opposed to being terrestrial (7)
- 16 Home to most of the world's Bengal tiger population (5)
- 18 \_\_ Protocol, emissions treaty named after a Japanese city (5)
- 19 An infant elephant (4)

JUNE 2016 ANSWERS: Prize word: SIBERIAN.

**Across** 1. Tourism 5. Birds 8. Eyes 9. Needles 11. Zebra 12. Hector's 14. Serengeti 18. Tankers 20. Trust 21. Mantled 23. Iran 24. Clean 25. Hybrids  
**Down** 2. Oxygen 3. Reserve 4. Sun 6. Inlet 7. Desert 10. Energy 13. Petrol 15. Tarsier 16. Mammal 17. Island 19. Kenya 22. Dry



# THERE ARE HEROES AMONG US



This Earth Hour, we're on a nationwide search to find unsung heroes who help protect our brilliant planet.

Do you know an Earth Hour hero?

[wwf.org.uk/earthhourheroes](http://wwf.org.uk/earthhourheroes)

ENJOY EARTH HOUR - 25 MARCH 2017

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**WATER STORIES + CETACEAN COMPETITION + EARTH HOUR**



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