



Action

THE MAGAZINE FOR WWF MEMBERS

SUMMER 2021

WIN
CHARLIE MACKESY
T-SHIRTS
PAGE 30



HOPE FOR TIGERS

Thanks to you, wild tigers are bouncing back.
But they still need our help to thrive

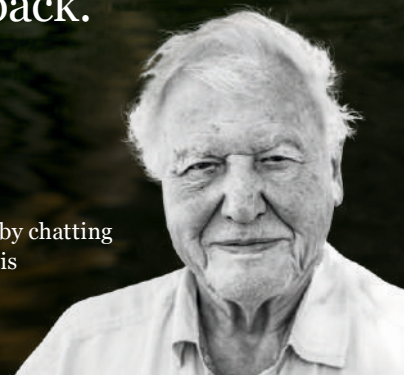


10 WILDFLOWERS TO SPOT

This summer, go on a wildflower safari to discover 10 beautiful blooms that are rich in culture and folklore

CALL OF THE WILD

We launch our new podcast series by chatting to Sir David Attenborough about his hopes and fears for the future



CONTENTS

Full of vibrant blooms and abuzz with insects, wildflower meadows are a treat for all the senses in summer. Tragically, 97% of these precious habitats have been lost over the years. So we're working to fill the UK's fields with flowers once more

TOGETHER, WE DID IT!	4	WILDFLOWER GUIDE	24
A round-up of all you've helped us achieve in recent months		Author Jonathan Drori celebrates 10 of summer's finest blooms	
WWF IN ACTION	6	INTERVIEW: SIR DAVID ATTENBOROUGH	26
Environment news, including our <i>Just Imagine</i> competition		WWF ambassador Cel Spellman launches our new <i>Call of the Wild</i> podcast by chatting to his hero	
TIGERS BOUNCE BACK	10	60 YEARS OF WWF	28
As wild tigers start to reclaim lost lands they once roamed, we need your help to support the people who share their home and keep tiger numbers growing. By Mike Unwin		Dave Lewis, chair of our trustees, reveals his ambitions for WWF and some of the ways you're helping us make a difference	
BIG PICTURE	18	GIVEAWAYS	30
A mighty herd of wildebeest in the Mara reminds us of the importance of protecting ancient wildlife migration routes		Win a Charlie Mackesy T-shirt and Jana Reinhardt jewellery	
MAGNIFICENT MEADOWS	20	CROSSWORD	31
Join our exciting new campaign to restore and protect 20 million square feet of rare wildflower meadows. By Derek Niemann		Solve our crossword to win a copy of <i>Restoring the Wild</i>	
		NOTES FROM THE FIELD	31
		Rishi Kumar Sharma follows his dreams to protect snow leopards	

NATURE'S THERAPY



The smell of wild garlic. The warmth of the summer sun. The rustle of autumn leaves. Did you know experiences like these can support mental health?

A few years ago I was living in London chasing my career. I was tired and stressed. Then I remembered trips I once took to the Lake District and realised how disconnected from nature I had become. I discovered the science showing how being in nature can help reduce stress, anxiety and negativity. I began to volunteer and saw how being outdoors helped people grow and improve their mental and physical health.

I started practising mindfulness on nature walks, and realised there was far more to be seen and heard than I'd ever noticed before. I wanted to share what I had seen and help others feel the same benefits.

Last year, WWF and the Mental Health Foundation produced *Thriving With Nature*, a guidebook to help everyone get outdoors, boost their wellbeing and connect with nature. It couldn't have come at a better time, as many of us have struggled with our mental health while separated from family and friends. We need nature now more than ever, and must strive for a new normal in which we can thrive with nature.

To discover how we're working to protect more meadows, visit page 20 or read the guide at wwf.org.uk/thrivingwithnature
Will Baldwin-Cantello, WWF director of nature-based solutions

“WE'RE WORKING TO RESTORE AND PROTECT 20 MILLION SQUARE FEET OF WILDFLOWER MEADOWS - AND WE NEED YOUR HELP”

MEET THIS ISSUE'S GUEST CONTRIBUTORS



CEL SPELLMAN is an actor and presenter, a WWF

ambassador and the host of our new podcast. Faced with an environmental catastrophe, he says: "My generation has a chance to turn things around and make a difference."



JONATHAN DRORI is an author and WWF

ambassador. His new book, *Around the World in 80 Plants*, brings botany and history to life. Jon says: "I discovered wonderful and frankly bizarre new things about plants."



BECCI MAY is our senior programme

adviser for tigers. "Ten years ago, tiger populations were at real risk of extinction in the wild," she says. "Now they're making a comeback. Their future is looking brighter."

GET IN TOUCH

✉ wwf.org.uk/contact

☎ 01483 426333

WWF-UK Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL

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MEET THE ACTION TEAM

Editor Liz Palmer editor@wwf.org.uk

Editorial executive Holly Towner

Senior supporter engagement manager

Hannah Crawley

Supporter engagement manager

Stephen Osborne

Senior editor Guy Jowett

For Immediate Media Co.

Consultant editor Sophie Stafford

Art editor Nicole Mooney

Production editor Charlotte Martyn

Account manager Katy Hewett

Design director Will Slater

Editorial director Dan Linstead

THANKS TO OUR CONTRIBUTORS

Simon Aguss, Sir David Attenborough, Stuart Chapman, Jonathan Drori, Barney Jeffries, Dave Lewis, Becci May, Derek Niemann, Charlotte Perkins, Rishi Kumar Sharma, Cel Spellman, Mike Unwin

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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

1 UGANDA

YOU HELPED BOOST MOUNTAIN GORILLA BIRTHS

For many years, you've provided crucial support to the International Gorilla Conservation Programme (IGCP) in Uganda, Rwanda and the Democratic Republic of the Congo. IGCP's work with governments and local communities has helped the mountain gorilla population rise steadily to over 1,000 individuals. Last year saw a record 12 gorilla births in just 16 weeks in the Bwindi Mgahinga Conservation Area, one of the three sites where mountain gorillas live. These are the only great apes whose population is increasing. Key to this success is mountain gorilla tourism that ensures the benefits are shared with nearby communities, giving local people a real incentive to help protect gorillas. Unfortunately, tourism has been hit hard by the pandemic – gorillas share 98% of our DNA, so it's vital we shield them from infectious diseases such as Covid-19. Your support will be crucial in helping communities bounce back.



2 INDIA

YOU HELPED GHARIALS RETURN TO THEIR RANGE

The population of critically endangered gharials in India has received a boost, as we've helped release 30 juveniles into Hastinapur Wildlife Sanctuary on the Ganges river. These unusual-looking crocodilians were once found across the Indian subcontinent, but they're now confined to India and Nepal after their numbers declined by up to 98% due to poaching and changes to freshwater habitats. We worked with Uttar Pradesh Forest Department to set up a reintroduction programme in 2008, which has released 818 captive-bred gharials into the Ganges. One individual we released at the sanctuary was later spotted around 915km away – the furthest distance recorded for reintroduced gharials. Local communities play a vital role in conserving the species and we'll continue working with them and the forest department to raise awareness of the threats to gharials, and to increase breeding populations.



3 COLOMBIA

YOU HELPED INDIGENOUS COMMUNITIES TO PROTECT FORESTS

You're helping local people in the Colombian Amazon to guard and conserve their forest homeland. Local and indigenous communities have been guardians of the Amazon for generations, but they need support to protect their ancestral territories from threats such as agriculture and mining, as well as climate change. They also have a key role to play in conserving protected areas. With your support, our colleagues in Colombia have been running a training programme to strengthen governance of indigenous territories. We recently launched a series on radio and YouTube that provides a space to share and learn about the traditions and governance of the peoples in the Putumayo region. You've helped local communities living around national parks to develop alternative livelihoods, including producing honey and growing trees to help restore the forest.



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“ALL OF US HAVE THE POWER TO MAKE REAL CHANGE, AND THE SOLUTIONS ARE THERE”

CEL SPELLMAN, WWF AMBASSADOR



£4.76M

The sum you helped us raise during our UK Aid Match appeal, including £2 million from the UK government

4 KENYA AND TANZANIA

YOU HELPED SUPPORT WILDLIFE GUARDIANS

You're helping Maasai communities in Kenya and Tanzania to coexist and thrive with wildlife such as elephants and lions, thanks to your amazing response to our Land for Life appeal. Maasai people and their livestock have lived alongside wildlife for generations – but the land around them is changing. It's under pressure from habitat loss, privatisation, rising human population and expanding agriculture. With less land to share, there's often more conflict between people and wildlife. With Covid-19 causing the loss of crucial tourism income, our Land for Life appeal helped raise vital funds to support Maasai communities secure sustainable livelihoods while protecting the wildlife with which they share their home.



© AFRICAN PEOPLE & WILDLIFE / FELIPE RODRIGUEZ

6 ANTARCTICA

YOU HELPED PROTECT PENGUINS FROM FISHING

Because of your support, we managed to create a large ocean sanctuary in the Antarctic that will help protect the world's largest Adélie penguin colony. Through a coalition with other environmental NGOs and the krill fishing industry, we secured agreement to make a 4,500 sq km area of ocean off-limits to krill fishing all year round. The area, around Hope Bay in the northern Antarctic Peninsula, is home to a wealth of wildlife including whales, seals and seabirds, all of which depend on krill. The tiny shrimp-like creature forms a fundamental part of the Antarctic food web, but is also caught on an industrial scale for use in fish feed and food supplements. Several giant colonies of Adélie penguins live on the Antarctic Peninsula, but their numbers have fallen in recent years, so protecting their food resources is a vital step to securing their future. Now we're working through the coalition to push governments to create an even larger – and officially designated – marine protected area in the region.



The number of Adélie penguins in western Antarctica has fallen due to a decline in the abundance of their main food, krill

© CHRIS JOHNSON / WWF AUSTRALIA

KOALA © GETTY

5 AUSTRALIA

YOU HELPED KOALAS RECOVER FROM BUSHFIRES

Thanks to your support for our emergency appeal after last year's devastating bushfires, our colleagues in Australia have launched the biggest nature regeneration programme in the country's history. Regenerate Australia aims to restore wildlife and habitats hit by the fires, rebuild communities and lead the country towards a sustainable future. Its ambitious goals include doubling the number of koalas in eastern Australia by 2050, and saving or growing two billion trees in the next decade. Work is already under way, planting more than 100,000 trees connecting key koala habitat corridors. This includes trialling seed-planting drone technology to help us restore koala habitat on a large scale. It's a great example of how we can use technology and innovation to transform conservation work.



WWF IN ACTION

How we're building a better world for wildlife and people

The *Just Imagine* competition has inspired workshops, talks on environmental activism and a sculpture creative challenge, building momentum for positive action on climate and nature. Here are a few of the inspiring entries...

Illustrator Amita Sevellaraja helped promote our *Just Imagine* competition by creating this ocean-themed artwork to inspire other artists to take part

JUST IMAGINE A BETTER FUTURE

We're working with artists to create and visualise a greener future

Art has a vital role to play in both imagining and building a greener, thriving future where nature is at the heart of our decisions. Last year, we launched *Just Imagine*, a nationwide competition inviting creatives from across the UK to visualise what our rebuilt future could look like, and help others to imagine a better world through their art.

This year we have a unique opportunity to restore the balance between people and nature, and move towards a more resilient and sustainable society. And, with the UK hosting the United Nations Climate Change Conference of the Parties (COP26) in Glasgow in November, this is a critical year for environmental action.

Now more than ever, it's important to have conversations within our communities about

the type of future we'd like to see. What would a future look like where we celebrate and protect nature through new laws and lifestyle choices? Would we be living differently, communicating differently, and have a better understanding of how to live in harmony with our planet?

In order to provide a platform for artists to bring people together and spark these conversations around the solutions to the climate and nature crisis, we launched the *Just Imagine* competition. We asked individuals, arts collectives and artist networks across the UK to take inspiration from, and respond to, Sir David Attenborough's film *A Life on Our Planet*. In the documentary, he reflects on the changes to the natural world during his lifetime, and presents his hopeful vision of how we might redress the balance through a shared appreciation of nature.

In total we received 640 outstanding creative submissions, ranging from visual arts and illustration to fashion and textiles, poetry and creative writing. From these a panel of judges – award-winning graphic designer Greg Bunbury, painter-poet Judy Ling Wong CBE and award-winning anthropological future designer Stacie Woolsey – selected 12 worthy winners.

The winning entries are now on display in an online exhibition, and we'll be inspiring others to take action through their art and in their community. During the virtual launch event for the exhibition, we brought together diverse voices and a panel of speakers to kick-start the conversation about solutions to the climate crisis, through discussion on art and community engagement.

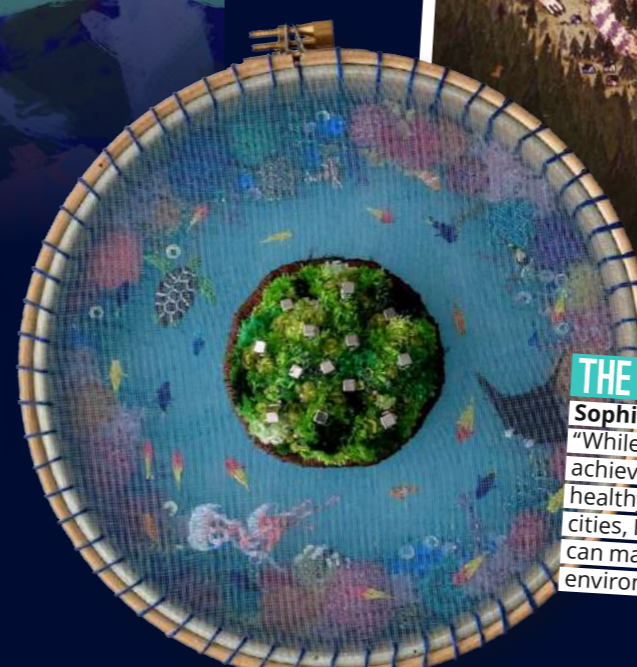
You can visit the exhibition at: wwf.org.uk/just-imagine



LIFT UP OUR PLANET
Amber Young
 "Lift Up Our Planet portrays that each and every one of us has a role to play in supporting our planet the way it supports us"

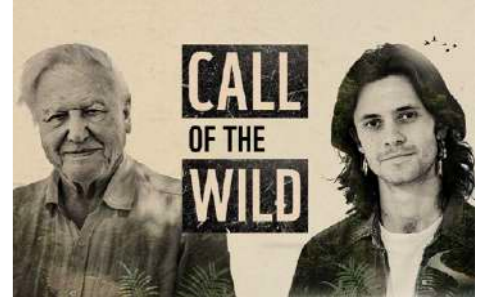


BIGGER THAN ALL OF US
Alfie Bryan
 "This piece reflects the ubiquity of nature, emphasising that nature is bigger than all of us and the Earth doesn't need humans to survive - we need it"



THE WORLD BENEATH
Sophie Sidhu
 "While my artwork focuses on achieving a balance between healthy marine life and sustainable cities, I believe as individuals we can make changes to promote environmental sustainability"

NEWS IN BRIEF



THE WILD IS CALLING! IT'S TIME TO LISTEN

We're excited to introduce our new podcast series, *Call of the Wild*. In each episode, actor, broadcaster and WWF ambassador Cel Spellman explores the threats facing our planet with the help of a famous face or top wildlife expert, and finds out what we can all do to help. The first episode features Sir David Attenborough (see page 26)! To subscribe, search for *Call of the Wild* wherever you listen to podcasts. Join the conversation on social using #CallOfTheWild, or to share what you're doing to help the planet, send a voicenote with details to callofthewild@wwf.org.uk

NEWS IN NUMBERS

6,200

The European bison is officially no longer a threatened species! In the early 20th century, Europe's largest land mammal only survived in captivity. But thanks to successful reintroduction efforts by WWF and others, the population in the wild has increased from 1,800 in 2003 to more than 6,200 in 2019. In the Romanian Carpathians, we helped create a free-roaming herd of over 65 individuals.

250,000

Huge thanks to everyone who has joined our Ocean Hero campaign with Sky Ocean Rescue. So far, more than 250,000 people have signed our petition, tried our Ocean Hero quiz and taken other actions to support ocean recovery. Find out how to become an Ocean Hero at wwf.org.uk/ocean-heroes

NEWS IN BRIEF



© WWF INTL / WWF

WWF PRESIDENT'S FUND FOR NATURE

We were deeply saddened by the passing of HRH The Duke of Edinburgh, the first President of WWF-UK, and then our Global President Emeritus. Prince Philip was a tireless conservationist, and to honour his long-lasting commitment to the charity we've set up the WWF President's Fund for Nature. Thanks to those who've already donated. If you would like to give in memory of Prince Philip, your donation will support essential conservation around the world, as well as bursaries for young environmentalists: wwwf.org.uk/presidents-fund-for-nature



© JUIEJOHN PHOTOGRAPHY

EARTH HOUR INSPIRES STREET ART

A record-breaking 192 countries and territories marked the start of a vital decade for climate action by celebrating Earth Hour on 27 March. Millions of people switched off, and thousands in the UK vowed to reduce their environmental footprint in WWF's My Footprint app. In Wales, three buildings in Rhyll, Treorchy and Cardigan were transformed thanks to a poetry and street-art project with Literature Wales. We worked with local children to write poems about their hopes for a brighter future, and these were turned into beautiful murals by artist Bryce Davies of Peaceful Progress.

A LOCKDOWN 'WILDLIFE WALK' DIARY

During lockdown last year, artist Tony Foster spent his time recording the nature around his home in Tywardreath, Cornwall. Now he's giving back to the natural world by donating over £55,000 to WWF and other wildlife charities, raised by selling prints of his work

Journeying to the world's wildest places has always inspired Tony's art. Last March, he was preparing to canoe Utah's Green river for an exhibition in the US. But when lockdown began, he decided to focus on subjects closer to home. "I normally go for an early morning walk before my day's work in the studio, so I turned that into an experiment to see if I could find something interesting to record in words and pictures each day," Tony explains.

On his walks, he sketched birds and butterflies, flowers and feathers, bark, shells, rocks, beetles – whatever caught his attention. Back at the studio, he converted his notes, sketches and souvenirs from that morning into a small painting – a series of 56 in all.

"It gave me a focus whereby I could achieve something worthwhile every day. The longer it went on, the more beautiful it became," he says. The resulting artwork, *Lockdown Diary – 56 Days*, is now available as a limited-edition, signed and numbered print. Tony hopes to sell all 500 to raise money for charity.

"I had just watched Sir David Attenborough's brilliant but terrifying programmes on the extinction of species," he explained. "I realised this is the most pressing problem of our time, and we must all do what we can. I decided to raise some money for the charities Sir David and Professor Sir Ghillean Prance [botanist and former director of Kew Gardens] suggested are most effective."

On their recommendation, he chose WWF, the Rainforest Trust UK and the Cornwall Wildlife Trust to receive profits from sales. We're hugely grateful for Tony's support. If you're interested in owning one of his original artworks, prints are available from his website for £345 plus £14 post and packing. Visit www.tonyfoster.co.uk



© TONY FOSTER



The Yangtze river flows for 6,300km, more than halfway across China. It's rich in wildlife and vital for people – but also one of the world's most polluted waterways

RIVER RESCUE

This year brought new hope for the Yangtze after the Chinese government passed a historic law to boost the health of the world's third-longest river – following years of work by WWF

The Yangtze river basin is home to up to 40% of China's population as well as extraordinary biodiversity, from giant pandas and snow leopards to Yangtze finless porpoises, Chinese sturgeon and millions of migratory birds. But large stretches of the river and nearby lakes are in poor health, as outlined in our recent *Living Yangtze Report*.

The new Yangtze River Conservation Law, which came into force on 1 March, takes a systematic approach to addressing many of the issues facing the Yangtze from source to sea, and includes a number of our recommendations. From restoring wetlands and reconnecting rivers and lakes, to managing sand mining and protecting flagship species, the law offers real hope for a better future.

In more good news, the Chinese government granted the country's highest level of protection to the critically endangered Yangtze finless porpoise. From now on, anyone caught harming the porpoise will face legal action. Just over 1,000 Yangtze finless porpoises remain in the wild, and the decision is a big boost to our efforts to save this iconic species.

© GETTY

ARCTIC THERMALS

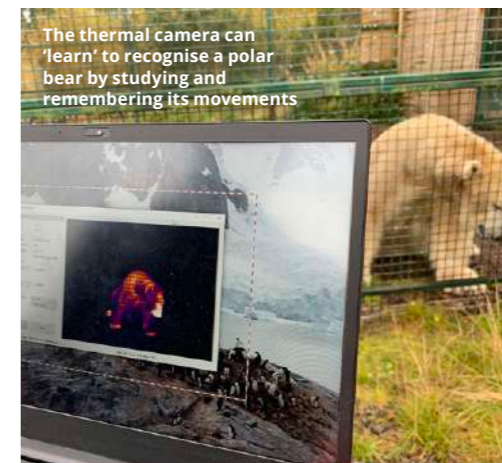
We've tested cutting-edge technology using thermal cameras to help polar bears and people live together more safely

Polar bears are magnificent animals but not the easiest neighbours. We've worked with Arctic communities and governments for over a decade to mitigate the risks to bears and people. As global warming heats the Arctic and melts their habitat, polar bears are coming into closer contact with people than ever before. Bears scavenging for food near settlements can be a danger to residents.

In 2018, we began testing cost-effective thermal-camera technology in Ittoqqortoormiit in Greenland, where the Inuit people are frequently visited by polar bears. The infrared sensors provide a warning system by distinguishing approaching bears from other animals – including Arctic foxes and dogs – using body heat.

Thermal-imaging technology is continually evolving, and things have moved on a lot since then. Our partners are now testing cameras with three times the resolution of our early prototype. They cost less than previous models, and can detect polar bears at greater distances – despite being as small as a matchbox!

Technologist Alasdair Davies has been 'teaching' the new infrared camera system to



The thermal camera can 'learn' to recognise a polar bear by studying and remembering its movements

© ALASDAIR DAVIES

recognise typical bear movements with the help of the polar bears at Highland Wildlife Park in Scotland. "Our aim is to collect thousands of thermal photographs of polar bears to 'teach' the camera what a polar bear looks like, from every conceivable angle, in every pose and stance, in different temperatures and at varying distances," he explains. "Once the camera can confidently detect bears, we'll set up further field trials in the Arctic." If all goes well, the cameras will work alongside other initiatives, such as community-run polar bear patrols, to provide much stronger protection for both people and bears.

It was a historic moment in 2010 when all 13 countries with tiger populations at that time pledged to double wild tiger numbers by 2022 – the Chinese Year of the Tiger. It remains one of the most ambitious conservation goals ever for a single species. This tiger was photographed by a remote camera in Russia's Land of the Leopard National Park, home to most of the world's Amur tigers

For decades, we've worked tirelessly to secure a future for wild tigers. With your support, we've achieved huge successes, but as we approach a key milestone in tiger conservation, we need your help again

The tiger pads along a trail, eyes caught in the camera flash as it stares into the night. The monochrome image, captured remotely on a camera trap last November, may be a little blurred, but what's remarkable is the location. This tiger is in Ilam, eastern Nepal, and at an altitude of 3,165m. Tigers in Nepal are nothing new, but all the known populations are in the southern lowlands. This individual is not only far to the east of its usual range but also far above it. Indeed, it is the highest-altitude tiger ever recorded in Nepal.

"Tigers are rewinding themselves," says Stuart Chapman, who heads WWF's Tigers Alive team. He explains that this cat is a versatile predator, equally at home at 40°C in the steamy tropics and -40°C in the snowy forests of the north. If left alone, all it requires is suitable habitat and sufficient prey. But while finding tigers in unexpected locations might be thrilling, it raises challenges for those trying to protect them. "If tigers are on the move," says Stuart, "conservation needs to keep up with them."

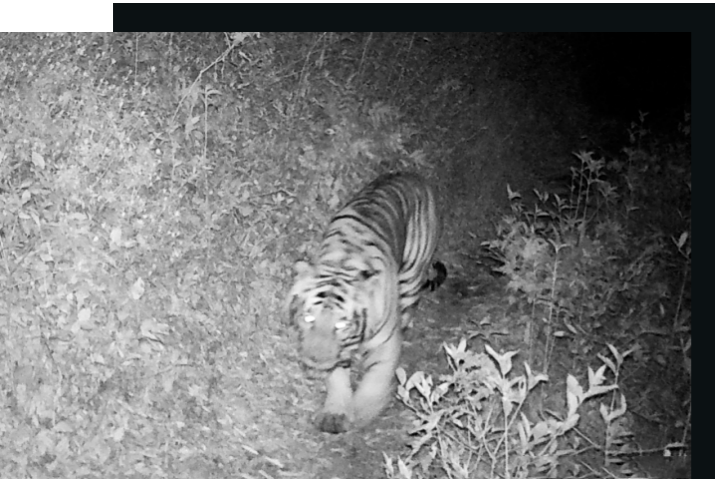
STOPPING THE SLIDE

Tiger conservation has a sobering history. In 2010, surveys revealed the global population had fallen to an all-time low of as few as 3,200 individuals, down from around 100,000 at the start of the 20th century. Under siege from poaching and habitat destruction, the world's largest cat had become one of its rarest. "If that decline had continued," explains Stuart, "this species would have blinked out across its range in Asia."

Urgent action was needed. That year, a tiger summit was convened involving all tiger-range governments, the World Bank, WWF and other partners, at which an ambitious goal was set: to double the number of tigers in the wild by 2022, the next Chinese Year of the Tiger. This bold commitment was dubbed 'Tiger Times Two' – or TX2, for short.

"The goal has catalysed action," says Becci May, our senior programme adviser for tigers. She explains how, with your help, TX2 has provided fresh impetus to WWF's long-running tiger conservation efforts, strengthening our work to combat the threats tigers face and, alongside partners in 14 ►

BRINGING BACK THE ROAR



In November 2020, this tiger was caught on a camera trap set for red pandas, roaming the mountain forests of Ilam at an altitude of 3,165m, the highest ever proven sighting of a big cat in Nepal. The discovery highlights the need to map all potential high-elevation habitats for tigers

different tiger landscapes, pioneering ways to help people and tigers live together. The results have been impressive. Not only has the global decline in wild tigers been arrested, but the population had risen to around 3,900 by 2016. Conservationists are cautiously optimistic that updated survey results will reveal even greater gains since then.

In September 2022, a second summit will be hosted in Vladivostok by Russia's president Putin. There, we hope to join all our conservation partners in reporting that TX2 has catalysed many achievements for tigers and other wildlife, by and for people. So this year, we need a concerted push towards that goal and to agree what to do next.

CORRIDORS AND CONNECTIONS

Nepal's trail-camera tiger highlights a critical element in tiger conservation: the need for more corridors of suitable habitat that link one safe space with another. Nobody is sure where this individual came from – it may have strolled across from India – but in a world of increasing human pressure, remaining tiger populations risk becoming trapped in 'islands' of protection. To secure the species' long-term future, these populations must be allowed to spread out and connect, promoting a healthy gene flow throughout the broader population.

Nepal provides a good example of success in this respect. This is the first tiger range



Spanning 6km at its broadest point and about 1km at its narrowest, the Khata corridor follows the Karnali river to connect Katarniaghat Wildlife Sanctuary in India with Bardia National Park and the foothills of the Himalayas

country to have pretty much achieved the TX2 goal since 2010 in its own right, with the 2009 population of around 120 tigers having doubled to an estimated 235 today.

Bardia National Park, in particular, has seen an impressive recovery. Part of the richly biodiverse Terai Arc Landscape, which straddles south-western Nepal and northern India, this park lies just across the border from Katarniaghat Wildlife Sanctuary in India. Between the two lies the Khata corridor. It was once a degraded and overgrazed area, but we've worked closely with the local community to restore this 13x6km buffer zone, providing natural resources for the community and rich habitat for tigers.

"Forest without grassland is bad for prey because they don't have anything to graze on," says WWF-Nepal senior manager Sabita Malla, explaining how a community-run

programme of controlled burns and regular grass cutting to maintain shorter, nutritious grazing lawns has benefited prey species in Khata. Tigers have been quick to take advantage of this revitalised habitat and are once again moving through the corridor. The population has surged. In Bardia, numbers have risen from just 18 in 2009 to at least 87 today: a nearly five-fold increase.

A similar project is achieving success in the vast temperate forests of the Amur-Heilong region on the Russia-China border. Here, Russia's Land of the Leopard National Park, home to most of the world's Amur tigers (as well as Amur leopards), is contiguous with the North-east China Amur Tiger and Leopard National Park. We're working with Chinese partners, including the nation's first all-female ranger team, to identify and protect tiger dispersal routes in the Dongning forest area between the two parks. Camera

“WHEN TIGERS FIND NEW TERRITORIES, THEY SOON ENCOUNTER PEOPLE”

▼ WWF-Nepal works with the people living in Khata corridor and other buffer zone areas around the park to help them benefit from conservation efforts. Local citizen scientists help biologist Sabita Malla use camera traps to monitor tigers using the corridor, and smart technology is invaluable in tracking the cats and detecting and monitoring threats

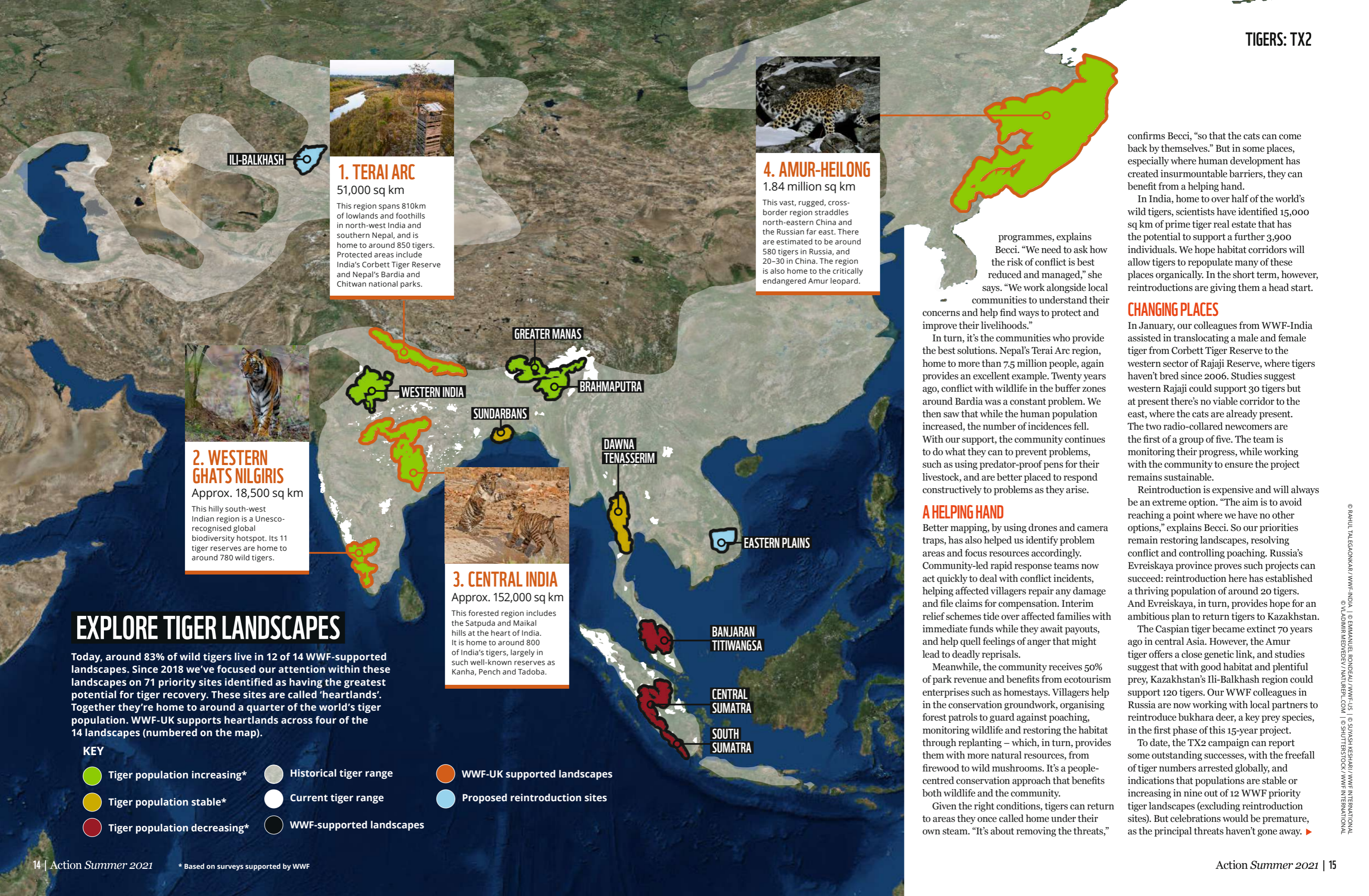


traps are revealing increasing evidence of tigers on the Chinese side. To encourage this natural dispersal, we're supporting projects to conserve and reintroduce key prey species, including red and sika deer. This will provide enough food to attract tigers to new territories and sustain them once they're there.

LIVING WITH TIGERS

When tigers find new territories, they soon encounter people. Today, more than half the world's human population lives within the species' global range, and in the 'buffer zones' around reserves millions of people make their living from the land. Inevitably, some encounters between people and the cats are negative. Tigers predate livestock, especially where they can't find enough natural prey. Occasionally, they even attack humans.

The concerns of local communities are at the heart of all WWF tiger conservation ▶



ILI-BALKHASH



1. TERAJ ARC
51,000 sq km
This region spans 810km of lowlands and foothills in north-west India and southern Nepal, and is home to around 850 tigers. Protected areas include India's Corbett Tiger Reserve and Nepal's Bardia and Chitwan national parks.



4. AMUR-HEILONG
1.84 million sq km
This vast, rugged, cross-border region straddles north-eastern China and the Russian far east. There are estimated to be around 580 tigers in Russia, and 20-30 in China. The region is also home to the critically endangered Amur leopard.



2. WESTERN GHATS NILGIRIS
Approx. 18,500 sq km
This hilly south-west Indian region is a Unesco-recognised global biodiversity hotspot. Its 11 tiger reserves are home to around 780 wild tigers.



3. CENTRAL INDIA
Approx. 152,000 sq km
This forested region includes the Satpuda and Maikal hills at the heart of India. It is home to around 800 of India's tigers, largely in such well-known reserves as Kanha, Pench and Tadoba.

EXPLORE TIGER LANDSCAPES

Today, around 83% of wild tigers live in 12 of 14 WWF-supported landscapes. Since 2018 we've focused our attention within these landscapes on 71 priority sites identified as having the greatest potential for tiger recovery. These sites are called 'heartlands'. Together they're home to around a quarter of the world's tiger population. WWF-UK supports heartlands across four of the 14 landscapes (numbered on the map).

- KEY**
- Tiger population increasing*
 - Tiger population stable*
 - Tiger population decreasing*
 - Historical tiger range
 - Current tiger range
 - WWF-supported landscapes
 - WWF-UK supported landscapes
 - Proposed reintroduction sites

programmes, explains Becci. "We need to ask how the risk of conflict is best reduced and managed," she says. "We work alongside local communities to understand their concerns and help find ways to protect and improve their livelihoods."

In turn, it's the communities who provide the best solutions. Nepal's Terai Arc region, home to more than 7.5 million people, again provides an excellent example. Twenty years ago, conflict with wildlife in the buffer zones around Bardia was a constant problem. We then saw that while the human population increased, the number of incidences fell. With our support, the community continues to do what they can to prevent problems, such as using predator-proof pens for their livestock, and are better placed to respond constructively to problems as they arise.

A HELPING HAND

Better mapping, by using drones and camera traps, has also helped us identify problem areas and focus resources accordingly. Community-led rapid response teams now act quickly to deal with conflict incidents, helping affected villagers repair any damage and file claims for compensation. Interim relief schemes tide over affected families with immediate funds while they await payouts, and help quell feelings of anger that might lead to deadly reprisals.

Meanwhile, the community receives 50% of park revenue and benefits from ecotourism enterprises such as homestays. Villagers help in the conservation groundwork, organising forest patrols to guard against poaching, monitoring wildlife and restoring the habitat through replanting – which, in turn, provides them with more natural resources, from firewood to wild mushrooms. It's a people-centred conservation approach that benefits both wildlife and the community.

Given the right conditions, tigers can return to areas they once called home under their own steam. "It's about removing the threats,"

confirms Becci, "so that the cats can come back by themselves." But in some places, especially where human development has created insurmountable barriers, they can benefit from a helping hand.

In India, home to over half of the world's wild tigers, scientists have identified 15,000 sq km of prime tiger real estate that has the potential to support a further 3,900 individuals. We hope habitat corridors will allow tigers to repopulate many of these places organically. In the short term, however, reintroductions are giving them a head start.

CHANGING PLACES

In January, our colleagues from WWF-India assisted in translocating a male and female tiger from Corbett Tiger Reserve to the western sector of Rajaji Reserve, where tigers haven't bred since 2006. Studies suggest western Rajaji could support 30 tigers but at present there's no viable corridor to the east, where the cats are already present. The two radio-collared newcomers are the first of a group of five. The team is monitoring their progress, while working with the community to ensure the project remains sustainable.

Reintroduction is expensive and will always be an extreme option. "The aim is to avoid reaching a point where we have no other options," explains Becci. So our priorities remain restoring landscapes, resolving conflict and controlling poaching. Russia's Evreiskaya province proves such projects can succeed: reintroduction here has established a thriving population of around 20 tigers. And Evreiskaya, in turn, provides hope for an ambitious plan to return tigers to Kazakhstan.

The Caspian tiger became extinct 70 years ago in central Asia. However, the Amur tiger offers a close genetic link, and studies suggest that with good habitat and plentiful prey, Kazakhstan's Ili-Balkhash region could support 120 tigers. Our WWF colleagues in Russia are now working with local partners to reintroduce bukhara deer, a key prey species, in the first phase of this 15-year project.

To date, the TX2 campaign can report some outstanding successes, with the freefall of tiger numbers arrested globally, and indications that populations are stable or increasing in nine out of 12 WWF priority tiger landscapes (excluding reintroduction sites). But celebrations would be premature, as the principal threats haven't gone away. ▶



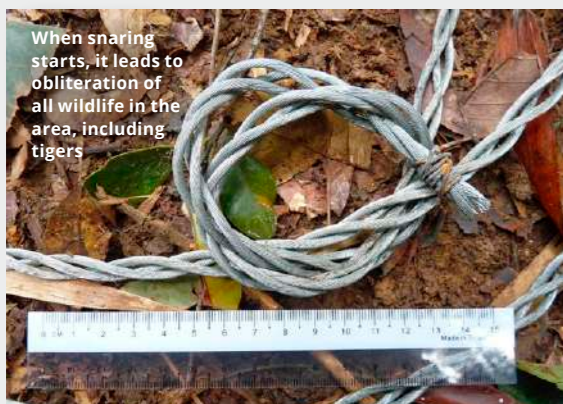
◀ Securing the future for tigers is about more than just saving an iconic species. If tigers are thriving in the wild, it's an indicator that the ecosystem is thriving too. That's good news for wildlife, people and our planet



This tiger was relocated from India's Corbett Tiger Reserve to Rajaji Tiger Reserve to create a viable breeding population. We monitor the translocated tigers, their prey and the habitat, and work with local communities to provide solutions to any impacts of living with tigers

TIGERS IN TROUBLE

Cambodia, Lao PDR, Myanmar, Thailand and Vietnam contain the largest combined area of tiger habitat in the world. But here tigers are under intense pressure. Poaching, typically conducted by specialised syndicates, is the main culprit, with the demand for tiger body parts on eastern markets – for use as traditional medicines (above), tonics or status symbols – continuing to fuel the illegal wildlife trade. Snaring takes a heavy toll: poachers can lay thousands of these simple but deadly wire traps undetected in forests. Meanwhile, policing is undermined by low prosecution rates for poachers, and by the lack of support for rangers: some 60% of rangers in tiger range countries still have no insurance cover for serious injury or death.



When snaring starts, it leads to obliteration of all wildlife in the area, including tigers

In south-east Asia, tigers are struggling. Over the past two decades, they have become extinct in Cambodia, Vietnam and, most recently, Lao PDR, while in Indonesia and Malaysia tiger population trends are uncertain. Poaching for illegal wildlife markets is an ever-present threat (see left). So we're supporting rangers across all our tiger landscapes with improved training and equipment, including the new SMART (Spatial Monitoring and Reporting Tool) tracking technology.

We're also helping range states share their experiences through the Asia Poacher Prevention Working Group, while promoting demand-reduction education to reduce the illegal market. As ever, working with local communities is key. In Malaysia's Royal Belum State Park, where poaching has halved tiger numbers in recent years, WWF-Malaysia has recently recruited a patrol team from the local community. Project Stampede has now recorded an amazing 89% drop in active snares found by patrol teams.

In the past year, the Covid-19 pandemic has also raised new concerns. Social and economic challenges across southern Asia have forced large numbers of people to return from cities to their rural homes. In Nepal's Terai Arc, with homestay tourism

"TIGERS' PRESENCE IN A LANDSCAPE INDICATES A HEALTHY ECOSYSTEM"



Over 7.5 million people live in Nepal's Terai Arc Landscape and depend on its forests for food, fuel and medicine

on hold, local communities are struggling. Chitwan National Park has seen a surge in illegal entries since lockdown, with more cases of illicit logging recorded during the first month (24 March–24 April 2020) than in the preceding 11 months combined. We're working to support those communities most adversely affected.

WHY WILD TIGERS?

TX2 is perhaps the most ambitious single-species international conservation programme ever undertaken. Some might wonder if the money and resources required can be justified. Stuart points to the tiger's great historical and cultural significance worldwide. "If you can save the biggest of all cats," he says, "then surely that's the gold standard for conservation." Beyond the tiger's iconic status, there's its ecological importance. "Tigers are a keystone species," adds Becci. "Their presence in a landscape indicates a healthy ecosystem: they determine the numbers of everything

else." But while large carnivores may be vital for a healthy planet, they have always been among the most challenging animals to protect – partly because of the traditional antagonism from rural communities. "If we can get living with tigers right," explains Stuart, "then we will have the formula for successful conservation of all carnivores." So, is TX2 on track? Come September 2022, will we be able to announce a doubling in tiger numbers since 2010? There's still plenty to do before we'll know, but the signs are positive. "We've been on a remarkable journey since 2010," says Becci, "and shown it's possible to achieve success." Stuart agrees: "We've demonstrated that with the right ingredients, we can have a world with wild tigers." Either way, TX2 is not the end of the story. The threats tigers face today will not disappear overnight. But successes so far prove that, with your support, wild tigers can continue to recover in number and return to lands they once roamed. Tiger conservation, more than anything, is about proving that we can have a world where people and wildlife can live together. TX2 is simply a way-marker on a long journey towards that goal. And tigers are capable of long journeys, as that wandering individual in Nepal proved. They just need our help along the way.

HELP US SECURE A FUTURE FOR WILD TIGERS

With your support we've made great progress, but we need to do more to reach our goal by the end of next year. The tiger summit next September will provide us with a unique and critical opportunity. Will you help us bring back the tiger's roar by making a donation?

- £10** could help compensate local people when tigers prey on their livestock, reducing the risk of retaliatory attacks
- £20** could help establish sustainably run village homestays to help improve people's income while keeping tiger habitat healthy
- £50** could help train an anti-poaching team, enabling them to continue to monitor tigers, remove snares and tackle poaching
- £100** could help support more tiger heartland communities to develop plans to restore and sustainably manage the forests on which they – and wild tigers – rely

Please donate at www.org.uk/tiger-roar

GREAT MIGRATIONS

In one of the world's greatest natural wonders, a thunderous herd of wildebeest create a huge dust cloud on the banks of Kenya's Mara river

Every year, a timeless drama plays out as more than 1.3 million wildebeest follow seasonal rains and lush grass in an enormous loop between the Serengeti in Tanzania and the Maasai Mara in Kenya. On their epic journey, the herds brave rivers full of hungry crocodiles.

The migration takes the wildebeest and 200,000 zebras through a crucial corridor of land that starts in Kenya's Mau forest (the biggest area of natural mountain forest left in east Africa), traverses the basin of the Mara river (the lifeblood of the region) and reaches all the way to the vast grasslands of the Serengeti.

This dynamic and complex landscape is home to thousands of people and is under increasing pressure from climate change, expanding agriculture and fences that block traditional migratory routes for wildlife. Our Land for Life project will support community-led solutions that help people and wildlife coexist and thrive in this amazing place. Find out more on pages 5 and 29.

FLOWER POWER

Our countryside was once full of wildflower meadows, supporting a rich tapestry of wildlife. Tragically, nearly all of these flower-rich fields have been lost to changes in farming practices and expanding towns and villages. But with your help, we can bring them back

The UK's wildflower meadows are rich in life, but around 97% of this precious habitat has been lost. So we've launched an ambitious partnership to restore and create new havens of this rare habitat – and you can help too...

When 10-year-old Thalia's great-grandmother was her age, summers were buzzing with life and colour. Meadows blossomed around her home in maiden pink, forget-me-not blue, corn-marigold yellow and orchids of every hue. The hum of bees was the soundtrack to endless days playing in the fields, and at night, the little girl fell asleep to the calls of corncrakes.

Today the fields are quiet, their colours faded. For every 100 wildflowers that surrounded her great-grandmother, Thalia will find just three today. Has any habitat in the UK seen such a calamitous decline?

During rationing in the 1940s, families were encouraged to grow their own food, and open fields were converted to arable crops. Many more were reseeded with monocultures of ryegrass to feed livestock. The corncrakes and great yellow bumblebees that were familiar to children in the 1930s are now all but extinct on the British mainland. Lost too are the orchids and a litany of meadow plants that largely survive in name only. Our ability to transform the countryside for food production within a human lifetime was a remarkable achievement but, as we are only now fully discovering, it has come at a terrible cost.

BRINGING BACK SUMMER

Thalia's adult cousin Charlotte Perkins may lament the wild wonders that have been lost to the past, but her eyes are fixed firmly on the future. Charlotte is part of the team working on our new partnership with Botanica by Air Wick to restore and protect 20 million square feet of wildflower habitats across the UK – a bold and imaginative initiative to bring back the sounds, colour and scents of summer.

WWF's Simon Aguss, manager of the project, works with farmers to change the way they use their land to benefit nature. The project will concentrate on three areas in the UK, each encompassing the arterial rivers, capillary streams and marshes, ponds and wet meadows of a river catchment, ripe with the potential to bring back wildflowers in all their glory. A water network needs to be matched by a human one: Simon will also be working with a wide range of people and organisations to spark change in rural and urban habitats.

"We will both create and restore habitats," says Simon, "and we will do whatever is most appropriate for each" ▶

GROW YOUR OWN FLOWER MEADOW



1 PICK YOUR PATCH

Whether the area you plan to turn over to a wildflower meadow is flat or sloping isn't a big deal. The most important thing is to choose a bright spot that gets plenty of sunshine.

2 ASSESS SOIL FERTILITY

Wildflowers thrive in nutrient-poor earth. If you grow them in nutrient-rich soil, grasses will choke them out. To reduce fertility, remove 8-10cm of topsoil and replace it with low-fertility soil or wildflower matting, or turn the soil so that low-nutrient subsoil is on top and the topsoil is buried.



3 CHOOSE YOUR SEED MIX

Wildflower seed mixes (including wild grasses such as fescues and bents and not lawn mixes with ryegrass) contain plants such as cowslips, field scabious, knapweed, lady's bedstraw, meadow buttercups, ox-eye daisies and red clover.

4 SOW AND REAP

Scatter the seed thinly, then lightly rake over to stop the birds from eating it. Don't water unless the ground is really dry and don't mow your meadow until late July at the earliest. Cut a couple of times in late summer and the autumn, then leave well alone until the following July. See what comes up!



Sowing strips of wildflowers along river banks and around arable fields provides vital habitat for pollinators. It also helps catch chemical and soil run-off from fields, protecting the watercourses and their wildlife

location. In a neglected meadow, a change in management, such as reintroducing grazing, may produce a more floristically rich habitat. Or we might convert arable fields to new meadows, by working with volunteers to collect the seeds of native wildflower species from local hay meadows and sow them on the bare soil.

"We'll look for opportunities to create multiple benefits for people and the landscape," he continues. "And to identify how we can add more value to our work, beyond just reaching our 20 million square feet target. For example, where there are two separate strips of species-rich grassland on a farm divided by an unproductive patch of arable, we will connect the isolated fragments with a new meadow. Research has shown that conservation works best when it's bigger, better and joined up, so we're applying this principle to the wildflower project."

There'll be other environmental benefits too. "On farms, chemicals such as phosphates and nitrates wash out from the fields into streams and rivers," explains Simon. "This affects the water quality, so anything

"RESEARCH HAS SHOWN THAT NATURE CONSERVATION WORKS BEST WHEN IT'S BIGGER, BETTER AND JOINED UP"

you can do to prevent run-off or catch it before it enters water courses is a good thing.

"Imagine a sloping field with a stream along the bottom edge. If you plough close to the water, there's a risk the chemicals will wash straight into the stream. But if you leave a swathe of permanent vegetation, it will catch the run-off and keep the chemicals in the field. These vital buffers could be a mix of grasses and wildflowers."

There would be an immediate payback for wildlife. Aquatic invertebrates have suffered grievously in recent decades due to pollution. There are fewer mayflies in May and poor pickings for kingfishers, dippers and swallows. This is where a landscape approach makes so much sense – to tackle these kinds of issues you need to clean up whole catchments. Creating buffers of wildflowers along river banks will increase habitats for pollinators and improve the health of the rivers and all the species that rely on them.

The benefits stretch downstream and out to future generations. Wet meadows soak up water and can therefore help reduce flooding elsewhere. Grassland soil contains

more worms than arable land and so is more porous, absorbing and retaining more water.

Flower meadows are also our ally in the fight against climate change. Intensively farmed arable soils have a lower carbon content than permanent meadows, which can build up high amounts of organic matter. There's evidence that permanent meadows can even store more carbon than the equivalent area of woodland.

MEADOW MITIGATION

These are strong arguments in favour of a project that Simon sees as a flagship rather than an end in itself. "We will innovate and demonstrate best practice, showing how it can be done," he says. "Peer-to-peer influence is vital in getting things into the mainstream – farmers want to see other farmers making it work and proving that it doesn't affect their bottom line. Then they will be keener to make similar changes themselves."

Will it work for wildlife? Dave Goulson, adviser to our project, is professor of biology at Sussex University and a founder of the Bumblebee Conservation Trust. "Within a few years, you can have a meadow that looks

WILDFLOWER MEADOWS



lovely, is full of flowers and feeds pollinating insects," he says. "Given the right habitat, insects can breed fast and populations recover quickly. Most species are relatively mobile, so as long as there's an existing population within a few kilometres, they'll get there. It would be fantastic to see great chunks of Britain covered in flower-rich habitat again. It's not too late – these measures could make a huge difference."

There's growing recognition that planting and restoring wildflower meadows will also benefit people – and not just from the aesthetic pleasure. Flowers are scientifically proven to be good for your health. Researchers in Japan have found that being exposed to flowers for a few minutes reduces stress and anxiety. There are even chemical reactions that benefit our physical wellbeing.

As the project begins, Charlotte is full of hope for the future, and dreams of recreating the flower-filled meadows that her and Thalia's great-grandmother once enjoyed. "By the final year of our three-year partnership with Air Wick, we expect to start seeing results," she says. "Together, we can restore the UK's glorious wildflower meadows."

SOW AND REAP

Everyone can give nature a helping hand. Follow the instructions on page 22 to plant one square foot of wildflowers in your garden or window box.

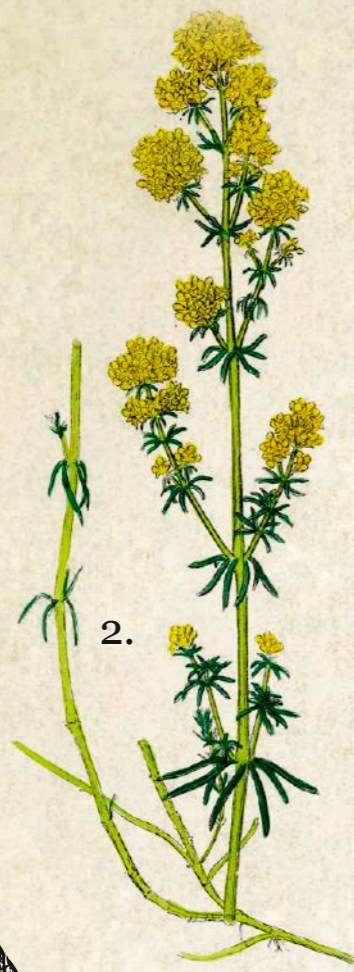
Share your growing tips and beautiful blooms with us on social media using the hashtag **#BringNatureBack** and find out more at www.airwick.co.uk/botanica

Win a responsibly sourced Botanica by Air Wick product bundle, containing the most authentic fragrance experiences. To find out how to enter, turn to **page 30**.





Digitalis purpurea



Galium verum



Trifolium pratense



Achillea millefolium



Arum maculatum



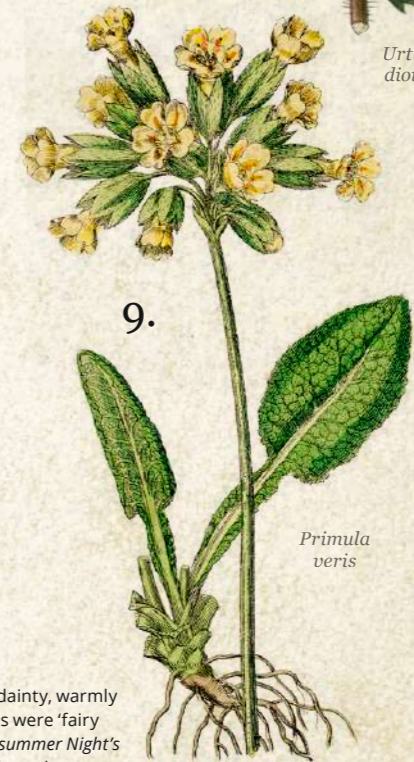
Ophrys apifera



Allium ursinum



Papaver rhoeas



Primula veris



Urtica dioica

10

summer wildflowers to spot

Author Jonathan Drori reveals the beauty, wonder and uses of our native wildflowers

This summer, get outdoors and go on a botanical journey of discovery. Look around you with fresh eyes in fields, waysides and hedgerows for these 10 stunning wildflowers. Each bloom isn't just beautiful, it's brilliant and its story is intricately entwined with our own history, culture and folklore.

1. Foxglove

An imposing plant found on acid soils in open spots of woodland. The flowers have intricate patterns of speckles to attract bumblebees. In Ireland, the story goes that bad fairies gave the flowers to foxes for their feet, enabling them to prowl silently at night. Another name, dead man's bells, warns us that foxglove is the source of a fatal toxin.

2. Lady's bedstraw

A delightful species, bringing patches of yellow to open fields. The sprays of little flowers aren't just pretty, they have a laugh-out-loud, intoxicating scent of warm hay and honey. Crouch low to drink it in and remind yourself why it was once used to stuff

mattresses. The roots and stems yielded a red dye for textiles.

3. Red clover

Chemical fertilisers use fossil fuels in their production but humble, perky clover harbours bacteria in its roots that can grab nitrogen out of the air and make fertiliser using the power of sunlight. It grows wild in grassy places and is often cultivated for cattle-feed or to plough in as green manure. Its nectar is great for bees too.

4. Yarrow

A cheerful plant dotting waysides and pastureland, with small white flowers in clusters the shape of flat umbrellas. Yarrow's alternative name, milfoil, means

'a thousand leaves'. Close-up, they are feathery and delicate. Rubbed on cuts and grazes, the leaves are said to stop bleeding and they make a pleasing-enough herbal tea sipped as a comforting cold remedy.

5. Lords and ladies

A frequent yet remarkable sight, standing calf-high in woods and hedgerows. Surrounded by a pale cowl, a purple flower-spike lures tiny flies with heat and fetid scent, trapping them overnight before releasing the insects, dusted in pollen. The vermilion berries are poisonous to us but beacons for birds, which disperse the seeds. The root starch stiffened Elizabethan lace ruffs and thickened milk puddings.

6. Bee orchid

A gorgeous plant on sturdy stems, at home on disturbed ground – chalk grassland and iron-age earthworks are favourites. A master of deception, its flowers have broad velvety lips and the patterning, fine hair and even faint scent of a female bee – all evolved to convince passing males to attempt to mate with it and thereby carry away its pollen.

7. Ramsons (wild garlic)

A common sight and scent carpeting damp and shady ancient woodlands. Its little bunches of white, star-shaped flowers are pungently garlicky. A handful of leaves, most tender before the flowers open, add zest to a sandwich and enliven salads and soups. Beware: the leaves of lily-of-the-valley look

similar but are poisonous, although it's unlikely to grow profusely, and certainly won't smell of garlic.

8. Common poppy

The poppy's splash of scarlet is familiar on roadsides and the edges of farm fields. Later in the year, the distinctive seedpods will scatter their tiny charges as they sway like so many pepper-pots. The seeds wait patiently in the soil until it is disturbed. First World War battlefields turned red with poppies, which became a symbol of spilt blood and therefore remembrance.

9. Cowslip

Popping up in meadows and pastures, this close relative of the primrose has smaller flowers on erect stems. Shakespeare had it

right – pert and dainty, warmly scented, cowslips were 'fairy favours' in *A Midsummer Night's Dream*. They make a pleasant, honeyish country wine, and boiled flowers were used to treat skin blemishes, perhaps because the flowers are often freckled.

10. Nettle

Ouch! Those stinging hairs deter herbivores but also shelter butterfly larvae from predators. Separate male and female plants have no need for showy flowers to attract pollinators – they throw their pollen to the wind. Look closely against warm morning sunshine and marvel at tiny puffs of pollen being ejected from the male plants. Pick spring tops (with gloves!) and use as spinach. Nutritious and fun.

Around the World in 80 Plants –

the beautiful new book by WWF ambassador and author Jonathan Drori – tells the story of 80 extraordinary plants. Published by Laurence King Publishing (£20), it weaves plant science with history and folklore. We have three copies to give away. To enter, follow the instructions on **page 30**.



In each episode, podcast host Cel Spellman will be joined by different experts and famous faces as he finds out how we can all make a difference. To launch the series, he's joined by a very special guest: Sir David Attenborough



Cel Spellman, actor, broadcaster and WWF ambassador, launches our new *Call of the Wild* podcast by chatting to Sir David Attenborough

CALL OF THE WILD

Welcome to the *Call of the Wild* podcast, in which we explore how we can all make a difference in the fight to save our planet. Sir David, what inspired your love of nature?

I've never met a child older than three or four who is not fascinated by the natural world. It's in you and me and every child, that amazement when you see a slug move over a stone on a bed of slime.

I remember when my godchild turned over a stone in a meadow and said: "Look at that, what a treasure!" It was a slug – and he was right. It's amazing. As you get older, you become interested in other things, such as cars or motorbikes. But if you lose that pleasure of finding joy in the natural world and wanting to know how it works, you've lost a huge treasure.

What's the biggest change to nature you've seen since starting your career?

Humans are now all-pervasive, everywhere. You can't get away from them any more. There are oil slicks and plastic in the most remote parts of the oceans. We have destroyed nature in order to replace it with whatever we choose. And we've done it without thought, over vast areas of the planet, as though the planet belonged only to us.

We depend on the natural world for everything that's beautiful and wonderful, but also we depend on it for every breath of air we take and every mouthful of food we eat. And if we damage the natural world, we are damaging ourselves. And we have been doing that without care for decades.

Do you recall a moment that shocked you?

A moment I remember vividly is the first time I went to a coral reef on the Barrier Reef in eastern Australia. I dived in and instead of seeing the most marvellous, beautiful, extraordinary wonderland, it was a cemetery – it was just white, dead coral. And humanity was responsible.

How about a moment that brought you joy?

The great moments come when you have a vision of the natural world in which humanity doesn't play

a part. I remember a moment at a billabong – a big shallow lake – in northern Australia. We'd gone into a hide before dawn and looked through this little peephole in the side. There were 10,000 egrets and cockatoos and crocodiles and ducks and geese and birds I'd never seen before, all busy squawking away, feeding – just thrilling. It was a vision of the world without humanity, in which a whole complex of organisms all interact with one another, busy about their own affairs, all at peace.

It's a pity I have to say that really, because people are part of the natural world. We have a responsibility for it, because now we're so powerful we can destroy it – and what's worse is that we do. We can squeeze an aerosol and kill insects. We've got mechanical devices that can rip up a meadow or a woodland in an afternoon. We've got methods of tracing every fish in the sea and killing it – and we're actually doing it!

Do you have any tips for people on what they can do to turn things around?

One of the simplest things you should do when you get the chance is to just stop, sit down, don't move, keep quiet, and wait and watch for 10 minutes. Don't get impatient. Doing this in a woodland is extraordinary. There are wonderful things to see and extraordinary things happen. It's most exciting when you don't know the place – for example, a jungle in Costa Rica. You see extraordinary things you really don't know anything about.

What would be your advice for young people who want to make a difference?

Do what interests you, what you think you're good at. The odd thing is that nearly always what you're good at is what you're interested in. Follow that star.

THE WILD IS CALLING. IT'S TIME TO ACT.

To hear the interview in full, or listen to an exclusive bonus episode, subscribe to our podcast. Just search for *Call of the Wild* wherever you listen to podcasts.

60 YEARS OF WWF

1961 - 2021

Dave Lewis, chair of our board of trustees, explains how we're rising to the challenge of restoring nature, and why 2021 is the start of a vital decade for action

As WWF marks its 60th anniversary, the challenges facing the planet have never been more serious. The next decade will be crucial in determining our future, and we're committed to applying our expertise to ensure the best possible outcome.

We know the devastating impact humans can have on both nature and the climate. The recent images of fires in the Amazon and Australia, twinned with the Covid-19 pandemic, show just how fragile our world is. The way we live threatens the survival of all life on Earth. Over the next decade we face a triple challenge: to meet the needs of a growing human population against a backdrop of a dramatically changing climate, and a nature crisis across the land and sea.

Our ambitious strategy aims to meet this challenge, and we're reviewing it now to ensure it has renewed focus, urgency and impact. Everything we do must address the need for a sustainable and fair global food system; avert dangerous climate change; and protect and restore threatened habitats and species, while working with communities and indigenous peoples.

A GLOBAL TURNING POINT

We're in a vital year at the start of a critical decade. In 2021, world leaders will meet to agree a new framework to tackle nature loss and to raise global ambition to tackle climate change, with the UK hosting the second of two meetings. Words without action won't restore our planet and its natural riches, so WWF's focus will be on getting maximum ambition from those global agreements, helping to turn the tide of nature's loss by 2030.

But we can't restore nature alone. With your support, we'll strengthen our work with governments, businesses, other NGOs and the media in greater and bolder collaborations, such as the Land for Life project (opposite), and we'll

take the lead in putting things right – the Wild Ingleborough partnership (see right) is an example of how we'll do that. Without increased cross-sector support, we can't deliver the huge shifts needed to help nature recover.

When people ask me why I joined WWF, I tell them: "Just watch *David Attenborough: A Life On Our Planet* and you'll understand." We have a unique opportunity to make an impact in the next 10 years, and must seize the chance to drive change. In the film – produced by Silverback Films and WWF – Sir David lit the touchpaper for action in 2021 and the years to come. It's for us all to respond, whether as individuals deciding what to eat, businesses considering what to sell, or politicians voting on environmental laws.

In the coming years, we'll need to meet new and demanding challenges and increase our impact. I'm determined all of WWF's work will focus on driving ambition to cut emissions, restore nature and make the changes needed to the global food system to ensure we can live sustainably on our shared planet. This must be a decade of action.

Ours is a huge agenda, and we're only at the start of an ambitious journey. But humanity can make a difference when we act together – we've woken our leaders up to climate change, brought rare species back from the brink and made sacrifices during Covid-19 lockdowns. By 2030, wildlife could be recovering. We could be well on the way to the greener, cleaner, fairer future we need. We can all help protect nature, and together we can save the one place we all call home.

WE CAN'T RESTORE NATURE ALONE. TOGETHER WE CAN TAKE THE LEAD TO PUT THINGS RIGHT

Last year taught us to appreciate the wildlife on our doorsteps – birdsong, wildflowers, autumn leaves. Nature has supported us in these challenging times, but it's under threat like never before

We need everyone – the public, businesses and governments in the UK and overseas – to act. Working together, we can put nature at the heart of all the decisions we make in our everyday lives.

This year, with your support, we're launching some truly ambitious programmes to create healthy, sustainable landscapes that balance the needs of people and wildlife while providing nature-based solutions to climate change.

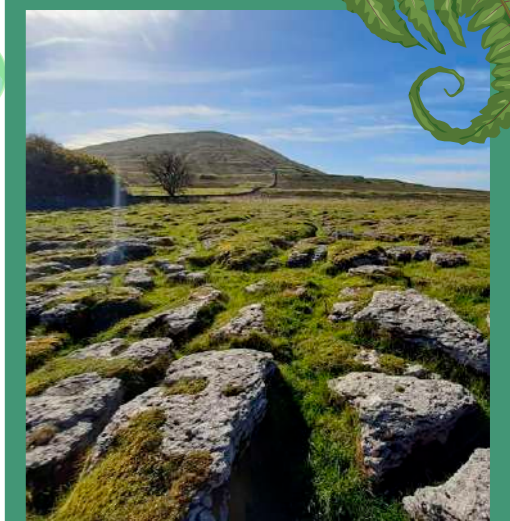


LAND FOR LIFE

The savannahs of east Africa are lands of lions, elephants, leopards and vast herds of wildebeest, zebras and gazelles. But this *Lion King* landscape is home to people too, such as the Maasai, who have herded their cattle here for generations.

As the region's human population grows and the climate changes, it's vital to find ways for people and nature to coexist and thrive. Our Land for Life project, funded by our UK Aid Match appeal, aims to improve the wellbeing of more than 27,000 people in a vast area of community lands between southern Kenya and northern Tanzania.

Working closely with communities and other partners, we're supporting local people to benefit from managing their natural resources sustainably. From solutions to reduce conflict between people and wildlife, to improved farming practices, land-use planning and the development of nature-friendly business enterprises, we're helping to maintain and develop healthy landscapes that support people's livelihoods and help protect wildlife.



WILD INGLEBOROUGH

Closer to home, we're involved in habitat restoration, regenerative farming and nature tourism through the Wild Ingleborough partnership with Natural England, Yorkshire Wildlife Trust, the University of Leeds, United Bank of Carbon and the Woodland Trust.

Ingleborough is the second-highest peak in the Yorkshire Dales, and we want it to be a beacon of nature recovery. The vision is to restore the whole of the landscape, from the River Ribble up towards the 723m summit, in a way that will benefit people, nature and climate.

We're working with landowners, farmers and communities to restore and reconnect a patchwork of wildlife-friendly habitats including broadleaf woodland, upland heaths, bogs and wildflower grasslands.

A wilder Ingleborough will support a greater diversity of birds, mammals and invertebrates, as well storing carbon, helping to reduce flooding and boosting the rural economy by attracting tourists and local investment.



WIN!
A LIMITED EDITION
CHARLIE MACKESY
T-SHIRT

CHARLIE MACKESY ELEPHANT TEE

We're giving away three **Charlie Mackesy T-shirts** featuring an adorable elephant with the beloved characters from his book

Author and illustrator Charlie Mackesy is helping WWF raise funds to help protect elephants and their habitats, and support the communities that share their home.

Our limited-edition T-shirt sees an endearing elephant joining Charlie Mackesy's beloved characters the Boy and the Mole from his famous book *The Boy, the Mole, the Fox and the Horse*.

"I've always loved elephants," says Charlie. "To me, their faces look a bit like a heart. Our connection with animals is more important now than ever, and I wanted to draw the intimacy between the boy and the elephant."

Charlie grew up on a farm surrounded by animals. "Little did I know that during my lifetime so many species would come under threat," he says. "Elephants are struggling, so it's a huge privilege for me to support, in some small way, what WWF is doing."

We have three T-shirts to give away, which are made from 100% GOTS (Global Organic Textile Standard) organic cotton and are printed in the UK with AZO-free inks. To enter, follow the instructions (below) and mark your entry '**Charlie Mackesy Competition**'.

ANIMAL NECKLACES

We're giving away three exquisite **Jana Reinhardt silver necklaces** inspired by endangered wildlife

Jana Reinhardt's love of the outdoors and nature is evident in every detail of her adorable and amazingly lifelike animal pendant necklaces, from their minute whiskers to their tiny paws. "I look for a pose that suits the species' character," she says. "I love trying to capture their expressions. I'd happily spend all my days handcrafting tiny animals. They're so interesting in the way they look and move, the things they can do. Amazing!"

Working with her husband, goldsmith Ross Cutting, Jana's jewellery is tactile, wearable and made to last. "We like to think of every item we make as a potential family heirloom," she says. "Sustainability and respect for the world's natural resources are important to us, so we use 100% recycled sterling silver, to avoid destructive mining practices."



We have three necklaces to give away, and you can choose your favourite animal from an African elephant, black rhino, king penguin, orangutan, polar bear or tiger. Each miniature pendant is hand polished and comes on an adjustable chain. To enter, follow the instructions (right) and mark your entry '**Jana Reinhardt Competition**'.

© ROSS CUTTING

HOW TO ENTER ACTION GIVEAWAYS

Send an email with your name, address and phone number, along with Charlie Mackesy Competition, Jana Reinhardt Competition, Botanica Competition or Jonathan Drori Competition in the subject line, to competition@wwf.org.uk

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

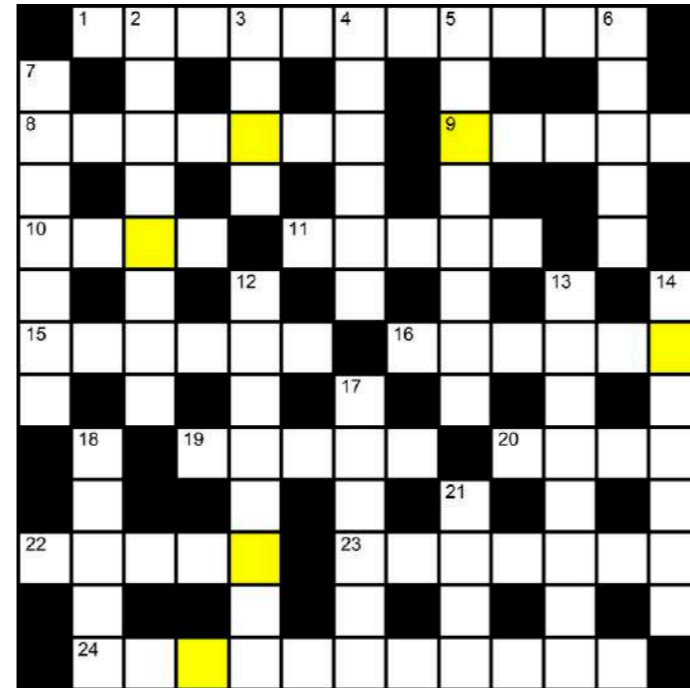
Only one competition per entry. Closing date: Friday 23 July 2021. For terms and conditions, visit: wwf.org.uk/compterm



Rishi senses the snow leopard's majestic presence in the mountains around him - but only catches fleeting glimpses

CROSSWORD

Solve our crossword and you could win a copy of Roy Dennis' book *Restoring the Wild: Sixty Years of Rewilding Our Skies, Woods and Waterways* (William Collins, RRP £18.99)



WWF ACTION CROSSWORD 48: Summer 2021 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 Friday 23 July 2021.

Clues across

- 1 Bluebells and scarlet pimpernels are examples of such flora (11)
- 8 _ far east, home to the Amur tiger (7)
- 9 _ violet, variety of wildflower (5)
- 10 A healthy activity for both mind and body - all it needs is legwork! (4)
- 11 Living Planet _ , a measure of biological diversity also known as the LPI (5)
- 15 The great outdoors - a positive influence on our wellbeing and mental health (6)
- 16 _ borealis, phenomenon also known as the Northern Lights (6)
- 19 The other name for Australia's Ayers Rock (5)
- 20 _ rain, environmentally harmful precipitation (4)
- 22 River drainage area (5)
- 23 Geological deterioration process (7)
- 24 A water-generated form of renewable power (5,6)
- 3 _ irrigation, a water-saving system (4)
- 4 Pacific Ocean weather pattern with far-reaching impacts on climate (2,4)
- 5 Careless in one's use of resources such as food, water and energy (8)
- 6 _ whale, biggest of the toothed whales (5)
- 7 Cultivating crops, trees, plants, etc (7)
- 12 The largest subspecies of Asian elephants are found here (3,5)
- 13 Tigers are among the notable victims of this criminal act (8)
- 14 Green spaces commonly right in our own backyard! (7)
- 17 Turn to ice (6)
- 18 This iconic panda is huge! (5)
- 21 North _ , northernmost point on the globe (4)

Spring 2021 answers

Prize word: SHELLS
Across 4. River 5. Sea bass 8. Hector's 10. Misty 11. Deep 12. Battery 15. Fishing 16. Blue 19. Trail 20. Biomass 21. Reserve 22. Selva Down 1. Orchids 2. Argon 3. Mammoth 5. Sustainable 6. Australia 7. Soya 9. Chemicals 13. Cholera 14. Persian 17. Star 18. Horse

Clues down

- 2 Prevent heat loss around the home to save energy (8)

LURE OF THE HIMALAYAS



I grew up in a small village in India, listening to my grandmother's magical stories about a leopard that would come down from the Shivalik foothills in the outer Himalayas to drink from the village pond.

I hid behind a huge ficus tree for days, keeping watch and hoping the thirsty cat would appear again - but it never came.

As I got older, whenever I was out walking in the hills, collecting wood or wild fruits or herding cattle, my gaze would rise to the stunning vistas of the snowcapped Pir Panjal range. I wondered what lived in those mountains, so far away. A friend who had a farm up there told me about a mythical creature called the *him tendua*, the leopard of the snows. Sometimes, he said, the cats would kill livestock and then the community would retaliate - with fatal results. Today, numbers of these mysterious creatures are dwindling.

THE MAKING OF A SNOW LEOPARD SCIENTIST

I decided to study big cat conservation and by 2006 I was helping to tackle India's tiger crisis. While these majestic stripy felines excited me, the mountains beckoned and the distant pull of the Himalayas grew ever stronger. In 2010, I got my chance to learn about the animal that had captivated my imagination since I was a child. I discovered that due to their vast home ranges, snow leopards are extremely rare and hard to see. In even the best habitat, there might only be one cat in every 100 square kilometres. So I felt privileged and full of joy when I did catch a glimpse, however fleeting, of a snow leopard. Most of the time, just to walk in their Himalayan kingdom and sense their presence in the ridges and cliffs, the valleys and rocky outcrops, was enough. Snow leopards are the soul of the high mountains.

Today, I continue to chase the ghost of the mountains as the leader of WWF's global snow leopard conservation programme. Our work is critical to the survival of the species. Less than 3% of its habitat has been rigorously studied or surveyed, so there's lots more for us to learn. My work provides crucial insights into the lives of these shy and threatened animals and how we can help them live in peace with local people. I believe that, together, we can secure a future for these beautiful cats.

Rishi Kumar Sharma

Science and policy lead, snow leopard conservation, WWF

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A LOVED ONE REMEMBERED

A WORLD PROTECTED

Donating or fundraising in memory of someone you loved is a special and meaningful way to remember them. From creating a tribute fund, collecting donations at their funeral or memorial, or taking part in an event in their name, you can honour their life, while fighting to protect the world they loved.

To find out more, please contact Rebecca or Maria by phoning 01483 412153, emailing inmemoryteam@wwf.org.uk or visiting wwf.org.uk/giveinmemory

GIVE IN THEIR MEMORY. FIGHT FOR YOUR WORLD.



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