

# WWF-UK ANNUAL REPORT SUMMARY 2017-18

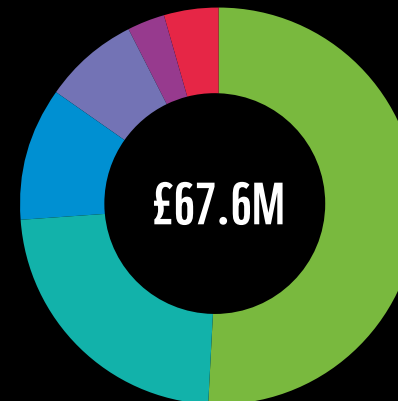


FOR  
YOUR  
WORLD

## RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2018. You'll find more details in our audited Annual Report and Financial Statements, at [wwf.org.uk/annualreport](http://wwf.org.uk/annualreport)

### INCOME



MEMBERSHIP AND DONATIONS **£34.5M**

LEGACIES **£15.5M**

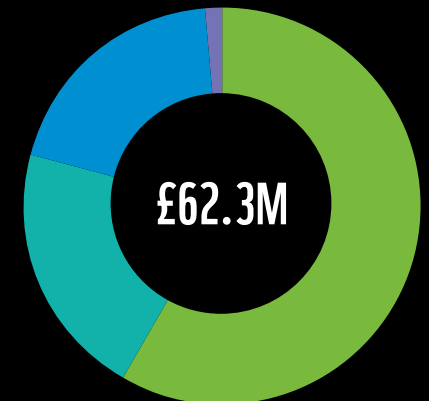
CORPORATE DONATIONS  
AND SPONSORSHIPS **£7.4M**

LOTTERY PROMOTIONS **£5.2M**

AID AGENCIES AND  
GOVERNMENT GRANTS **£2.0M**

OTHER **£3.0M**

### EXPENDITURE



CONSERVATION **£36.4M**

COST OF RAISING FUNDS **£13.0M**

COMMUNICATING, INFLUENCING  
AND AWARENESS **£12.2M**

OTHER **£0.7M**

Our pioneering project to tag Amazon river dolphins in Bolivia, Brazil and Colombia will help us learn more about them and the threats they face – and protect them more effectively, before it's too late. Here, Federico Mosquera from our partner organisation the Omacha Foundation calms a dolphin while it is transported to the tagging site.





“We rely on nature for the food we eat, water we drink and air we breathe. But we are destroying it at an alarming rate: global populations of wildlife have plummeted by 60% in little more than 40 years. We have an incredibly important few years ahead of us if we are to save the planet. Your support is critical.”

**Tanya Steele**  
chief executive



“Our biggest challenge is to persuade the world, and its policy makers and business leaders, of the importance of conserving the biodiversity we have left. We need to do more and we need to do it more quickly. WWF is in the midst of this effort, fighting for nature and the natural world.”

**Sir Andrew Cahn KCMG**  
chair of the board of trustees

## OUR FOCUS IN THE LAST FIVE YEARS

This reporting year was the last in our strategy for 2013-18. During this period we focused on the six 'big wins' outlined here. Through these, we aimed to transform the future for the world's wildlife, as well as rivers, forests and seas in areas we regard as particular priorities. We pushed for the reduction in carbon emissions needed to avoid catastrophic climate change. And we pressed for the true value of natural resources to be reflected in political and economic decision-making.

In the next pages we outline some highlights from the last five years, followed by a selection of our achievements from the past year. You'll find more detail in our full report, at [wwf.org.uk/annualreport](http://wwf.org.uk/annualreport)



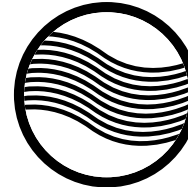
### RESTORING WILDLIFE

We've been working to stabilise or increase populations of 10 of the world's most iconic and threatened species, and to tackle the illegal trade in wildlife.



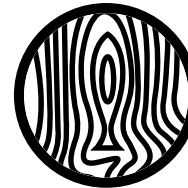
### SUSTAINING FORESTS AND OCEANS

We've been working towards significant increases in the area of forests and oceans that are properly protected and well-managed in places we regard as particularly vital.



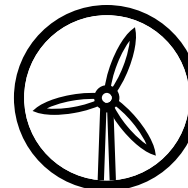
### KEEPING RIVERS FLOWING

We've been striving to secure or improve the flow of four or more of the world's great rivers, and helping to put measures in place to return UK rivers to good ecological health.



### TRADING SUSTAINABLE TIMBER AND SEAFOOD

We've been pressing for radical changes that will transform the timber and seafood sectors in the UK.



### REDUCING CARBON EMISSIONS

We've been developing coalitions that can shift energy policy and reduce carbon emissions in Europe, Brazil, China and India – sufficiently to avoid catastrophic climate change.



### LIVING SUSTAINABLY

We've been addressing the drivers of environmental degradation and promoting a 'one planet' economy where people and nature thrive.



## OUR ACHIEVEMENTS IN 2014 2015 2016 2017 2018

Thanks to our many supporters and partners, we achieved some impressive wins for nature during our 2013-18 strategy. Here are some of the highlights.

2014

**765,000**

Globally, more than 765,000 people signed our successful petition to protect Virunga, Africa's oldest national park, from the immediate threat of oil exploration

**100%**

Through our partnership, Thai Union (John West) made a European-wide commitment to ensure 100% of its branded tuna is sourced sustainably

2015

**ACTION**

WWF and the Angling Trust's judicial review means the UK government must now take action to address agricultural pollution in our rivers and coastal waters

**>50**

Our timber campaign led more than 50 businesses to pledge to procure timber and wood products from legal and sustainable sources by 2020

**2025**

Our campaigning contributed to securing a world-leading UK government commitment to phase out the use of coal in electricity generation by 2025

**1.5°C**

WWF played a key role pressing world leaders for an ambitious agreement at the Paris climate summit

**GOALS**

Many of our asks were incorporated into the aims of the UN's Sustainable Development Goals

**1ST**

Our expert advice helped secure the groundbreaking Wellbeing of Future Generations (Wales) Act, hailed as a world first in putting sustainable development at the centre of public sector decision-making

2016

**3,900**

We've helped achieve a positive trend in wild tiger numbers in all landscapes where we work. The global population of wild tigers increased for the first time in conservation history, to around 3,900

**+17%**

Giant pandas were reclassified as vulnerable, rather than endangered, after their population increased by nearly 17% in a decade

**1.55M SQ KM**

WWF helped in establishing the world's largest marine protected area – 1.55 million sq km of the Ross Sea in Antarctica

**1ST**

We played an important role in securing a global agreement to tackle international aviation emissions – the first ever carbon cap on a global industry

2017

**IVORY BAN**

Strong political commitments have been made to tackle the illegal wildlife trade, including a domestic ivory trade ban in China, which could be a game-changer

**50%**

We secured commitment from the Scottish government to deliver 50% of Scotland's energy needs from renewables by 2030

2018

**>1,000**

Mountain gorilla numbers are estimated to have increased to more than 1,000. As a result, they've been reclassified as endangered, rather than critically endangered

**X3**

23% of UK seas are now designated as marine protected areas – nearly three times the area covered at the start of our strategy

**ZERO**

Our global campaigning helped better protect Belize's fragile barrier reef through a moratorium on oil drilling in its waters. It's led to the reef being taken off UNESCO's 'in danger' list

**>14M HA**

We've helped ensure more than 14 million hectares of forest in the Amazon and east Africa gained new or improved protection

**82**

82 springs feeding the world's largest wetland – the Pantanal in South America – are now being restored (compared to our target of 30)

**10 + 2**

We've influenced action to reduce pollution entering the Ganges, by working with UK leather buyers (10 companies and two trade associations) and their Indian supply chain



## RESTORING WILDLIFE

Stopping the illegal wildlife trade is an urgent priority for us, and this year more than 60,000 of our supporters signed our successful petition calling on the UK government to ban domestic ivory trade. We're providing input to help the government shape the proposed ban. Momentum is building globally, with a particularly significant ban implemented in December 2017 by China, home to the world's largest legal and illegal ivory market. During the year we helped shape the agenda of the 2018 London Conference on Illegal Wildlife Trade, which emphasised the need to regard the trade as a serious organised crime, take urgent collective global action, and redouble efforts to reduce demand.

# 60,000

**MORE THAN 60,000  
SUPPORTERS SIGNED  
OUR PETITION CALLING  
FOR A BAN ON IVORY  
TRADE IN THE UK**

# >4.5M HA

**WE'RE HELPING TO CONSERVE  
MORE THAN 4.5 MILLION  
HECTARES OF FOREST COVER  
IN ACRE, BRAZIL**

## SUSTAINING FORESTS AND OCEANS

We're helping to maintain and conserve more than 4.5 million hectares of Amazon forest cover in Brazil's Acre state. This year we provided training that resulted in greater participation and transparency in decision making to develop landscape-level plans that outline actions to keep forest intact while promoting sustainable development. The plans include clarifying people's land tenure rights and improving sustainable extraction of timber and the supply chains of forest products such as acai berries, rubber and oils. We advocated for policies including a programme known as 'REDD Early Movers', which makes payments to pioneers who successfully reduce carbon emissions by avoiding deforestation.





## **KEEPING RIVERS FLOWING**

The Ganges river, home to Ganges river dolphins and gharials, faces grave threats from pollution. One of the most significant polluters is a cluster of more than 400 tanneries in Kanpur, India. About two thirds of the wastewater produced by tanneries is returned to the river without being treated. Together with our Leather Buyers Platform of UK fashion and equestrian businesses, we're helping to make the business case for tanneries to use cleaner technology. We've assessed the technology and water management practices at 40 tanneries in Kanpur, 45% of which have either met or made great progress towards our highest priority improvements.

**45%**

**45% OF THE TANNERIES  
WE'VE WORKED WITH HAVE  
MET OUR HIGHEST PRIORITY  
IMPROVEMENTS OR MADE  
GREAT PROGRESS**

**85%**

**WE SUPPORTED THAI UNION  
AS IT IMPLEMENTED TWO  
FISHERY IMPROVEMENT  
PROJECTS THAT COVER 85%  
OF THE TUNA ENTERING ITS  
EUROPEAN MARKET**

## **TRADING SUSTAINABLE TIMBER AND SEAFOOD**

We're working urgently to transform tuna fishing and other fisheries across the world so they're sustainable, as 93% of commercial fish stocks are currently either fully exploited or overexploited. In partnership with UK seafood brand John West and its parent company Thai Union, we're working to ensure all the products it sells in Europe come from sustainable sources. We've supported Thai Union as it developed and implemented two fishery improvement projects aimed at transforming fisheries in the Indian and Atlantic Oceans to become more sustainable and meet the Marine Stewardship Council standard. The projects cover 85% of its tuna supply chain entering the European market.



## **REDUCING CARBON EMISSIONS**

Our new report, *Wildlife in a Warming World*, showed that if we don't take urgent action to tackle climate change, we stand to lose almost half the wildlife species in some of the world's most important natural areas. In the UK, we've been lobbying for urgent changes in the way we harness and use energy – for example to power our vehicles and homes. We were pleased the UK government's Clean Growth Strategy included a target we'd called for – that by 2035 all homes must meet an energy efficiency rating known as EPC level C. We've also produced strong evidence to help drive pressure to end the sale of new petrol and diesel vehicles by 2030.

# 2035

**THE UK'S CLEAN GROWTH STRATEGY INCLUDED A KEY ENERGY EFFICIENCY TARGET WE LOBBIED FOR – THAT BY 2035 ALL HOMES MUST MEET EPC LEVEL C**

## **LIVING SUSTAINABLY**

We've been working for several years to influence the UK government's 25-year environment plan – its vision and framework for environmental goals in the UK. The biggest success for us was ensuring it included commitments acknowledging the UK's responsibility for our environmental impacts overseas. After all, the goods we import can lead to problems such as deforestation and declines in many wildlife species. The final plan contained phrasing we'd used in our lobbying, almost word for word. For example, it included an initiative to ensure good governance of global natural resources, which was our concept.

# GLOBAL

**THE UK'S 25-YEAR ENVIRONMENT PLAN INCLUDES WORDING WE'D USED IN OUR LOBBYING, ABOUT COMMITTING TO TACKLE THE GLOBAL FOOTPRINT OF GOODS WE IMPORT**



## WWF CAMPAIGNING TOGETHER GLOBALLY

In an incredible turnaround, this year our global campaigning has led to a breakthrough for one of the world's most diverse ecosystems, the Belize barrier reef – a World Heritage site. After being classed as 'in danger' for nearly a decade, the reef was taken off UNESCO's 'in danger' list.

Just 18 months earlier, we spearheaded an urgent outcry against seismic testing in pursuit of oil just outside the Belize barrier reef reserve. Our action, bolstered by support from more than 450,000 people across the world, helped achieve a landmark moratorium that now prohibits oil exploration on or near the reef.

Belize's government has followed this with strong actions, such as new regulation that protects the country's precious mangroves, and committing to bring in a law that prevents public lands within the World Heritage site being sold. We provided technical advice to the government. Belize is now one of only three countries that prohibit offshore oil activities in all of its waters.

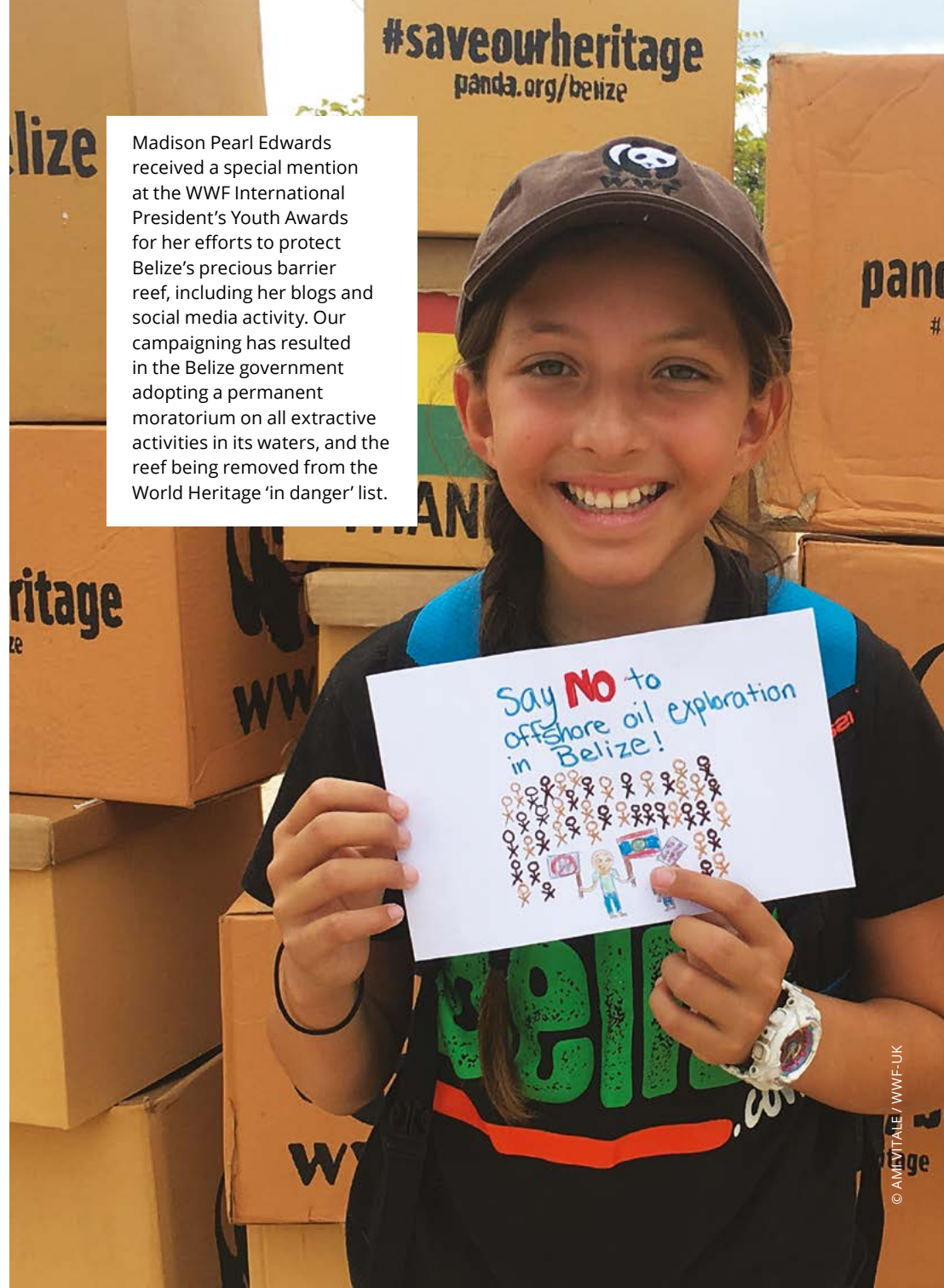
Our research shows around half the world's 229 World Heritage sites listed for their natural values are under threat from harmful industrial

activities such as mining, oil and gas drilling, and large scale infrastructure construction. We know we can't protect them all if we fight threats on an individual basis. So we're also working to prevent investment in harmful industrial activities in these areas.

During the year, there's been great progress in this aspect of our campaign. We celebrated the introduction of a global insurance industry scheme to protect the outstanding universal value of World Heritage sites, via the UN's Principles for Sustainable Insurance – an initiative launched by UNESCO and WWF. Eleven insurers have already signed up. In addition, both Barclays and Standard Chartered made clear they won't finance projects that risk natural World Heritage sites. These moves followed our efforts to turn up the heat on banks, by attending their annual general meetings and challenging them to follow our guidance on creating a strong policy.

We're optimistic that thanks to huge public support, and with banks, investors and insurers telling high-risk industries they don't want their money used to threaten the value of World Heritage sites, more positive changes will follow.

Madison Pearl Edwards received a special mention at the WWF International President's Youth Awards for her efforts to protect Belize's precious barrier reef, including her blogs and social media activity. Our campaigning has resulted in the Belize government adopting a permanent moratorium on all extractive activities in its waters, and the reef being removed from the World Heritage 'in danger' list.





# OUR NEW FOCUS

## Putting nature at the centre of our daily lives

Nature provides our life-support system – we can't survive without it. But our world is under threat like never before. Globally we're using the planet's resources at a rate that means nature now needs life support. Population sizes of the world's wildlife have plummeted by 60% in little more than 40 years, nearly nine square kilometres of forests are lost every hour, and there could be more plastic than fish in the sea by 2050.

It's not too late. We can restore nature. But we have to move fast.

To step up to the many urgent challenges, at WWF we've developed bold new priorities that build on our successes. In the next 10 years, as well as protecting wildlife and habitats, we will tackle the root causes driving nature's decline. And, to reverse the damage and restore the planet's vital signs, we'll focus on greater advocacy and campaigning to achieve policy changes both on the global stage and closer to home.

We're determined to change the food system that currently devastates so much of our wildlife. We're driving greater progress on the changes needed to avert climate change. And we're protecting some of the most iconic species and habitats on our planet.

The next years are critical: we're calling on world leaders step up to make positive commitments on climate and the environment during a series of global meetings in 2020 that will define the future of our world. We want to secure a new global deal for nature and people that will reverse the loss of nature.

From kitchens to boardrooms we're putting environmental issues at the centre of everyone's daily life.

**PLEASE JOIN US: [WWF.ORG.UK/JOIN](https://www.wwf.org.uk/join)**



© NASA

## OUR PLANET, YOUR WORLD

We're determined to halt nature's decline and restore nature. This requires agreements by governments at the global and national levels to make nature a priority. Fundamental to this goal will be a Global Deal for Nature in 2020. Globally, we'll influence decision-making; in the UK, we'll launch a coalition of businesses to help us advocate for a Global Deal; and we'll galvanise the public to hold politicians and businesses to account.

The global *Our Planet* project, in collaboration with Netflix, provides an incredible opportunity to engage hundreds of millions of people in the fight to restore nature – through the TV series and the supporting content. The UK government's 25-Year Plan for Nature and the potential Environment Act also provide big opportunities.







©TRISTAN FEWINGS / WWF-UK

## GROWING SUPPORT

To meet the huge ambition of our new strategy, we need to grow support substantially. So we're focusing on our supporters' experience, reasserting the incredible power of our brand and creating more opportunities for people everywhere to be a part of what we do. We'll demonstrate to a much wider audience how urgent our work is and why we are important to them – and call on everyone to join us to #FightForYourWorld. We're putting the supporter experience first, building deeper relationships with them, developing new ways for people to show their support, and valuing all the ways people support our mission.

## FOOD FOR THE FUTURE

The way we produce what we eat is responsible for almost 60% of global biodiversity loss and up to 30% of our global greenhouse gas emissions. And the expansion of agricultural land to produce animal feed is one of the biggest causes of forest loss. So we're focusing on changing the entire food system – from plant to plate – to make it sustainable.

We aim to increase people's understanding of the links between their food choices and the impacts on nature. We aim to halve the impact of the average UK shopping basket. We're pressing for strong implementation of the new UK Agriculture Bill and post-Brexit trade agreements. And we're working with UK food businesses to dramatically reduce the environmental impact of the food they offer.



Seedlings at a nursery in Amaltari village, Nepal. Sustainable and climate-resilient farming is a priority here – to generate income, but also to anchor soils and increase water infiltration.

© KARINE AIGNER / WWF-US



## CLIMATE AND POLAR

Home to some of the most remarkable wildlife on Earth, the polar regions are among the most vulnerable to the effects of climate change. We want to secure climate and conservation action by ramping up pressure on the UK government to help safeguard the polar regions and to show leadership on climate action by committing the UK to reach zero net emissions as soon as possible in the first half of this century. We're gathering and highlighting clear evidence of the regional impacts and global consequences of the changing climate in the polar regions. We're also identifying major UK business interests in the Arctic and we aim to influence them so they support sustainable development there.

Scientist Jon Aars measures a tranquilised polar bear. To help conserve this iconic species, we need better data to accurately assess how climate change will affect them.

Black rhinos browse in Nairobi national park, just outside the city of Nairobi, Kenya. We're supporting Kenya's national black rhino action plan, which aims to expand the suitable area available for black rhinos in the country and increase Kenya's black rhino population to 830 by 2021.

## THRIVING HABITATS AND SPECIES

Vast areas of our world are being damaged and destroyed at an alarming rate – many rainforests, savannahs, rivers and coral reefs are at immediate risk. It's putting pressure on a huge array of wildlife species, whose population numbers are in sharp decline. It's affecting people who depend on these habitats for their livelihoods. And it's jeopardising nature's ability to provide us with clean air, fresh water, food, fibre and medicines. So we're making a seismic shift in our approach. For example, we're kick-starting a large-scale, long-term programme with governments, businesses and communities, to establish vast green corridors for wildlife. And we're determined to ensure China's Belt and Road initiative follows a sustainable approach. We're also pressing the UK government to deliver a ban on domestic ivory trade, and global governments to commit to tackling the illegal wildlife trade.



## OUR SUPPORTERS

"WWF's achievements are a direct result of the backing of our supporters – from those who have been with us from the day we were founded, through to our vital corporate partners and thousands of schoolchildren. Our work is quite simply your work. We appreciate the decision made by everyone who donates to our cause."

Tanya Steele, chief executive

## WWF AMBASSADORS

WWF ambassadors are distinguished and influential people who are committed to our mission. We greatly appreciate their efforts in support of our work.

*Sir David Attenborough, Sir John Chapple, The Rt Rev and Rt Hon Lord Chartres, Sir Ian Cheshire, Jeremy Darroch, Will Day, Bernard Donoghue, Prof Jonathan Drori, John Elkington, Ben Fogle, Diana Fox Carney, Alastair Fothergill, Anna Friel, Sir Stelios Haji-Ioannou, Jack Harries, Nicola Howson, Sir Richard Kleinwort, Graeme Le Saux, Conor McDonnell, Guilda Navidi-Walker, Stephen Poliakoff, Jonathon Porritt, Lord David Puttnam, Simon Reeve, Miranda Richardson, Prof Callum Roberts, Lord Stuart Rose, Lord Adair Turner, Will Young*

## BUSINESSES THAT SUPPORT US

We have many rewarding partnerships with the business world. These help us to deliver some of the most ground-breaking solutions to the world's biggest problems and promote sustainable business policy and practice. We'd like to thank the following companies for generously supporting our work this year:

*AB InBev, Alpro, Apple, Coca-Cola, H&M, HSBC, Hull City AFC, MBNA, M&S, Next, Pentland, Procter & Gamble (Ariel), Sodexo, Sony, Sky, Tesco, Thai Union (John West)*

*For information about getting your business involved, please email [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)*

## HIGH-PROFILE PEOPLE

We gain strong support from people who use their high profile and online influence to promote us. We greatly appreciate their participation, which allows us to reach even more people across the world.

*Arabella Adaho, Alice Aedy, Tom Aikens, Kate Arnell, Harry Baker, Raymond Blanc, Liz Bonnin, Lotte Bowser, Julia Bradbury, Kirstie Brittain, Jim Chapman, Annie Clarke, Lily Cole, Luke Cutforth, Dominique Davis, Steph Elsworth, Ellie Goulding, Alex Gregory, Finn Harries, Ian Harper, Talilla Jessica, Aimee Kelly, Milly Mallender, Cat Meffan, Sir Andy Murray, Fran Newman-Young, Nelson Piquet Jnr, Aaron Ramsey, Iwan Rheon, Holly Rose, Andy Rouse, Carly Rowena, Gemita Samarra, Nicki Shields, Harry Skeggs, Niomi Smart, Nadia Sparkes, Cel Spellman, Andrew Triggs Hodge, Stephanie Tudgey, George Turner, Zanna van Dijk*

## GLOBAL GAME-CHANGERS

Our Global Game-Changers donate significant funds towards our work to protect and restore our world. We offer sincere thanks to all those who generously supported us this year, including those who wish to remain anonymous:

*Allan & Nesta Ferguson Charitable Trust, Peter N Allman, Clive A Ames, Michael Armstrong, Jolyon and Sam Barker and family, Crystal Amber Fund, Katie Denning, Finance Dialogue, First Names (Jersey) Ltd as Trustee of NET Trust, Garfield Weston Foundation, Dr Sarah Greaves and Dr Nick Harrison, Haworth Booth Charitable Trust, The Herd Lawson and Muriel Lawson Charitable Trust, The Himsworth Family, Hugh Symons Charitable Trust, The Ingram Trust, Jamma International, KMF Maxwell Stuart Charitable Trust, The Martin Laing Foundation, Dr J Milner and Mrs Gounaris-Milner, players of People's Postcode Lottery, The Peter Smith Charitable Trust for Nature, The Pickwell Foundation, Mr and Mrs James Pitt, Anne Reece, Restore Our Planet, Rothera Charitable Settlement, ShareGift, The Shears Foundation, Size of Wales, The Truell Conservation Foundation, The Turney (Animal Welfare) Charitable Trust, The Utermann Charitable Trust, Roy & Mandy of Woodford Heating & Energy Ltd, Lillan and Danny Wylor*

*To find out more about becoming a Global Game-Changer please call **01483 412424** or email [philanthropy@wwf.org.uk](mailto:philanthropy@wwf.org.uk)*


## LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills, and to friends and relatives who made donations in memory. Every legacy is of great value to our work. The following people left especially generous bequests during the year:

*Miss A Bain, Mr MT Bishop, Mrs AD Blackburn, Mr JW Blanden, Ms GP Bradford, Mr R Brewster, Mr RW Bright, Mr DN Campbell, Mrs LD Cooper, Mrs S Cowan, Mrs W Dalton, Mr J Davenport, Ms PR Deeley, Mrs E Douglas, Mr E Flesch, Mr HV Ford, Miss EJEM Godfrey, Mrs VD Goodwin, Miss AH Gray, Mr WT Green, Mr RG Hayward, Ms M Hird, Miss EAC Hounslow, Ms GM Hunt-Jones, Ms EA Jupp, Mr WB Kuy, Mrs H Landry, Mrs BA Long, Ms P Mann, Miss EM Manners, Mr AE Mussett, Mrs MC Nicoll, Ms JMD Norman, Ms RC Northover, Miss IP Potter, Dr J Rimington, Miss JE Roberts, Mr AK Russell, Mr GS Salisbury, Mrs PCH Skinner, Mrs BM Smith, Miss IPJB Stanford, Miss PHW Stevens, Miss IM Stewart, Ms KM Sweeney, Ms WM Taubert, Mrs JH Toms, Mr CP Treanor, Mr WT Truran, Mr PE Wilson, Mrs JC Woodcock, Mr AR Zambra*

*If you'd like to speak to us about leaving a gift in your will, please call our legacy supporter manager on **01483 412459** or email [maria@wwf.org.uk](mailto:maria@wwf.org.uk)*



An aerial photograph showing a large group of whales, likely humpbacks, swimming in deep blue ocean water. The whales are seen from above, with their dark, mottled backs and white underbellies visible. They are moving in various directions, creating white, frothy wakes behind them. The water is a deep, vibrant blue, and the overall scene conveys a sense of vastness and natural beauty.

“Today we have become the greatest threat to the health of our home but there’s still time for us to address the challenges we’ve created, if we act now. We need the world to pay attention.”

**Sir David Attenborough**  
WWF ambassador

## OUR PLANET

*Our Planet* is a landmark collaboration between WWF, Netflix and Silverback Films, which will inspire people around the world to rediscover why our natural world is so vital to us all.

And who better to lead the way than WWF ambassador Sir David Attenborough? We’re delighted that Sir David is providing the voice to the *Our Planet* series, which launches on 5 April 2019.

The world-renowned broadcaster spoke at WWF’s State of the Planet Address about both the *Our Planet* project and the urgent need to solve the problems facing people and nature. He shared his hopes that *Our Planet* will “inspire and delight hundreds of millions of people across the world” by showing them “the natural wonders that remain and the benefit to us in protecting them”.

The series is part of a wider global project. Through a wealth of online resources and educational programmes for schools, we’ll be able to use our expertise in science and conservation to show what we must do now to ensure people and nature can thrive.

“It comes at a unique moment, where we have the chance to put things right,” says WWF’s Colin Butfield, an executive producer of *Our Planet*. “We’re the first generation to know the full impact of what we’re doing to our planet, and the last that has the chance to do anything about it. *Our Planet* will showcase the wonders of our world at the critical time when we need global action to protect it.”



