

Action 2010

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WITH SIR DAVID
ATTENBOROUGH
See page 30



ONTHINICE

You're helping polar bears and people live side by side in a changing Arctic

STAMP OUT THE TRADE

Why changing the hearts and minds of consumers is the key to fighting wildlife crime

TAKE ACTION ON PLASTIC

Ten easy ways we can all cut out unnecessary plastic from our day and turn the tide on ocean pollution

HEART OF THE AMAZON

Discover how you've played a part in creating the world's largest protected area of tropical forest in the Amazon





CONTENTS

TOGETHER. WE DID IT!

A round-up of all you've helped us achieve in recent months

WWF IN ACTION

Environment news, including good news for mountain gorillas

LIVING WITH POLAR BEARS 10

From special patrols to early alarm systems, how you're helping people in Greenland to live safely alongside polar bears

BIG PICTURE

You're training remarkable dogs to help stop wildlife trafficking at one of the world's busiest ports

TURNING THE TIDE

With your support, we're working to stamp out wildlife crime by changing consumer behaviour

FROM ANDES TO AMAZON 22

How you helped to protect the majestic landscapes, indigenous communities and unique natural wealth of Chiribiquete

SAY GOODBYE TO PLASTIC 26

Ten easy ways that you can send plastic waste packing every day

TIME TO FIGHT BACK

We chat to Tony Juniper, who leads WWF's advocacy and campaigns work, about how we can all fight for our world

GIVEAWAYS

Win exclusive, invite-only tickets to our State of the Planet Address with Sir David Attenborough

CROSSWORD

Solve our crossword and win Red Alert by Catherine Barr

NOTES FROM THE FIELD

WWF's Becci May visits Nepal and discovers the meaning of hope and positivity among the survivors of the 2015 earthquake

MEET THIS ISSUE'S CONTRIBUTORS



experts in Hong Kong. She says: "I talk to people involved in every stage of the illegal wildlife trade. There's momentum in Asia now that will bring about change."

"The polar bear patrol we support benefits both local helping us to build on communities and the polar bears. But the problem

is growing, so we need



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TOGETHER, WE DID IT!

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



YOU HELPED PROTECT JAGUARS

We're celebrating the creation of our first-ever global jaguar strategy, a historic action plan developed, with your support, during a three-day 'jaguar summit' that we ran in Bogotá, Colombia. The meeting was attended by the United Nations Development Programme and 18 conservation organisations from Argentina, Bolivia, Brazil, Colombia, Ecuador, Guyana, Mexico, Panama, Paraguay and Peru. Participants shared their experiences, identified areas for collaboration and agreed to help each other secure political commitments to jaguar conservation. Jaguars face similar threats throughout their range, mainly the loss of their habitat to agriculture. It's only by working together that we can successfully protect this magnificent big cat. The action plan has been developed with your support and builds on the landmark Jaguar 2030 New York Statement, which was announced in March, where governments committed to strengthen collaboration between jaguar range countries.



recorded on camera traps in the Land of the Leopard National Park in Russia. These remarkable figures indicate that, thanks to your continued support, the population living here is now stable. The Amur leopard is the rarest cat on the planet, and the Land of the Leopard National Park is a key stronghold. In 2000, a survey recorded only 30 in the wild. By 2015, this had increased to 70. Last year, around 400

camera traps (the largest camera trap network in Russia) were set up over a vast area to study these elusive leopards. Processing the data took several months, but in April the results were confirmed and it was great news for these beautiful big cats.



THE PANTANAL THE PANTANAL

IS NOW BETTER **PROTECTED**

On World Water Day in March, the planet's

largest tropical wetland received invaluable new protection from all three countries it spans - Brazil, Bolivia and Paraguay. The three governments pledged that all development of the Pantanal will be balanced with the needs of its wildlife and indigenous people. The three countries signed a landmark declaration agreeing to work together to conserve and sustainably develop this extraordinary landscape. Covering around 175,000 sq km, the Pantanal is home to over 4,000 species of plants and animals, and supports more than 10 million people. However, just 4.6% of this wetland is protected and its headwaters are at risk of deforestation. We've been working to bring the three countries together to help secure a prosperous future for this incredible ecosystem and will continue to support them to implement this agreement.

'We want everyone to join our movement and fight for our world. Together, we can inspire people to raise their voice for nature.

TONY JUNIPER. WWF'S DIRECTOR OF CAMPAIGNS

Wangchuck National Park photographed five tigers

DID YOU

KNOW?

In 2017, 54 camera traps

set in Jigme Singye

£85 billion

The value of the natural resources and benefits from the Pantanal enjoyed each year by millions of people living downstream, including natural flood control, river flow for boats and carbon absorption



YOU HELPED NEPAL ACHIEVE ZERO POACHING

Thanks to you, Nepal is celebrating another successful year of zero rhino poaching. April marked 12 months since a greater one-horned rhino was last killed in the country. This is the fifth time Nepal has achieved this feat since 2011. This success is the result of a coordinated national response, which includes the deployment in Chitwan National Park of highly trained sniffer dogs that were funded by you. The adoption of new approaches,

such as the highly effective, real-time Spatial Monitoring and Reporting Tool (SMART) patrolling, was also critical to this success, and made possible with your support.





YOU HELPED SPOT A SNOW LEOPARD

Last autumn, the first-ever snow leopard was spotted in the Black Mountains, in Jigme Singve Wangchuck National Park in the centre of Bhutan. The elusive cat was captured on two camera traps, but it's yet to be determined if the images represent one or two individuals. Acquiring the images was no mean feat. Dorji Duba, one of the park's senior foresters, had always dreamed of exploring the tallest peak in the Black

Mountain range. When he finally scaled its stony heights, he set 14 camera traps, one of which was about 4,600m above sea level. The images captured revealed a golden cat, a Himalayan serow (a rare goat-antelope) and a snow leopard, proving that these elusive cats frequent the park. That wasn't the only surprise. The camera traps also snapped a majestic tiger passing by! This makes Jigme Singye Wangchuck the second national park in Bhutan where these two big cats are known to overlap. Their presence is a sign that the mountain ecosystem here is healthy and that protected habitat corridors are enabling wildlife to travel across Bhutan.



FIND OUT MORE about Dorji's journey wwf.org.uk/dorji



your voices. Thank you.

YOU HELPED PROTECT THE BELIZE BARRIER REEF

Thanks to your support, the Belize Barrier Reef Reserve System - one of the world's most remarkable and biodiverse ecosystems - has been removed from the UNESCO list of World Heritage in Danger sites. Home to nearly 1,400 species including hawksbill and green turtles, manatees and threatened sharks, the site had been on the list for nearly a decade, due to the threat of irreversible damage from harmful coastal construction and oil exploration. But now, due to landmark legislation by the Belizean government, including a moratorium on oil exploration and drilling in all of the country's offshore waters, the reef is no longer at risk. We've been working to conserve Belize's unique biodiversity for 30 years, and believe this incredible turnaround is partly due to our global campaign to which many of you added

4 | Action Autumn 2018

WWF IN ACTION

Our recent challenges and triumphs for wildlife and the environment

MOUNTAIN GORILLA NUMBERS GROW

Mountain gorilla numbers have increased to over 1,000, thanks in part to your support. This news inspires hope for future conservation efforts

A recent survey found at least 604 of the critically endangered great apes in the Virunga Massif in central-east Africa, including 41 social groups and 14 solitary males. This is up from an estimated 480 individuals in 2010.

This brings the global wild population of mountain gorillas to an estimated 1,004, including current figures from Bwindi Impenetrable National Park, where the only other population is found. The results make this the only great ape in the world that's thought to be rising in number.

The findings demonstrate the success of long-term collaborative conservation

efforts in the Virunga Massif, which spans the borders of the Democratic Republic of the Congo, Rwanda and Uganda. They are the results of intensive surveying, coordinated by the Greater Virunga Transboundary Collaboration and supported by the International Gorilla Conservation Programme (a coalition programme of Fauna & Flora International and WWF), along with other partners.

Now the challenge is to ensure these achievements are sustained and population gains are secured, despite serious threats remaining, such as poaching. The survey teams destroyed more than 380 snares set for other animals, which may also harm gorillas.

There are also increasing threats on the horizon, including climate change, habitat destruction and human-borne diseases, which and run, hike or cycle to climb Moral Sabingo in the Virunga Massif at wwf.org.uk/climbforyourworld

have the potential to devastate the remaining populations. Ongoing conflict and civil unrest are also a risk in the region.

Cath Lawson, our regional manager for Africa, says: "This hopeful news for mountain gorillas is in part thanks to impressive longterm collective conservation efforts, which not only benefit these magnificent apes but also support local communities whose livelihoods depend on the region's natural resources."

HELP US KEEP THEM SAFE

You can give a huge boost to our work by adopting a mountain gorilla at wwf.org.uk/gorillaadopt or by taking part in our new virtual challenge and run, hike or cycle to climb Mount Sabingo in the Virunga Massif at wwf.org.uk/climbforyourworld

GOOD NEWS FOR GORILLAS

Thanks to your support, a new survey offers fresh hope for mountain gorillas



604

The survey found that by June 2016, the Virunga Massif mountain gorilla population had increased to a minimum of 604



78

The census involved 78 people from more than 10 institutions, divided into teams



They covered more than 2,000km searching for gorilla trails and nests, and collecting faeces for genetic analysis



451

The Virunga Massif is an area of 451 sq km spanning the borders of the Democratic Republic of the Congo, Rwanda and Uganda



2 stook

The cenus took place in one of just two places on Earth where mountain gorillas can still be found

NEWS IN BRIEF



ROB GOES THE DISTANCE FOR WWF

In 2016, WWF supporter Rob Pope set out to see if movie legend Forrest Gump's run across America was actually possible, and to raise funds and awareness for the causes he believes in. On his incredible mission, Rob became the first person to run across the US four times in one year. After running more than 15,000 miles, Rob completed his fifth crossing of the US in May, bringing his epic challenge to an end. We want to say a huge thank you to Rob, who has raised over £40,000 for WWF and Peace Direct and isn't stopping there. To support him, visit wwf.org.uk/goingthedistance

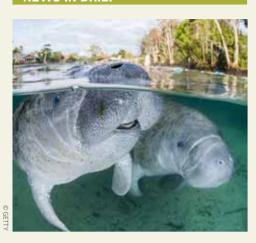
NEWS IN NUMBERS



Great news for the Antarctic Peninsula's wildlife, including penguins, seals and whales! Five fishing companies responsible for the majority of krill fishing in the area have voluntarily agreed to stop fishing in critical feeding grounds there. This precedes an international meeting to discuss protecting more of the seas around Antarctica.

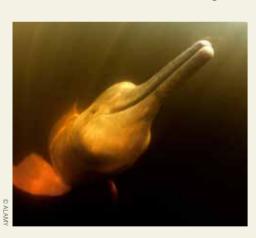
In your October 2017 edition of *Action*, we reported on the new infrared cameras and human recognition software that are

helping rangers in Kenya's Maasai Mara to stop poachers in their tracks. So far, over 100 poachers have been arrested and convicted, and vast quantities of bushmeat and illegal weapons have been seized.



GILL NETS REMOVED TO PROTECT DUGONGS

Thanks to the generosity of supporters, we've protected dugongs by removing the last commercial gill net still operating full-time in far north Queensland. Nearly 3,000 people dug deep to raise the six-figure sum needed to purchase the commercial fishing licence, which will now be retired, along with the 600-metre long gill net. Dugongs drown in gill nets and the northern tip of Australia's Great Barrier Reef is home to one of the most important populations. Other threatened species, such as sharks, are also safer now the net is gone.



RIVER DOLPHIN SECRETS REVEALED

Your previous issue of Action revealed that we're tracking river dolphins in the Amazon for the first time. Fifteen dolphins were fitted with satellite tags; five each in Bolivia, Brazil and Colombia. The tags have already revealed differences in movements between river dolphin species and genders. The data has also confirmed that the dolphins migrate long distances, highlighting the rising threat of dams in the Amazon, and that they prefer to hang out in protected areas. With this insight, we'll be better able to convince governments to focus protection efforts where they're needed.

NEW COLLARS PROTECT ELEPHANTS IN SELOUS

Thanks to you, we're supporting our largest-ever elephant collaring operation in Tanzania, to protect the country's precious herds

Over the past 40 years, almost 90% of the elephants in Selous Game Reserve, a World Heritage site, have been lost. So we're helping rangers to protect the remaining herds against poaching and give the population a chance to rebuild.

In March, we launched an ambitious project with the Tanzanian Government to collar 60 elephants in Selous and the surrounding area. This will enable rangers to track elephant movements in real time, and identify and respond to potential threats immediately.

The information from the elephants' collars is received on the rangers' mobile phones, and helps them predict where the herd is going. This means teams can anticipate dangers the elephants may encounter, helping them to stay ahead of poachers. The rangers can help to move the elephants away from farms to reduce the risk of conflict with people and damage to their crops and other livelihoods.

The clever collars help rangers to gain an understanding of the herds' movement patterns, such as what times of day the elephants usually rest and where they like to congregate. This helps them to identify unusual activity, such as an elephant running at a time when it normally sleeps, and raise the alarm.

"The collars mark an important first step towards zero poaching," says WWF's elephant coordinator Asukile Kajuni. "We're also working with local communities to train village game scouts to support rangers in their anti-poaching work, and with crime investigators, prosecutors and judges to ensure that when poachers are brought to trial, they face penalties that act as a deterrent."

HELP US SAVE SELOUS

Selous is one of Africa's last great wildernesses and it's vital we all work together to help protect its majestic elephant herds. To show your support, please visit wwf.org.uk/selous



MARINE WILDLIFE

CLEANING UP THE MED

The Mediterranean is at risk of drowning in plastic if we don't take urgent action

In June, we released a report warning that the Mediterranean sea is polluted with dangerous levels of microplastics, which threaten the health of people and marine wildlife alike.

The report Out of the Plastic Trap: Saving the Mediterranean from Plastic Pollution highlights the dramatic effects that excessive plastic use, poor waste management and tourism are having on one of the world's most popular regions.

Today, plastic represents 95% of the waste floating in the Mediterranean and lying on the seabed and its beaches. Large plastic pieces injure and kill marine animals, such as turtles.

But it's microplastics – smaller and more insidious fragments - that have reached record concentrations of 1.25 million fragments in every square kilometre of the Mediterranean sea. By entering the food chain, these fragments threaten an increasing number of marine species and people's health.

So we're urging governments, businesses and individuals to take urgent action today to save the Mediterranean from becoming a sea of plastic.

Each year, around 70,000 to 130,000 tonnes pigger plastic items are dumped in the diterranean and other European seas

GIVE PLASTIC THE PUSH

Find out the small actions you can take to save our oceans from plastic on page 26 and at wwf.org.uk/plastictrap

PICTURE STORY

This spectacular tiger mural in London was painted to remind everyone of what the world stands to lose

In celebration of Global Tiger Day in July, we teamed up with the urban artists at Graffiti Life to transform a wall on Chance Street in Shoreditch into this stunning wild tiger memorial.

On one of the hottest days of the year, the talented trio painstakingly recreated the snarling, larger-than-life tiger from a photo. Not surprisingly, it attracted plenty of attention.

"In terms of public feedback, it's been one of the most wellreceived walls we've ever painted," says graffiti artist Sophie. "It took us longer to paint because so many people stopped us to ask questions."

We hope the wall will remind passersby that the world has lost 95% of its wild tigers since the beginning of the 20th century. And though today numbers are starting to increase, only around 3,900 of these majestic big cats remain in the wild. With numbers so low, every tiger counts.

WATCH THE FILM

See Graffiti Life's artwork take shape at wwf.org.uk/tigerwall





t's April in Ittoqqortoormiit, an Inuit settlement of about 450 people on the east coast of Greenland. There's a haunting, raw beauty to this isolated spot, with its backdrop of basalt cliffs soaring from the edge of Kangertittivaq (Scoresby Sound), reputedly the world's largest fjord system. But, lying several degrees above the Arctic Circle, even in early spring the mercury only just nudges over -10°C. It's a day to wrap up warm and travel quickly.

A man steps from one of the colourful cabins studding the rocky shore and jumps on his snowmobile, ready to head along the coast as he does most days. Suddenly, a polar bear appears and, taken by surprise, charges straight at him. The animal is quick – polar bears can sprint faster than Usain Bolt – and with little time to react, the man defends himself the only way he can: with his bare hands, boxing the huge predator in the head.

The bear is young – a full-grown adult male can be as much as 2.5m long and weigh 680kg – but it's still many times bigger than the man. Finally, after fending off the bear with his blows, the man manages to start his snowmobile and escape. Hands swollen from desperate punching, jacket wet with the

It's an incredible story, but one WWF's Kaare Winther Hansen knows is all too real. The incident this April was the closest polar bear encounter in the region for seven or eight years, but it's far from the only one. Incidents are rising at an alarming rate. In 2007, nine polar bear conflicts were registered in Greenland. Between August and December 2017, there were 21 close calls with bears in Ittoqqortoormiit alone. This pattern is

The primary cause is climate change, which has had a disproportionate impact on the Arctic: since the 1980s, this region has been warming at about twice the global rate. Though polar bears are strong swimmers (the scientific name *Ursus maritimus* means 'sea bear'), they depend on sea ice to hunt – mostly ringed and bearded seals – and to travel to their winter denning sites. As climate change bites, sea ice melts earlier in the year and freezes later, and its extent and thickness is reduced; scientific models predict that most of the Arctic will be largely free of sea ice during the summer months by 2040.

EASY PICKINGS

The effects of sea ice reduction on polar bear movements are felt acutely in communities such as Ittoqqortoormiit. "Polar bears follow the edge of the sea ice as it retreats north in spring," says Kaare. "In the past five or six years, the edge has been much closer to the shore, so the bears can smell the settlement – particularly dog food and the dump site." The chance to scavenge easy pickings is tempting, particularly to hungry young bears (typically around three years old) that recently left their mothers and have yet to hone hunting skills – "angry teenagers", as one local calls them.

Even in Greenland, where communities have lived alongside polar bears for centuries, this increase in incursions by huge predators is alarming. "We worry more these days. We're always on the lookout for bears, from the early morning to late at night," explains an Ittoqqortoormiit resident. "We dare not send our children out on their own."

THANKS TO YOU, WE FUND A POLAR BEAR PATROL TO PROTECT SCHOOLS

There have been no reported human deaths or serious injuries from polar bear attacks in Greenland in the past century, but the risks to people and property are growing. "When I was a kid, we never saw polar bears in this area," says one 64-year-old resident. "Now we have to polar bear-proof our cabins. Last spring, a bear smashed all our windows."

One drastic solution to 'problem' bears is to shoot them, which is legal when in defence

of life or property. But given the pressures that polar bears are already facing, having a number of non-lethal options in the conflict toolbox is a must. Though accurate figures across the Arctic are wanting, the Polar Bear Specialist Group of the IUCN estimates a global population of 22,000-31,000, and predicts that this could decline by more than 30% by 2050.

Thanks to your support, we've worked with governments and Arctic communities for over a decade to mitigate the risks to both bears and people. One effective measure you helped us to introduce is polar bear patrols. The first of these was established in 2006 in Chukotka, north-east Russia, where umky (polar bear) patrols use long sticks and other means to drive away problem animals, averting fatal interventions. Today, WWF supports patrols across four countries: Alaska, Canada, Greenland and Russia.

Ittoqortoormiit's community-led patrol was established in 2015, largely in response to concerns about the safety of schoolchildren in the face of increasing bear incursions. Thanks to our members and polar bear adopters, we

- and we fund a patrol each weekday morning before school, during periods of peak bear activity. Typically, the patrol is needed from August, though this year, because more bears were sighted in earlier months, we also ran a patrol in spring. And it's been busy: "In the first three seasons of patrols, I recorded 65 polar bear incidents," reports Kaare.

When the patrol encounters a polar bear near a community, it tries first to drive it away. "The most effective deterrent is the ATV itself – the noise of the engine is usually enough to scare off bears," says Kaare. "If this doesn't work, the noise from a powerful rifle is often effective. We're also testing a loud signal gun."

Running the patrol isn't without challenges, not least keeping the ATV running in such extreme conditions. Only two ships visit Ittoqqortoormiit each year, so sourcing spare parts can take time. And spotting polar bears isn't always straightforward, as one patroller reports: "The landscape is vast and plays tricks on the eyes: sometimes a stone or a patch of snow resembles a polar bear; sometimes things seem closer than they are."

With your support, we're also working to make the settlement less attractive to bears. Though dog food (mostly walrus and seal meat stored outside in wooden boxes) and

AFFECTING POLAR BEARS?

Temperatures in the Arctic are rising at twice the global average

The polar bear's summer sea ice habitat is decreasing by 13% every decade



Catching prey,





denning areas are being lost



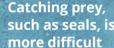


increases risk of



The risk of cubs drowning at sea is increased

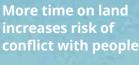


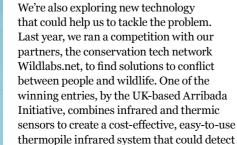












areas where hunters process their catches can

attract bears, the main ursine fast-food joint is

the town dump. "Even fresh polar winds can't

remove the stench," observes one local. "Polar

bears follow the smell of rotting meat – it's a

feast for a starving bear." The town has an

incinerator, but it's ineffective, so Kaare has

been working with the municipal government

in Greenland's capital, Nuuk, to introduce a

system for packaging and shipping out bear-

Such combinations of tactics have proved

effective elsewhere. In 2010, you helped us

resistant steel food-storage bins to the Inuit

community of Arviat in Nunavut, Canada. As

a result, on average seven fewer bears are shot

to introduce polar bear patrols and bear-

each year in defence of life and property.

POLAR BEAR ALERTS

enticing waste.

and identify different species (automatically distinguishing between dogs and bears, say) and send alerts to a patroller's mobile phone.

"Our team is due to test the new sensors at Ittoqqortoormiit's dump this autumn," says Kaare. "I'm excited to find out if it will work and accurately identify bears. If it does, and the range is long enough, we could create a full-time detection and early warning system to keep the settlement and the bears safe."

Of course, local incidents reveal just part of a much bigger picture. To help understand and manage human-polar bear conflicts, we encourage the logging of encounters in the Polar Bear-Human Interaction Management System, a pan-Arctic database mapping hotspots for conflict. But our overall understanding of polar bear ecology is still inadequate. The estimate of the total population is woolly, and nine of the world's 19 subpopulations are classed as 'data deficient', including those of east Greenland (though an ongoing government survey should provide figures by 2022). Obtaining accurate information about bear populations, movements, diet and other details is crucial - and tech advances will again play a key role.

In Nunavut, we joined a team biopsydarting bears to obtain tiny samples of hair, skin and fat, providing genetic 'fingerprints' for individual bears as well as information on their diet and general health. In Alaska and in Svalbard, Norway, we're working with partners to get these same genetic 'fingerprints' from polar bear pawprints left in the snow. We hope that, with refinements and the involvement of local communities, this will contribute towards polar bear

population data across the Arctic. We've contributed to the deployment of thermal imaging for an aerial census of polar bears and ringed and bearded seals in the Chukchi Sea to help survey vast areas quickly and accurately.

> WWF's Kaare Winther Hansen is a biologist. He has lived and worked in Greenland for seven vears and advises communities on ways they can reduce conflict

And we're working with scientists, technicians, engineers and native peoples in Alaska to develop new tracking technology, which could replace unwieldy collars that haven't evolved much since the 1980s.

There's much more to be done. In 2013, the five nations that are home to polar bears renewed their joint commitment to polar bear conservation, developing the Circumpolar Action Plan (CAP), a 10-year strategy with 62 actions. Yet two years in, WWF's scorecard found that only three of those actions had been completed.

That said, there is cause for optimism, not least in the sense of connection and responsibility in local communities. As one young hunter in Ittoqqortoormiit said: "If polar bears were gone from the Earth, we would have failed nature, ourselves and future generations. I cannot imagine living in a world without polar bears, and would feel great guilt if I had behaved in a way that instigated or escalated this situation."

There are clearly some huge threats and challenges ahead for Arctic people and wildlife. But there are also great opportunities - if we can seize them now. With your support, we can chart a brighter future for this spectacular region and its with polar bears magnificent polar bears.

HELP PROTECT THESE ICONS OF THE ICE

Your membership means you're already helping people to live alongside polar bears more harmoniously. But if you'd like to do more, here are three ways to do it:

- Discover how adopting a polar bear today would help us to tackle conflicts in new ways, mitigate the impacts of climate change and help to safeguard the future of the Arctic at wwf.org.uk/adoptapolarbear
- Find out how you're helping to protect the Arctic and its wildlife at wwf.org.uk/arctic
- Find out how to reduce your impact at wwf.org.uk/ footprint

POLAR BEARS

Hungry polar bears raid rubbish dumns near towns, especially young experienced hears and mothers with cubs. This can be dangerous for the people - and the bears

16 | Action *Autumn 2018*

MEET THE DOG DETECTIVE

This is Diva. She's revolutionising efforts to prevent the trafficking of endangered wildlife through one of the busiest ports in the world...

Kenya's Mombasa port is a hot and busy place where many hundreds of thousands of containers arrive and depart each year. The port is also a major hub for the transport of illegal wildlife parts, such as ivory, pangolin scales and rhino horn, from Africa to consumer markets mostly in Asia.

The identification of illegal wildlife goods during transport has proved difficult, as organised criminal syndicates develop ever-more cunning methods to conceal them. For example, beneath 2,000 legal cow horns in a container there might be one small piece

With your support, and in partnership with TRAFFIC, using dogs provided by the African Wildlife Foundation, we're helping Kenya Wildlife Service (KWS) to raise their game in the fight against the illegal wildlife trade here. Dogs have proved to be one way of successfully combating wildlife crime so we're piloting a new detection technique, involving training for two sniffer dogs and their handlers, to help enforcement officers identify and seize illegal goods – and stop traffickers in their tracks.

Six-year-old malinois Diva and five-year-old German shepherd Ram and their Kenya Wildlife Service dog handlers are specially trained to search the shipping containers at Mombasa port for illegal wildlife products.

This can take days, as officials have to wait for the owner of the container to come and open it, so they can perform a search. But with this ingenious new technique, Diva and Ram can analyse the contents of a container just by sniffing an air sample.

Air is sucked out of each container and passed through scent pads. The pads are then presented to the dogs to sniff. If they detect anything suspicious, they give a signal. The process takes just 20 minutes and it allows enforcement officials to swiftly identify which containers need to be opened and searched, and which can be allowed to pass.

Evidence gathered by sniffer dogs is recognised by courts and can be used to help secure the successful prosecution of traffickers. With the help of these canine crime-fighters, we can break the chains and end the trafficking that threatens some of our most precious wildlife.

Find out more about how you're helping to stamp out the international illegal wildlife trade at wwf.org.uk/dogs





The illegal wildlife trade threatens the survival of some of the world's most iconic species. But with your support, we're taking action to prevent poaching, disrupt illicit networks and change consumer behaviour

ulture plays a powerful role," says Cheryl Lo, WWF's wildlife crime expert in Hong Kong. "I learned how to eat using a pair of ivory chopsticks with my name carved on them." Such an admission may seem shocking, coming

from the person leading one of our campaigns to combat wildlife crime. After all, around 20,000 elephants a year are currently being slaughtered in Africa largely to supply this sort of consumer trinket to the Asian market. But it highlights a truth that conservationists cannot ignore: the demand for ivory - illegal or otherwise - is deeply engrained in the culture of China and other east Asian countries.

Reducing demand is pivotal to our campaign against wildlife crime. However hard we work to combat poaching or trafficking on the ground, our efforts will be undermined if people still want to buy the products. Basic market economics dictate that where there's demand, there will always be supply. Our ultimate challenge, in meeting our objective of eradicating wildlife crime by 2030, is therefore to end the demand that drives it.

STAYING ONE STEP AHEAD

Cheryl knows better than most the brutal realities of wildlife crime. Working undercover among traders and smugglers in Asia, and experiencing the challenges faced by anti-poaching teams in the field, she has seen for herself the suffering it causes. Yet she does not rush to judgement.

"People who want to buy ivory are not evil," says Cheryl. She explains that many Asian consumers simply don't understand the ivory trade. "It's a concept that people living in a city find hard to understand. They see only the end product and not the process. Most have never seen a real elephant, and in stores ivory is sold side-by-side with jade."

During the ivory poaching of the 20th century, China was not a key player. But in recent years, the nation's culturedriven appetite for ivory and other wildlife products has been amplified by its economic transformation. "With an increase in disposable income, people are seeking displays of wealth that are often focused on wildlife products," says Tom Milliken, elephant and rhino programme leader of the wildlife trade monitoring network TRAFFIC, one of our partners. "We've never faced a market on this scale before."

In 2018, China took a huge step forward in the fight against wildlife crime by introducing a ban on its domestic ivory trade, thanks to the tireless work of WWF and our partners in the region. However, Tom fears that as long as consumers continue to desire the products, they'll continue





to purchase ivory illegally or from elsewhere in the region. For some, the more exclusive something is, the more desirable it becomes. "People want to own something that's rare, precious and difficult to get," he explains.

Reducing this demand will therefore depend on making ivory not only illegal, but also undesirable – giving it the stigma that it now carries for many people in the west. This will come down to education. Research in China has shown that many people are unaware of the impacts of the trade. Some people, for instance, still believe an elephant's tusks are harvested sustainably and grow back every year, like deer antlers. Until such myths are corrected, people will continue to see no harm in buying wildlife products.

To find out more about attitudes towards ivory consumption in China, last year we worked with TRAFFIC to commission a major piece of consumer research, targeting people in 15 cities across a wide demographic spread. Some key findings have emerged. For instance, today it's largely younger people (between 18 and 30 years of age) who are most inclined to buy ivory. However, these people are also more likely than older generations to be deterred from buying ivory by its associations with animal cruelty and elephant rarity. Many people questioned were unaware of the ivory ban. When it was

explained, however, 86% of respondents said they would support it.

Human behaviour is, of course, a complex phenomenon. But such findings help us and TRAFFIC to make interventions where they are most effective, targeting different consumer groups – from tourists and businessmen, to antique collectors and users of traditional Chinese medicine -

REDUCING DEMAND WILL DEPEND ON **MAKING IVORY UNDESIRABLE**

according to their behaviour and priorities. Research shows that the internet accounts for an increasing proportion of purchasing in China, so we're working closely with social media platforms and technology companies to raise awareness. For example, we are helping the Chinese media to promote the value of experience over material goods as an expression of personal character and status.

Behavioural change doesn't happen overnight. It was not so long ago that consumers in the west had no qualms about purchasing ivory products. "Back in the 50s, travel books in Europe advised people visiting Hong Kong to go to Queen's Road and buy ivory," points out Cheryl. "Europe has already enjoyed a period of transition," she says, "but in Asian countries, the economy took off later than in the rest of the world. Nowadays our consumers in Asia have a new wealth and it's understandable that they want to display it."

But behaviour can change especially in the modern digital world. Japan is one example: this very media-savvy society has seen a rapid recent transformation in attitudes, whereby a younger generation communicating largely through social media has set a new cultural agenda. "We've seen a massive change there," says Tom, describing the almost-total collapse of the country's domestic ivory market. "It's clear that a younger generation have a greater degree of awareness and are just not interested in purchasing ivory."

Youth-driven change, prompted by our campaigns, is also under way elsewhere in the region. In Myanmar, for instance, the recent Voices for Momos campaign (momo being an affectionate term for elephant) has brought together some of the country's best-known artists, sports stars and musicians in a series of high-profile events, including a music festival, that celebrate wildlife and condemn wildlife crime. Their message is loud and

> clear: buying ivory just isn't cool. Nobody doubts that changing hearts and minds is the key to ending wildlife crime in the long term – but there are still short-term battles to be fought. "It's vital

> > that we reduce the demand for people to be buying these products," says Drew McVey, WWF's wildlife crime expert in east Africa. "But behaviour- and culturechange takes time, and if we wait for that to take place, we'll have no elephants left."

Rhino horn is in demand for use in traditional medicine. Increasingly, it's used as a status symbol to display success and wealth

So we're not relaxing our efforts to combat wildlife crime on the ground, whether it's by tackling poachers or breaking the chain of trafficked goods with specially trained dogs (see page 16). Demand reduction strategies must work hand-in-hand with other tactics to combat the illegal wildlife trade.

Meanwhile, all of us opposed to wildlife crime have responsibilities in our own lives - whether as tourists overseas or back home as consumers. We may not be buying ivory or rhino horn, but are we sure that other products we purchase are not putting more pressure on endangered species? It's vital that we all shop responsibly - for instance, by not buying wildlife products while on holiday, and ensuring, for example, that we only buy seafood with the stamp of the Marine Stewardship Council or timber products certified as sustainable by the Forest Stewardship Council.

"Wildlife can't speak to governments or at conferences," says Cheryl Lo, "but we can be its voice, and speak up on its behalf." With you amplifying our messages, we're now speaking out louder and louder sending messages deeper into the cultural heartland of the illegal wildlife trade. The message is simple: don't buy wildlife products. After all, is a pair of chopsticks really worth the life of an elephant?

HELP KILL THE TRADE

You're already helping us to give rangers the tools and confidence they need to tackle poaching, to intercept trafficked goods and target the criminal networks that profit. But we need your help now more than ever before to reduce demand for products like ivory and rhino horn. Every day, the demand for new ivory trinkets means that, on average, 55 African elephants die. A donation could help in the following ways:

- £10 could help pay for sniffer dog training to detect the illegal wildlife parts
- £30 could help pay for a kit to gather forensic evidence at poaching crime scenes
- £50 could help pay for an evidence-led behaviour change campaign to reduce demand for these products

To help stamp out the trade, visit wwf.org.uk/stopthetrade

20 | Action *Autumn 2018*





■ WILD WONDERS

Chiribiquete is a treasure trove of wildlife: these beautiful blue-and-yellow macaws are among the 410 bird species recorded here. So far, scientists have documented almost 3,000 different plants and animals, from jaguars and endangered woolly monkeys to dozens of species found nowhere else on Earth. But we've only scratched the surface – much of the park has yet to be explored, so there are likely to be many more species to discover

CULTURAL HERITAGE

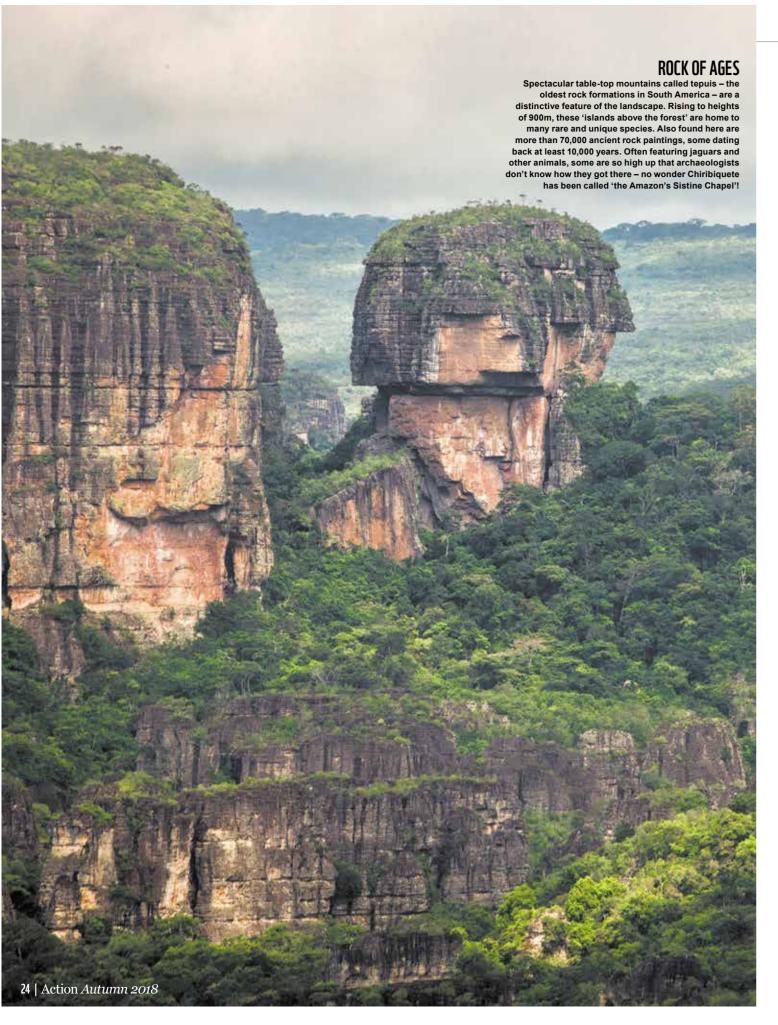
While only the most intrepid explorers have ventured into the heart of Chiribiquete, various indigenous groups including the Murui, Andoke and Muinane inhabit the region. Several communities continue to live in voluntary isolation from the rest of the world. Expanding the area of the national park will help to conserve the forests and rivers that indigenous people rely on, as well as the archaeological sites and sacred places of their ancestors





YOU'RE HELPING TO PROTECT THE AMAZON'S TREASURES

Thanks to your support, we've been working in the Amazon for 40 years and are at the forefront of efforts to protect the forests, species and indigenous people that call it home. With your help, we're engaging communities with conservation. And we're working with governments to find sustainable ways for the area to develop its economy. You can do even more by adopting a jaguar at wwf.org.uk/jaguaradopt



10 WAYS TO GIVE EVERYDAY PLASTIC THE PUSH

Eight million tonnes of plastic end up in our oceans every year. Here's how you can help to reduce the waste by cutting out unnecessary plastic from your day...

Are you sitting down with a lovely cup of tea? Good. This might come as a shock. Your teabags are smuggling unseen plastic into your life! Most teabags in the UK contain a very thin layer of polypropylene plastic. This could find its way from waste facilities into our rivers and eventually the sea. So search out biodegradable or compostable tea bags or just switch to loose tea. It tastes better, it's less wasteful and only takes a little longer to prepare. Surely it's worth the extra effort?

CLEAN UP YOUR ROUTINE

Over the course of our lives, we each use 300 toothbrushes on average. So why not make your mouth a plastic-free zone and swap to a bamboo toothbrush? Yes, they have plastic bristles, but those are almost impossible to avoid. And while you're in the bathroom, don't forget to use a razor with a replaceable head and swap to biodegradable dental floss.



FIX YOUR CAFFEINE FIX

Around 2.5 billion coffee cups are thrown away every year in the UK alone – that's seven million a day! Even though they look like cardboard, disposable coffee cups nearly all contain a layer of plastic, meaning than less than 1% can be recycled. The end result is that, after spending just a few minutes in your hand, most spend up to 50 years in landfill. So don't leave home without a reusable coffee cup or flask. Lots of coffee outlets offer a discount when you use your own cup, and there are many eco-friendly options out there. Why not keep a WWF KeepCup handy?



CUT OUT PLASTIC CUTLERY

Disposable plastic cutlery is one of the worst plastic-pollution culprits. Single-use utensils are used for an average of three minutes and then thrown away. They end up littering our towns and countryside, piling up in landfill or entering our waterways. But it's easy to get in the habit of carrying your own cutlery with you. Simply roll up stainless steel utensils from home in a napkin, buy a bamboo cutlery set or take a spork on your travels. By adopting one of these alternatives, you could dramatically reduce your plastic use.



BRING YOUR OWN BAG

Plastic bags are often used for only a few minutes, but they take hundreds of years to break down. Most of us own reusable bags – the challenge is remembering to take them with us when we need them. One way to remind yourself is to keep a reusable bag by your front door, in your handbag, laptop case, coat pocket, glove compartment... wherever works for you. Just use it!



GIVE BOTTLES THE BOOT

After a workout in the gym, do you head to the shower with an armful of bottles – shampoo, conditioner, shower gel? Go 'naked' and try your toiletries in a solid bar form that doesn't require plastic packaging thanks to its self-preserving composition. Or look online for your local packaging-free shop and reuse bottles for products such as shampoo, shower gel, and even washing liquid and fabric softener (for those sweaty gym clothes!). Plastic bottles are one of the most frequently found items on beach cleans globally, and the lids commonly end up in seabirds' stomachs. So let's give them the heave-ho.



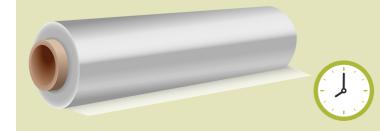
HAVE A PLASTIC-FREE KITCHEN

You want to eat your greens to do right by the planet. But your good intentions are being suffocated by the thin film of plastic covering your veg. The fruit even comes in its own polystyrene tray! To tackle this plastic proliferation, choose loose fruit and veg and pop them in a paper bag, or choose products packaged in glass (for sauces, yoghurt and so on). Alternatively, say hello to a fresh, seasonal box of plastic-free goodness delivered to your door thanks to a veg-box scheme. Or buy from your local farmers' market or greengrocers (and bring your own bags!).



DON'T BE CLINGY OVER DINNER

After a satisfying meal, you want to keep and reuse your leftovers to reduce food waste. But clingfilm is made from crude oil and contains chemicals that could damage your health. So get smart about storing your leftovers and start using glass or reusable containers. Wrap tomorrow's lunch in foil, which is recyclable, or a beeswax food wrap, which is 100% natural and environmentally friendly. This means no nasties will leach into your food in storage – and you can relax knowing you've done your bit for the planet.



MAKE IT THE FINAL STRAW

Plastic straws are sucking the life out of our oceans. They kill and harm wildlife from marine turtles to albatrosses, and take up to 200 years to decompose. But there's an easy fix – if you don't need a straw, don't use one. Just skip the straw (you have to be quick to say 'no straw, please' before your drink turns up). Make sure you let the manager know why you think straws suck! Alternatively, opt for an ecofriendly bamboo, wheat, stainless steel, glass or titanium straw instead.



BE WISE ABOUT WINE

What's more satisfying at dinner time – the sound of a traditional cork popping or twisting off a screw top? Choose wine bottles with natural cork stoppers instead of plastic stoppers or metal screw caps. Cork oak is harvested sustainably and provides a vital home for threatened species such as Iberian lynx and Iberian imperial eagles. Whereas it's sad but true that even metal-looking caps contain BPA, an industrial chemical found in certain plastics that doesn't biodegrade.



JOIN THE FIGHT AGAINST PLASTIC POLLUTION

We need to act now – there's no time to waste. We all have a role to play in tackling the plastic pollution crisis. By making small, everyday changes, we can make a huge difference. Just making one change each day or a couple a week will have an impact. Together, we can turn the tide on plastic and protect our planet. Join the fight at wwf.org.uk/fightplasticpollution







Tony Juniper, WWF's director of campaigns, is a leading environmentalist and author. *Action* asked him how we can fight for our world

Why is the imminent release of WWF's Living Planet Report 2018 so important?

This is a historic moment. The world is finally waking up to the impending mass extinction of our planet's animals and plants. Our research shows that the global food system is the main cause of biodiversity loss - and the single biggest thing we can address to try and halt that loss. The food production system is behind the clearance of natural habitats around the globe, from the Brazilian savannahs of the Cerrado to the rainforests of Borneo. Agricultural chemicals are decimating insect populations, with implications for the thousands of mammals, birds and reptiles that they support. The good news is that we know how to reverse these impacts - globally, as well as in the UK. As we leave the European Union, we've got an amazing opportunity to change potentially destructive farming policies to help nature recover.

If traditional conservation isn't enough to save our planet, what do we need to change?

Wildlife will remain at the core of our work, but we know that protected areas in isolation are insufficient to stem the loss of biodiversity around the globe. Similarly, protecting individual species is not enough – we need to tackle the underlying causes putting wildlife under pressure. Everything is connected, so we need to tackle the wider landscape of issues that affect biodiversity.

So much damage has been caused to the planet, how can we start to restore nature?

The first step is to secure political consensus that we need action. With climate change, we've seen how the convergence of public demand, scientific research and government collaboration has resulted in agreement that we need change. We now get over 30% of our electricity from renewables, and that proportion increases every year. Once people agree that action is required, change follows. But with biodiversity loss, we've yet to build sufficient momentum and consensus to achieve action. We intend to change that.

Is there a conservation success story that shows what's possible?

Recently, I've been inspired by Costa Rica. It's only about a fifth the size of the UK, but it's one of the most biodiverse countries on Earth. It has tropical rainforest, coral reefs, mountains flanked with cloud forests and lots of unique animals and plants. During the 1980s, Costa Rica's forests were cleared to supply beef to the US. Then the government decided this wasn't the best use of the country's resources and began to restore the rainforest. Since the late 1980s, Costa Rica has about doubled its forest area at the same time as its economy. Our job is to show political leaders, businesses and financial institutions that we don't need to destroy nature to develop economies, the opposite is true!

What do you hope we can achieve together?

For nearly 60 years we've had a major impact in slowing the loss of nature. We were involved in many of the big policy changes that protected the world's most incredible areas and helped to protect countless wild species. But now we need to step up another gear. We'll remain focused on the plight of threatened species and habitats, but will also seek to change the way we think about complex systems, including those that feed us and create economic development. Our focus is no longer about stemming loss; it's now about starting nature's recovery.

How can we all help our planet recover?

Many of us already know we can make a difference by making everyday choices that are kinder to our planet and generally living a greener life. These small acts don't take much effort, but they can change the way societies operate and influence politicians' decisions. It's powerful stuff. We're all connected, and each of us has the ability, responsibility and privilege to be an agent of progress.

To do even more to help our work, you can donate at wwf.org.uk/restorenature



HOW TO WIN THESE EXCLUSIVE TICKETS

You'll need to be quick! Send an email with your name, address and phone number, and 'State of the Planet Comp' in the subject line, to **competition@wwf.org.uk** by the closing date: Tuesday 30 October. We can't wait to share this inspiring evening with you.



EXCLUSIVE WWF EVENT

We're giving away two tickets to join world-leading environmentalists at this invitation-only event

Join WWF and guests for an incredible, exclusive evening exploring the future of our precious planet. Winners will attend WWF's State of the Planet Address, alongside a host of world-leading conservationists, environmental experts, celebrities, politicians and business leaders. You'll learn more about the unprecedented loss of nature experienced over the past 40 years and be inspired by the solutions within our reach.

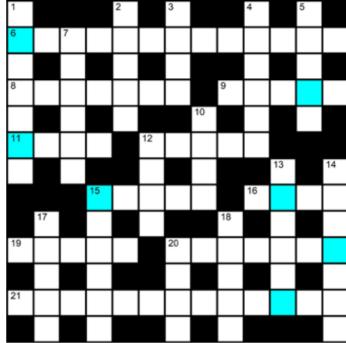
The evening is a unique opportunity to hear first-hand about global sustainability and the actions we can all take to help, from world-leading scientist Professor Johan Rockström, followed by reflections by Sir David Attenborough. It will bring to life how the future of the planet is not a done deal and how we can all join the fight to save our world.

WWF's State of the Planet Address takes place in central London on the evening of Thursday 8 November and will be an unforgettable experience for two lucky people. To be in with a chance of winning the tickets, just follow the instructions (*left*) before Tuesday 30 October, and mark your entry 'State of the Planet Comp'.

CROSSWORD

Solve our crossword and you could win a copy of Red Alert! by Catherine Barr, available online and from book shops for £9.99





WWF Action crossword 38: autumn 2018 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. The closing date is 18 November 2018.

Clues across

- **6** A form of renewable energy generated by water power (13)
- 8 Anti-poaching personnel (7)9 Blazing causes of forest destruction (5)
- 11 _ of God, natural disasters such as floods, earthquakes, etc (4)
- 12 Unmanned innovation used in conservation monitoring as an 'eye in the sky' (5)
- **15** A word we might associate with floodplain, energy and wave (5) **16** Aswan Dam notable flood
- management structure in Egypt (4)

 19 Coniferous region also known as
- boreal forest (5) **20** See 2 down
- 21 Carbon dioxide is an example of one (10,3)

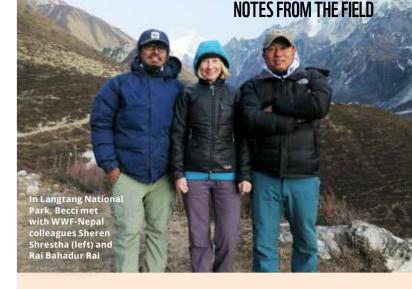
Clues down

- 1 _ imaging cameras, technology helping capture poachers in the act (7)
- 2 & 20 across Electricity generating plant (5.7)
- 3 Mont Blanc is the highest peak of which mountain range? (4)
- 4 One of the defining markings of

tigers (6)

- 5 A big cat such as the critically endangered Sumatran (5)
- 7 Give financial support to organisations like the WWF (6)
- **10** A major fossil fuel (4)
- 12 Long-extinct, flightless species once of Mauritius (4)
- 13 _ Planet Report, WWF global assessment published every two years (6)14 _ pangolin, critically endangered
- species (7)
- **15** Fitted animals for GPS tracking and monitoring (6)
- 17 _ nosed otter, endangered species of Asia (5)
- 18 Wetland area (5)
- **20** Urban haze evidence of bad air quality (4)

SUMMER 2018 ANSWERS:
Prize word: ATOLLS.
Across 1. Animals 7. Algae 8. Threat
9. Public 10. Power 11. Kill 12. Taps
13. Site 14. Amur 16. Bears 17. Pampas
19. Refill 20. Skins 21. English
Down 2. National parks 3. Markets
4. Lead 5. Globe 6. Marine turtles
9. Polar 11. Kemp's 13. Special
15. Spiny 18. Fern



REBUILDING LIVES IN NEPAL

In April 2015, Nepal was devastated by an earthquake that killed more than 8,500 people and left hundreds of thousands homeless. Three years on, when I visited the region, I found that the Nepalese people's commitment to protecting their mountain home is stronger than ever.

As we travelled to Langtang valley, I saw the scars left behind by the earthquake and the resulting avalanche that wiped out Langtang village. We navigated landslides that reconfigured the area's deep, steep valleys, passing village communities in various stages of restoration, where people are rebuilding their lives, brick by brick, from piles of sand and cement. Despite all they had lost, we received a warm welcome wherever we went.

The earthquake also destroyed army and ranger stations around Langtang National Park – home to snow leopards, red pandas, Himalayan tahr (a type of wild goat) and a huge number of other rare animals and plants. The park would have been left unguarded, giving poachers unrestricted access to hunt its wildlife, and in a continued state of devastation, if it wasn't for extraordinary villagers like Tashi Tshering Tamang.

WILDLIFE PROTECTORS

I was sad to learn that Tashi's wife and daughter both died in the avalanche. To cope with such a tragedy, Tashi decided to devote his energy to his community and conservation. Today, he oversees the buffer-zone community groups that support vital conservation work, such as wildlife monitoring, anti-poaching patrols and snare removal, as well as helping local people rebuild their livelihoods.

With your support, we're doing all we can to help Tashi and others improve their lives and protect local wildlife. We're helping to build a new community hall in Langtang village as a social and religious centre. We're supporting a tree nursery to plant saplings on the landslide of Langtang village and other areas to help stabilise the ground, we're providing fuel-efficient heaters that can also boil water, which will help local forests recover, and we're helping to re-establish lost livelihoods through ecotourism.

I promised the amazing, resilient people of Langtang I'd return. I'd like to go on an anti-poaching patrol, stay in a WWF-supported community homestay and take the red panda walking trail route that's being developed. I can't wait to see what the future holds.

Becci

Becci May, WWF-UK's Asian big cat specialist

ZAGGORA ACTIVEWEAR

We have some cosy cotton goodies to give away!



We've teamed up with British activewear brand Zaggora to give away two distinctive sweatshirts from the new Zaggora-WWF clothing range.

The designs feature two of the world's most recognisable animals – the mesmerising tiger for men and the iconic panda for women – and have been carefully made to be stylish, comfortable and long-lasting. These beautiful but hard-working garments are crafted from 100% organic cotton, so they're gentle on the skin as well as the environment, and the striking logos are created with water-based screen printing.

Making the right choices about the food we eat and the clothes we wear can help us all have a more positive impact on the world. We're thrilled that this new collaboration is a shining example of great clothing that doesn't damage our precious planet. And these stylish sweatshirts are guaranteed to keep you warm this winter!

To enter, just follow the instructions (right).

ENTER OUR ZAGGORA GIVEAWAY TODAY

Send an email with your name, address and phone number, and 'Zaggora Competition' in the subject line, to competition@wwf.org.uk

Please tell us if you are male or female, and what size garments you would like. Zaggora sizes range from XS to XXL.

Alternatively, post your entry to Action Mag, WWF-UK, Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL.

The closing date is 18 November

2018. For terms and conditions, visit wwf.org.uk/compterms

30 | Action *Autumn 2018*

AT LEAST

You're already helping, but we need to do even more to highlight the importance of rangers across the globe and push for better training, equipment and insurance for these wildlife heroes.

Find out more at wwf.org.uk/wildliferangers

IN YOUR NEXT ISSUE WWF'S LIVING PLANET REPORT + SUPPORTING RANGERS



For a future where people and nature thrive | wwf.org.uk

@ 1986 panda symbol and @ "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725) FSC logo to go here

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