



DO IT FOR YOUR PLANET

Action

THE MAGAZINE FOR WWF MEMBERS

SPRING 2018

WIN!
CANON 10X32 BINOCULARS
WORTH £1,299
See page 30



IN THE LINE OF FIRE

How you're helping to protect Africa's elephants from the devastation caused by poaching



OUR CHANGING WORLD
A warming climate is affecting the planet's most precious wildlife – see how we're rising to the challenge

FUNDRAISING YOUR WAY
Five inspirational stories of supporters doing something they love for our planet

CHASING SHADOWS
Stunning photos of the majestic but secretive jaguar in its forest home





They're strong and smart, but vulnerable and in need of our help. Today, more African elephants are killed by poachers than are being born, but with your support we can give calves like this one a safer future

STANDING UP FOR OUR PLANET

There are few more heartwarming sights than that of a mother African elephant tenderly helping her calf to discover the world. But sadly, elephant families and other precious wildlife are increasingly threatened by an unprecedented spike in the illegal wildlife trade, which could overturn decades of conservation successes. It's the biggest direct threat to many of the world's most threatened species – and that's why it's our priority to stamp it out.

Thanks to your support, we're tackling the illegal wildlife trade on the ground and beyond – supporting anti-poaching teams, developing new preventative technology and improving intelligence gathering for prosecution. But this year we want to do even more.

For many species, life will be made more challenging by climate change, which is altering natural environments quicker than animals, plants or people can adapt. But with you on our side, we're already helping to fight these global crises.

We need your continuing support now more than ever. This is the year we must all take a stand for the planet – to create an unstoppable movement that will end the illegal wildlife trade by 2030 and radically reduce our impact on the climate. We can do it.

CONTENTS

TOGETHER, WE DID IT! 4	FUNDRAISING, YOUR WAY 26
A round-up of all you've helped us achieve in recent months	Big or small, do something you love to raise funds for something we all need: our amazing planet
WWF IN ACTION 6	OVER TO YOU 28
Environment news, including our work to ban the UK ivory trade	Your adventures at sea and other great ways you've helped to support our vital work
ELEPHANTS UNDER ATTACK 10	GIVEAWAYS 30
We explore the devastating impacts of poaching on these intelligent and social animals	Win an incredible pair of Canon 10x32 binoculars, worth £1,299, and a beautiful snare art bracelet from our shop
BIG PICTURE 16	CROSSWORD 31
An extraordinary insight into the nightly antics of a giant anteater	Solve our crossword to win a copy of a new British wildlife photo book
FINDING THE SHADOW CAT 18	NOTES FROM THE FIELD 31
Mysterious and elusive, jaguars are seldom seen. But they're still hunted for the illegal trade	WWF's Melanie Lancaster experiences close encounters of the polar bear kind in the Canadian Arctic
OUR CHANGING WORLD 22	
We explore how climate change will affect some of the planet's most precious wildlife	

MEET THIS ISSUE'S CONTRIBUTORS



DREW MCV EY is our wildlife crime expert in east Africa.

He's seen first hand the devastation caused by poaching. He says: "It feels like an arms race. I've seen things out here that are too horrific to share, but we're making a difference."



MELANIE LANCASTER, our expert on Arctic species,

encountered more polar bears than she expected in the Canadian Arctic. She says: "I felt lucky to see them, though local communities have to live with them every day."



NIKI RUST is our expert on how climate

change is likely to impact on species. She says: "Climate change will affect everything we know and love, so we have to act now to reduce our impact on our precious planet."

GET IN TOUCH

✉ supportercare@wwf.org.uk

☎ 01483 426333

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

FOLLOW US

📘 www.wwf.org.uk/facebook

🐦 www.wwf.org.uk/twitter

📌 www.wwf.org.uk/pinterest

🌐 www.wwf.org.uk/news

📺 www.wwf.org.uk/youtube

📷 www.wwf.org.uk/instagram

MEET THE ACTION TEAM

Editor Jessie-May Murphy

editor@wwf.org.uk

Editorial assistant Jessica Wood

Loyalty marketing manager Ruth Simms

Senior editor Guy Jowett

For Immediate Media Co.

Consultant editor Sophie Stafford

Art editor Nicole Mooney

Account manager Kirsten Coleman

Design director Will Slater

Editorial director Dan Linstead

THANKS TO OUR CONTRIBUTORS

Valeria Boron, Katherine Elliott, Ellie Goulding, Barney Jeffries, Melanie Lancaster, Drew McVey, Alejandro Prieto, Niki Rust, Mike Unwin

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 KAZAKHSTAN

YOU HELPED BRING TIGERS HOME

Wild tigers will finally return to Kazakhstan 70 years after going extinct there. Last September, the Kazakhstan government announced plans to restore these iconic cats to their former range in the Ili-Balkhash region, as part of a joint tiger reintroduction plan with WWF. If the plan is successful, Kazakhstan will be the first country in the world to restore wild tigers to a region (central Asia) – where they were driven to extinction more than 50 years ago as a result of habitat loss, uncontrolled hunting and poaching. The programme will require the restoration of an immense forest bordering Lake Balkhash and the reintroduction of tiger prey species, such as Bactrian deer and wild donkeys. The area will be designated as a new nature reserve to protect its rare wildlife and safeguard this vital ecosystem. The first step is to work with the Kazakhstan government to tackle poaching, train rangers and engage local communities. The planned reintroduction will contribute to securing a future for these big cats in the wild.



© ISTOCK

2 NEPAL

YOU HELPED PROTECT SNOW LEOPARDS

Last August, Nepal made conservation history when it became the first country to launch a landscape-scale management plan for snow leopards that considers the effects of climate change. Thanks to you, we've been working closely with the Nepal government to safeguard this elusive species and its habitat, which is home to the headwaters of 20 major rivers in Asia, on which millions of people depend for fresh water. The landscape management plan will be used as a model by all 12 snow leopard range countries and will pave the way for achieving the goal of securing 20 snow leopard landscapes by 2020. With your support, we'll help Nepal implement the plan and assist others to follow suit.



© ISTOCK

3 SCOTLAND

YOU HELPED SCOTLAND TAKE CLIMATE ACTION

You took action – and politicians listened! Last May, we launched the #OurFuture campaign asking the Scottish government for a strong Scottish Climate Act. We called for tougher targets to reduce emissions and new policies on transport, energy efficiency and farming. And you helped. Thousands of you had your say during the consultation. Just a few months later, Nicola Sturgeon announced plans to phase out new petrol and diesel cars by 2032. Transport is the biggest contributor to climate change in Scotland, and air pollution affects the health of thousands of people every year. Getting fossil fuel vehicles off our roads will help cut climate change emissions and clean up our polluted air. The Scottish government also announced new low emission zones and a ban on fracking. This wouldn't have happened without your support. Thank you.



© MARTIN HARVEY 2010

4 COLOMBIA

YOU HELPED PROTECT AMAZON RIVER DOLPHINS

Thanks to your support, we helped persuade the Colombian government to ban the sale of a fish that's deadly to Amazon river dolphins – and people. Fisherfolk targeting a scavenger fish called 'mota' in Colombia and 'piracatinga' in Brazil have been catching river dolphins so they can use their flesh as bait to attract the fish. As the fishery has expanded, more dolphins are being killed, mainly in Brazil and Peru, to supply commercial markets in other countries including Colombia. Mota is avoided in Brazil as it eats carrion and can contain dangerous levels of toxic mercury. As a result of this, Brazil banned fishing and the commercialisation of mota in 2015, and we're thrilled Colombia has now followed suit.

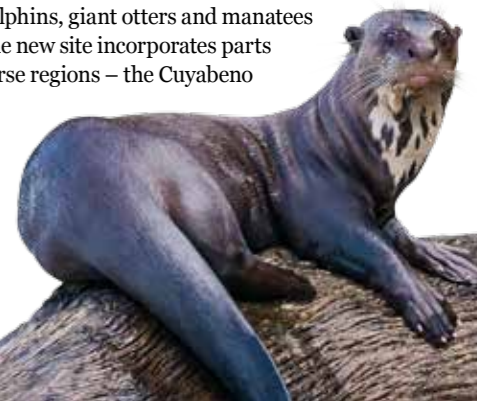


© AMAZON RIVER DOLPHIN, RIO NEGREO, BRAZIL

5 ECUADOR

YOU HELPED PROTECT AN IMPORTANT WETLAND

Last August, three years after we launched our campaign to secure better protection for Ecuador's largest wetland, the Cuyabeno-Lagartococha-Yasuni complex was finally designated as a Ramsar site, which means it's now recognised as a wetland of international importance. Measuring a massive 7,700 sq km, the new wetland protected area is nearly three times larger than Ecuador's other 19 Ramsar sites combined – increasing the country's total to more than 10,000 sq km. The designation will give this priceless network of rivers, swamps and lagoons – and threatened wildlife such as Amazon river dolphins, giant otters and manatees – an extra layer of protection. The new site incorporates parts of two of Ecuador's most biodiverse regions – the Cuyabeno Wildlife Reserve and the Yasuni National Park – and conserves critical corridors connecting the basins of four key rivers. With your support, we'll now help to enforce this protection.



© ALAMY

“The Arctic is in a changed state. With your support, we're tackling climate change head on and helping to stabilise it for future generations”

ROD DOWNIE, WWF-UK'S HEAD OF POLAR PROGRAMMES



1,000-1,500

The number of river dolphins experts believe are killed each year to supply the international market for mota fish



© WWF-CANADA



Lancaster Sound supports 6,500 bowhead whales and 75% of the world's narwhals

6 CANADIAN ARCTIC

YOU HELPED US PROTECT ARCTIC WATERS

Thanks to your support, one of Canada's most wildlife-rich Arctic areas will be protected. Lancaster Sound is a vital area of water through which huge numbers of belugas, bowhead whales, walrus and narwhals migrate. The open water here stays ice-free all year round and is an important feeding ground for marine mammals. After more than 30 years of negotiations, last August it was announced that the area would be designated a National Marine Conservation Area, and that its boundary would be extended, making it the largest marine protected area in Canada. Traditional Inuit knowledge helped decide exactly which area needed protecting. The result will protect the integrity of the entire ecosystem. It will prevent waste dumping and oil and gas exploration in the future. The expansion of the area was only possible because Shell voluntarily relinquished 30 energy exploration permits after our colleagues in Canada launched a lawsuit in 2016. This removed one of the greatest threats to the region.

i FIND OUT MORE at www.org.uk/lancaster

WWF IN ACTION

Our recent challenges and triumphs for wildlife and the environment



On average, around 55 African elephants are killed every day so that their tusks can be carved into religious objects and decorative items. Here, a worker in a Chinese factory finishes a piece symbolising prosperity

ILLEGAL WILDLIFE TRADE

TACKLING THE IVORY TRADE IN THE UK

In great news for the fight against the illegal wildlife trade, the British government has announced it will ban the sale of ivory in the UK in an effort to help stop elephant poaching

Around 20,000 African elephants are killed every year to feed the global ivory trade – that’s an average of one every 26 minutes. Today, more African elephants are being poached than are being born.

This appalling slaughter continues due to the global demand for ivory, which is carved into jewellery and ornaments. Despite an international trade ban, elephant tusks continue to be smuggled by criminals – mostly to Asia, and especially China, where ivory is a status symbol.

Currently, British law allows trade in ‘antique ivory’ carved before 1947, and in items worked before 1990 that have government certificates.

The problem is some ivory from the UK is legally shipped to Asia, where demand is driving the poaching crisis. Recent evidence has shown that the UK’s legal ivory market has been used as a cover for trade in illegal

ivory. The UK has also been identified as a transit country for illegal ivory, and in recent years seizures of illegal items have increased.

On World Elephant Day in August last year we launched our #StopIvoryTrade petition, which calls for a ban on the legal ivory trade in the UK to avoid fuelling the global demand for ivory. By February, when this issue of *Action* went to print, more than 60,000 of you had already signed up.

After much campaigning, we welcomed the government’s announcement last October about plans to ban the UK ivory trade. The proposed ban does include some possible exemptions for antique ivory items, including musical instruments, items of significant cultural value and those containing only a small amount of ivory.

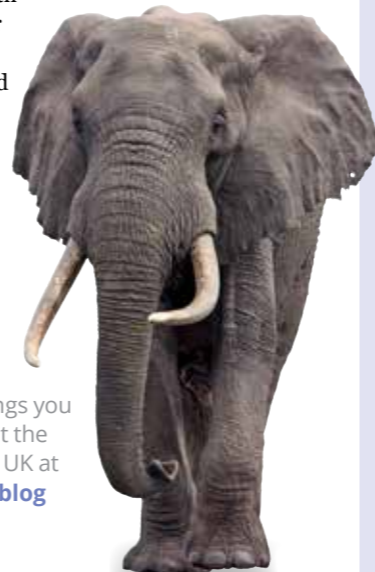
The government also launched a public consultation – the first time the British public had ever been given the opportunity to comment officially on ivory trade regulations (and the possible exemptions). Thank you to everyone who took part and shared your personal responses to the proposed ban.

The consultation closed last December, and we want to make sure the government delivers on its commitment and confirms the ban within the next six months.

Tanya Steele, our chief executive, says: “The illegal wildlife trade is a global problem requiring global solutions: to truly end it means ending it everywhere. We will continue to work with global leaders, other organisations and communities around the world to stamp out the illegal wildlife trade, and safeguard the future of elephants everywhere.”

i THE TRUTH ABOUT IVORY

Discover the 10 things you need to know about the ivory trade and the UK at www.org.uk/ivoryblog



ELEPHANTS AND THE IVORY TRADE

90%

Decline in the number of African elephants in the past century

54,000+

More than 54,000 ivory pieces were exported from the UK between 2005 and 2014

1,165

Between 2009 and 2014, at least 1,165 ivory objects were seized entering the UK

3,200

A 2016 survey by TRAFFIC found 3,200 ivory items for sale in shops in London

CHINA, THE US AND HONG KONG

Other legal domestic ivory markets have been or are being closed



© DAVID PARRY / WWF-UK

Ellie Goulding has seen at first hand the effects of our warming climate on the Arctic. So she’s supporting WWF’s Earth Hour 2018

CLIMATE CHANGE

EARTH HOUR 2018: MAKE A PROMISE FOR THE PLANET

This Earth Hour (24 March) we’re asking everyone to make an Earth Hour Promise and pledge to make one simple change for our precious planet

Earth Hour is the world’s greatest global movement for climate action, and every year it gets bigger and better, thanks to you. Turtles, elephants and polar bears are just some of the animals we love that will be in serious trouble because of climate change – their habitats may change more than they can live with (find out more on page 22).

You’re already helping us to tackle some of the impacts of climate change – but we know you want to do even more. Around 90% of the people who supported Earth Hour last year were inspired to take action to protect the planet. And never has there been a more crucial time.

Many of us read about environmental and conservation issues and feel helpless to change them. As individuals, we may think that the power is out of our hands. But the exact opposite

is true. We have the solutions, we just need to act on them. And, at WWF, we think Earth Hour is a great place to start.

We’re asking individuals, businesses and communities to join us in making an Earth Hour Promise, a commitment to make one simple change to your lifestyle for our planet. You could switch to green energy, introduce a meat-free day to your week, ditch plastic bags or invest in a reusable coffee cup. It might seem like something small, but together our actions are immensely powerful.

Let us know your Earth Hour Promise at www.org.uk/earthhour and we’ll provide you with all the tips and tools you need to make your promise count, for Earth Hour and beyond.

Earth Hour 2018 takes place on Saturday 24 March at 8.30pm. So switch off your lights and share your Earth Hour Promise with us on Twitter using #EarthHourPromise. Find out more at www.org.uk/earthhour

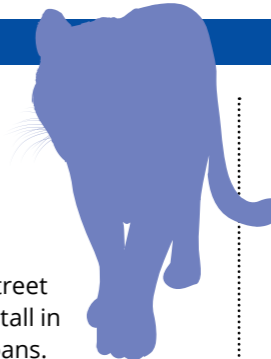
NEWS IN NUMBERS

128

The number of solar street lights we’ve helped install in villages in the Sundarbans. The lights discourage tigers from entering villages close to the forest and help local people without reliable electricity.

20 tonnes

On average, 20 tonnes of pangolins and their parts have been trafficked internationally every year, according to new research by TRAFFIC and IUCN.





© RICHARD STONEHOUSE

We built a spectacular river garden in the Houses of Parliament to get MPs talking about cleaning up our precious waterways

FRESH WATER

NATURE NEEDS WESTMINSTER

Last October, we created a river garden in the Houses of Parliament as part of our campaign to clean up the UK's waterways and put nature at the heart of politics, where it belongs

Our rivers are amazing – they're teeming with life, from water voles to kingfishers. But our recent sewage report, *Flushed Away*, found that 80% of rivers in England and Wales are unhealthy and 55% of these are polluted with raw sewage. This affects our wildlife – 13% of Britain's freshwater species are now threatened with extinction.

To draw politicians' attention to these problems, we transformed the Upper Waiting Hall of Westminster into a beautiful indoor river garden with a bridge, live plants and recorded birdsong. Our aim was to get people talking about the issues our waterways are facing – including pollution, unsustainable agricultural and land

management practices, and abstraction. And to call for better protection for these precious places.

The opening ceremony of the exhibition was hosted by our chief executive Tanya Steele and MP Angela Smith, and attended by MPs from across England and Wales. It launched a week of public events celebrating our rivers. In an overwhelming show of support for our #NatureNeedsYou campaign, more than 7,000 of you wrote to your MPs about the importance of your local rivers.

But as we prepare to exit the EU, we're calling for political commitment to the environment, and for MPs to demonstrate that the health of British rivers is at the forefront of political decisions and negotiations.

i KEEPING RIVERS FLOWING

Find out how you're helping to protect UK rivers at wwf.org.uk/ukrivers

TIGER TEAMWORK

Wild tigers have a new team on their side. We've agreed a groundbreaking partnership with Hull City Tigers football club. Since 1904, when the club was founded, more than 95% of the world's wild tigers have been lost. We want to double their numbers by 2022, and so the Tigers are helping us to inspire their fans and employees to become Tiger Protectors. They will raise money through exciting activities, including a tiger match day, and our panda logo will appear on the First Team players' shorts and on the Under-23 squad's shirts. Meanwhile, we'll help the club to identify ways it can improve its sustainability performance. It's a win-win all round, but especially for wild tigers.



© DAVID PARRY / WWF-UK



ACTION INTERVIEW

ELLIE GOULDING

International musician Ellie Goulding has once again joined our call for action on climate change for Earth Hour 2018. We found out why she's so passionate...

WHEN DID YOU DISCOVER YOUR LOVE OF NATURE?

Growing up in the countryside gave me an innate love and affinity for the world around me. It's only when you're taken away from it that you realise how much it has a positive and grounding effect on you. It amazes me to think I took it for granted.

WHEN DID YOU FIRST WORRY ABOUT CLIMATE CHANGE?

As climate change became prevalent in the news, I immediately tuned into it. I am concerned and I feel everyone else should be too. The science is there, the information is there, we know it's happening. The ways you can change your life to help alleviate its effects are easy – what you eat, drink, wear and drive are all life choices that affect the environment.

WHICH SPECIES ARE YOU MOST CONCERNED ABOUT?

The thought that future generations won't see the species and habitats we take for granted today is awful. Polar bears are so dependent on the health of their Arctic habitat. I don't want my children to grow up learning about species that became extinct because of their parents' lack of action.

WHICH PLACE ARE YOU MOST WORRIED WILL BE AFFECTED?

I've seen the glaciers shrinking with my own eyes – and this makes it hit home. Warming, more acidic seas, dramatic changes to ecosystems and displacement of species really will change everything we know.

TIGER © STOCK

PICTURE STORY

INQUISITIVE PORPOISE

Harbour porpoises are shy and elusive mammals, and rarely feature in underwater photographs. So the judges of the 2017 British Wildlife Photography Awards (BWPA) – which we sponsor – were swept away when they saw this beautiful image by Melvin Redeker. Melvin says a pod swam straight towards his boat “with the speed of little torpedos” off the island of Yell in Shetland. Their high jinks and fast turns made it almost impossible to get a sharp photograph, but after countless blurred images Melvin captured this glorious moment. With your support, we're working to protect the crucial areas off Britain's coast that these delightful animals use to feed and breed. Discover the winning images from last year's competition at wwf.org.uk/bwpa2017



NEWS IN BRIEF



We've got an egg-cellent way to help shy albatrosses

NEW NESTS FOR SHY BIRDS

The shy albatross only breeds on three tiny islands off the Tasmanian coast. But warmer and wetter conditions, caused by climate change, are making poorly constructed nests fall apart and chicks overheat. So we've helped make 120 artificial nests that are less likely to collapse or allow chicks to overheat. Breeding pairs have started using the nests and we hope they'll help more chicks survive. wwf.org.uk/albatross

ILLEGAL WILDLIFE TRADE

TRACKING RHINO HORN TRAFFICKERS

A new report has revealed disturbing evidence that criminals are now carving rhino horn into beads, bracelets and powder in South Africa to evade detection

The report by TRAFFIC, the only global organisation focused on wildlife trade monitoring, documents recent police raids that seized carved rhino horn beads, bangles and bags of horn powder in South Africa.

The discoveries reveal an emerging trend that could exacerbate Africa's rhino poaching crisis. Evidence suggests Chinese criminal syndicates are now processing rhino horn in South Africa – turning it into shavings and powder, and carving it into jewellery and other trinkets – in order to evade detection and supply ready-made products to their consumers in Asia.

Over 7,100 rhinos have been poached in Africa in the past decade. An estimated 2,149 rhino horns have been seized by enforcement agencies since 2010 – but this is just a fraction of the number being illegally traded.



Most horn is destined for consumer markets in Vietnam and China.

The criminal networks that transport it are dynamic and highly adaptable. Smugglers come up with endless new ways of hiding the horns, such as disguising them as toys, ornaments, or hiding them in car engines and electronics. This new trend is just one more way of staying ahead of the law.

WWF's African rhino expert Mxolisi Sibanda says: “Urgent steps must be taken to help law enforcement agencies keep up with the new techniques criminals are adopting. Thanks to our members, we're supporting new technology and training programmes to help tackle wildlife crime. No rhinos should be killed for their horn.”

Rhino horn made into bowls, cups, jewellery and other items forms a significant element of the illegal trade

© MELVIN REDEKER / BWPA 2017 | © WILDLIFE JUSTICE COMMISSION | © MATTHEW NEWTON / WWF-AUS

BETTER SHARK PROTECTION

Last October, the silky shark and all three species of thresher shark were given official protection by CITES. They were added to Appendix II, which means that all international trade must be closely regulated. These sharks are threatened by demand for their meat and fins. But now their body parts can only be exported if they're legally sourced. We'll continue to help countries implement these new measures.

IN THE LINE OF FIRE

PART OF OUR ILLEGAL WILDLIFE TRADE SERIES

Just like us, elephants feel complex emotions, including trauma, grief and loss. So we're fighting to protect them from the horror of the illegal ivory trade. Find out how you're helping us stamp out crime on the frontline

HAVE YOU SEEN OUR CHRISTMAS ADVERT?
We made the advert to highlight the elephant's plight from the point of view of a single individual. Elephants are intelligent animals and we wanted to show their emotional reaction to an attack by poachers. We couldn't film this story because poaching is a criminal act, so we brought together a team of animators and incredible CGI effects to share our message: that it's up to us to be the generation that ends wildlife crime



Elephant herds are close-knit families. Scientists have proved that they can feel empathy for one another and grieve for lost companions. Deaths caused by poachers affect more than just the victim

Early morning on the edge of Kenya's Maasai Mara National Reserve. The stench of death hangs over the long grass. In a trampled, blood-stained clearing lies the body of an elephant. Already, her great flank is whitewashed with vulture droppings: nature is taking its course. Yet this is no natural death: the bloody mess, where the tusks have been brutally hacked from her face, reveals the grim truth. This is the work of ivory poachers.

Worse, the tragedy does not end there. Beside the fallen giant stands her young calf, still very much alive. It's been three days since the attack, but the youngster has not left its mother's side. Terrified and weak with hunger, it waves a tiny trunk towards the wheeling vultures and trumpets. But it's alone. The traumatised herd has scattered. A whoop announces the arrival of the first hyenas.

"It's a horrific experience," explains Drew McVey, WWF's wildlife crime expert in east Africa. He's come across such scenes more times than he cares to remember. "It breaks your heart." He describes how each dead elephant is a body blow to patrol teams. "Ultimately, we all hold ourselves accountable," he says. "You can't help feeling you've somehow failed." Attacks usually happen at dusk, the poachers knowing that

the darkness will help them make their escape. "You hear that shot," says Drew, "and you know you've already lost."

Elephant poaching takes a heavy toll on Drew and the dedicated ranger team. And what makes things harder is knowing how an attack affects those that survive. Elephants are complex social animals. The loss of any member of the herd has emotional repercussions for its companions. Ties are

MORE ELEPHANTS ARE NOW BEING POACHED THAN ARE BEING BORN

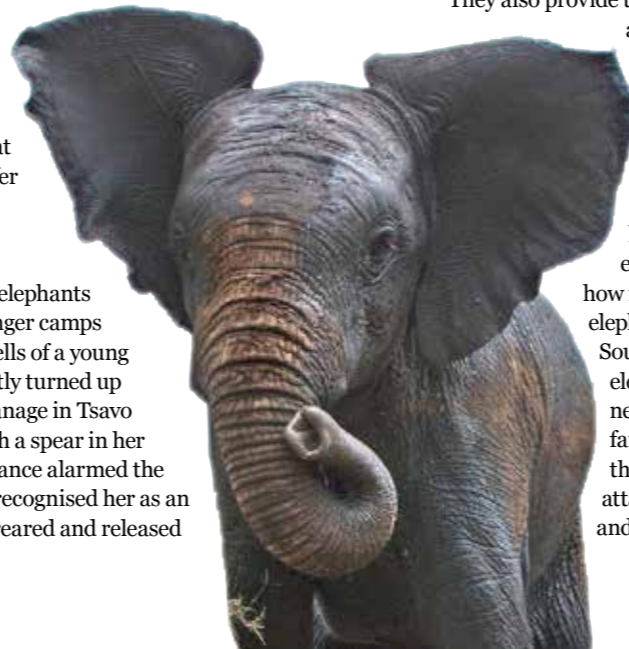
strong – not just between cow and calf, but between siblings and even across generations. Elephants are known to grieve for their dead, standing guard over carcasses for days and even returning months later to touch the scattered bones of a long-dead companion.

Drew has witnessed the profound impact of such attacks: how elephants that were once

seemingly confident and happy become silent, hiding away in thickets and emerging only after dark. He has watched their demeanour change; seen the secretions flowing from the stress glands below their temple. He calls it "the closest thing to elephant tears".

FRIEND OR FOE?

He also credits elephants with great intelligence. "You get the feeling that they know when people are here to help them," he says, having observed how elephants differentiate between humans they see as a threat and those who offer them protection. In areas beset by poaching, he has watched terrified elephants move closer to ranger camps at night. And he tells of a young female who recently turned up at a wildlife orphanage in Tsavo National Park with a spear in her flank. Her appearance alarmed the staff – until they recognised her as an orphan they had reared and released



many years before. In need of their help, she had returned. The staff were able to remove the spear and dress her wound.

Poaching also has other ramifications for the elephants that survive. Within their close-knit communities, the older animals – in particular, the matriarchal females – serve as repositories of wisdom and experience. They know, for instance, the routes to water in a drought, the safest places to cross a river and the areas where poachers operate.

They also provide the social discipline and direction that binds elephant society together. When such elephants are killed, herds often splinter. Younger elephants become lost, both literally and emotionally. Drew recalls how in the early days of elephant translocation in South Africa, when young elephants were moved to new parks without older family members to keep them in line, they ran riot, attacking vehicles, rhinos and even each other.

Today, Africa's elephants are facing the most serious conservation crisis since the international ivory trade ban was first imposed in 1990. Illegal trade in ivory – largely for markets in China and the Far East – is now at its highest level for 20 years. The statistics make grim reading: about 20,000 African elephants are being killed each year, around 55 per day; more elephants are now being poached than are being born; and Tanzania's Selous Game Reserve, which once had the largest elephant population in east Africa, lost nearly 80% of its elephants between 2007 and 2014.

For Drew and the rangers who face the grisly, day-to-day reality of this slaughter, despondency would be easy. But it's when feelings run high that a cool head is essential. "For our teams, it's important to manage our emotions," Drew stresses. He describes that nightmare scenario of finding a poached elephant when on patrol. "You want to race up to the carcass to work

out what's going on," he says. "But that's the worst thing you can do, because then you destroy evidence. If it's a fresh carcass you have to be careful the poachers haven't heard you coming and aren't sitting in the bushes, waiting for you."

Winning this battle requires a systematic, dispassionate approach. "You have to stop and think," says Drew. "You have to build the systems that will ensure you can find the people who have committed this crime." He describes how in Kenya a new breed of poacher is adopting a new approach. "They're now targeting large bulls, because all the easy-to-kill elephants around the edge of the parks are already dead," he says. "We're seeing fewer opportunists and more specialists. And these poachers are prepared to kill people."

The poachers' weapons of choice are also changing – from noisy firearms to more discreet poisoned spears. Rangers can now identify individual poachers by their *modus operandi*: one ruthless individual,

EXCLUSIVE INSIGHTS
See how we created our powerful elephant TV advert and watch an exclusive extended version with unseen footage
wwf.org.uk/elephanteye

for example, fires poison-tipped arrows into an elephant's kidneys. Illegal snaring is also on the increase: once largely practised by local people hoping to capture small game for the pot, this brutal practice has now taken on a more organised, commercial dimension, with heavier wire snares designed for animals as large as giraffes, rhinos and even elephants. Drew describes one young cow elephant in the Mara, known as 'Shorty', who lost the lower third of her trunk to a snare.

STAYING ONE STEP AHEAD

As the conflict escalates, we're providing vital help and resources to Drew, the Kenya Wildlife Service and all our other elephant conservation partners. "Poachers are adapting the whole time," says Drew, explaining how each new threat requires a new response. With your support, we've pioneered novel technology that gives rangers an upper hand.

The introduction of thermal imaging cameras described in your last issue of *Action*, for instance, is now helping our teams track down poachers moving after dark through the Maasai Mara and to monitor anybody crossing illegally into Lake Nakuru National Park. With your help, we've also fitted 12 elephants in the Mara with GPS collars so the rangers can keep an even closer eye on the herds and assess how they respond to threats.

Meanwhile Drew and his team are working closely with local communities. "We need to make sure that people who live with elephants every day see their presence as beneficial," he insists. Elephants can cause real harm by raiding crops, after all, and even pose a threat to human life. "If communities don't see any benefits, poachers can be regarded as being like Robin Hood," Drew explains, describing how ivory gangs garner local support by dressing up their illegal activities as a way of ridding the community of a problem.

Addressing such issues comes down to collaboration. With your support, we're showing people new ways of reducing conflict with elephants – such as keeping bees as a deterrent – and explaining how elephants can bring benefits such as tourism. Through our GPS-collaring programme, we can also alert communities to the approach of potential crop-raiding elephants, allowing them to take

preventative measures in good time.

Make no mistake, the challenges in Kenya are huge. There are at least 65,000 illegal guns at large in the country, each one of which represents a potential poacher. And vital conservation resources are thin on the ground. "Most protected area authorities do an amazing job with what they've got," Drew says. "But they don't have the resources they need." So we've stepped in to help out. Thanks to you, we're supporting anti-poaching teams with training and equipment, and helping governments to monitor and protect their elephant populations.

The legal side also presents challenges, with convictions often failing due to the inexperience of arresting officers. "We have

WITH YOUR SUPPORT, WE'VE PIONEERED NOVEL TECHNOLOGY THAT GIVES RANGERS AN UPPER HAND

to be more organised," says Drew. "People don't plead guilty. They look for weaknesses in the system and get off on technicalities." So we're working through TRAFFIC, the only global wildlife trade monitoring network, to strengthen law enforcement from the ground up, training rangers, customs officers and prosecutors to help bring more poachers and traffickers to justice.

Behind all these challenges there lies a much bigger picture: one of a huge, illegal industry, involving a multi billion-dollar international market, ruthless crime syndicates, corrupt authorities, and a network of procurement and storage facilities that stretches across Africa and around the world. "We have to scale up our efforts," insists Drew.

Of course, rangers have their hands full trying to prevent poaching in the field. That's

why we're tackling what goes on beyond the park boundaries – helping ensure that information is shared across international borders to crack down on illegal trade routes, and to strengthen penalties to make sure they reflect the serious nature of the crime. In 2016, with support from our lobbying, a man in Kenya was sentenced to 20 years in jail and fined over £155,000 following a seizure of 228 elephant tusks and 74 pieces of ivory.

CLOSING DOWN THE IVORY MARKET

Ultimately, stemming this tide of slaughter requires international solutions. So we're stepping up our work with the Convention on International Trade in Endangered Species of Wild Fauna and Flora to ensure that the convention's agreements are enforced around the world. We've been engaging directly with the biggest markets for illegal wildlife products – including Thailand, China and Vietnam – and last year, our efforts contributed to China, the UK and others announcing new bans on domestic trade in ivory products. Meanwhile we continue to work with consumers to change their attitudes towards buying ivory.

So how does the future look for those working on the ground? Despite the horrors he's witnessed, Drew is positive. "This isn't the first time elephants have been under pressure, and we've come through it before," he points out. "If we can provide them with a safe and healthy ecosystem," he says, "they'll find a way to survive."

Any doubts about the resilience of elephants are answered by the story of Shorty, who survived losing part of her trunk. "She's a symbol of hope," says Drew. "Elephants are amazingly resilient."

And what about those bad days, when everything feels hopeless? Drew has a simple solution for keeping his spirits up. "I spend some quiet time with the elephants," he says. When the big picture looks bleak, it helps to focus on all the positive things we've achieved for elephants, thanks to your support. Without you, the situation would be so much worse. "I look at elephants as individuals," says Drew. "And it always gives me hope."

The loss of elder elephants, especially the matriarchs that are targeted by poachers for their large tusks, severely impairs the ability of younger ones to survive and thrive



BRUTAL BUSINESS: FROM TUSK TO TRINKET

An ivory trinket or piece of jewellery could come from an elephant killed by a poacher. Here's how a tusk travels from its rightful owner to the market...

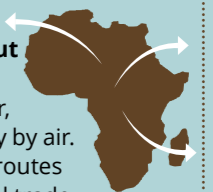


1 If an elephant is killed by poachers inside a national park, its tusks are removed (usually by chainsaw) and smuggled out of the park – sometimes via the local community.



2 Some tusks are sold illegally in Africa, mostly to overseas buyers (notably from China). Africa's largest illegal markets are in Lagos, Addis Ababa and Cairo.

3 Most tusks are smuggled out of Africa, usually in a shipping container, but also increasingly by air. Ivory often follows routes used for other illegal trade, such as drugs and arms.



5 Ivory travels from transit points to ivory markets, principally in China and other Asian countries, where they're carved.



4 Tusks are smuggled through key transit points, most importantly Malaysia, the Philippines, Vietnam and Hong Kong.

6 Ivory is made into ornaments and jewellery to be sold. Less than one-third of the Chinese public know elephants are killed for their tusks.



HELP US STOP THE SLAUGHTER

You're already helping us to protect Africa's elephants and build a safer future for them. But if you want to do more to support our vital work with TRAFFIC to stamp out poaching and crack down on wildlife trafficking, your gift today could help.

- £10** could pay for a field ranger's food for two days
 - £30** pays for a police forensic kit to collect evidence at poaching crime scenes
 - £50** covers a month's running costs for a community guard's motorcycle to monitor African elephants
 - £100** pays for a customs officer to attend a training workshop on wildlife law enforcement
- Find out more at www.org.uk/stophthetrade

THE NIGHT RAIDER

At 8.30pm on 24 March, thousands of people around the world will celebrate Earth Hour by gazing at the night sky. It's a chance to contemplate the astonishing natural beauty of our planet and all the mesmerising wildlife that comes alive after dark...

It was on a perfect starry night that this extraordinary image was captured by Wildlife Photographer of the Year 2017 category winner Marcio Cabral. On the vast treeless savannah of Brazil's Emas National Park, tall termite mounds that had been baked in the sun began to twinkle with intense green lights. The bioluminescent lights belong to click beetle larvae living in the termite mound, which flash their 'headlights' to lure in prey – winged termites that have taken to the sky to mate. This stunning natural spectacle only occurs when the conditions are exactly right and Marcio had waited for three seasons for this moment.

Suddenly, out of the darkness ambled a giant anteater. It began to attack the mound with its powerful claws, sniffing out the termites living deep inside. Protected from bites by its long hair and rubbery skin, the anteater extracted the termites with its exceptionally long, sticky tongue, oblivious to Marcio's presence.

Visit www.wwf.org.uk/savingthecerrado to discover more about one of the world's most important yet little-known ecosystems, and how we're protecting it. You can see more images from the Wildlife Photographer of the Year 2017 competition at wildlifephotographeroftheyear.com

SHADOW CAT



Jaguars are the apex predators of the Amazon basin. But as illegal trade in jaguar parts such as fangs and bones poses a new threat to these beautiful cats, your support is more important than ever

AMAZON ALLURE

The epitome of the mysterious beauty of the Amazon, the jaguar has an unusually large, round head, short legs and a stunning coat of dark rosettes and spots. Even though it's the largest cat in the Americas, it's hardly ever seen. The jaguar is so elusive, we don't even know exactly how many are left in the wild – but we do know its numbers are dropping alarmingly and we need to act now.



A SPOTTED COAT

Before the mid-1970s, jaguars were often hunted for their beautiful coats. This threat has been reduced, thanks to CITES making the trade in jaguar parts illegal since 1975. But it appears that with increasing Chinese investment in infrastructure in Latin America, demand for jaguar parts is rising again. Their fangs are used for ornamental purposes and their bones are sometimes used in traditional medicine. We must act before criminal networks consolidate and this threat to jaguars becomes even more serious.



JAGUARS IN TROUBLE

You could once find jaguars all the way from the south-western US down to the scrublands of central Argentina. Today, they occupy less than half of their former range and are mainly confined to the rainforests of the Amazon basin and the wetlands of the nearby Pantanal. But the jaguars' forest home is being destroyed faster than ever before, isolating populations and reducing the space available for them to live and hunt. This brings these rare cats into increasing conflict with farmers and ranchers.



APEX PREDATORS

Jaguars are the top predators in the Amazon. They play an important role in controlling the populations of other species and maintaining a healthy environment. With their ultra-strong jaws and large teeth, jaguars can bite through a caiman's skull or a turtle's shell, but as opportunist predators, they will take almost anything they can catch – including deer, armadillos and monkeys. They sometimes climb trees to prepare an ambush.

PROTECTING THE FOREST PHANTOM

Thank you for everything you're already doing to protect the jaguar's forest home in the Amazon. With your support, we're restoring forest corridors to help isolated populations meet up, and working with local communities to educate children, prevent conflict and reduce retaliatory killings when livestock is killed by jaguars. In the Upper Putumayo region of Colombia, where our adopted jaguars live, we're training local communities to monitor these big cats and other iconic Amazon wildlife using tracking skills and the camera traps that you've helped provide. If you'd like to do even more, you can become a big cat adopter today and help us protect jaguars and their Amazon home: wwf.org.uk/jaguaradopt

ALL IMAGES ©ALEXANDRO PRIETO

RISING TO THE CHALLENGE

Climate change is already damaging our planet. Left unchecked, it has the potential to cause species extinctions in many of the world's most valuable ecosystems

As the devastating impacts of climate change on the wildlife we love become increasingly clear, your support will make all the difference

We've all seen the pictures of polar bears stranded on shrinking sea ice. But when it comes to the impacts of climate change on wildlife, that's just the tip of the iceberg.

Over the coming decades, climate change is going to affect us in all sorts of ways – and the loss of biodiversity is one of the most alarming. It's clear that, if we don't take urgent action, we can expect unprecedented losses of biodiversity all over the world. That's why climate change is such a priority for WWF – from raising awareness and pushing governments to up their game, to helping people and wildlife to adapt.

“People often think of climate change as something distant and abstract,” says Niki Rust, who leads our work on the effects of climate change on wildlife. “But climate change will affect so many of the places and animals we love. All our research indicates that, if current trends continue, most wildlife and ecosystems won't be able to adapt fast enough. And the higher the temperature rises, the worse things will get. So we have to act now.”

IT'S GETTING HOTTER

Global temperatures have risen for more than a century due to our use of coal, oil and gas for energy – and that's only going to continue as more greenhouse gases accumulate in the atmosphere. In most places, the hottest years of the past will become the new normal by the middle of this century – and maximum temperatures will be higher than ever before. Lower rainfall and longer droughts are expected in many places.

For species that have adapted to their climate over thousands of years, adjusting to such dramatic changes will be a huge challenge. Some simply won't be able to cope with the difference in temperature and moisture – the population crashes we've seen during extreme hot and dry years in the past give a taste of things to come. But there are all sorts of other ways species are affected by a changing climate – from the spread of pests and diseases, to annual events such as flowering or breeding times being thrown out of kilter.

A healthy and stable climate underpins all life on Earth. That's why we're working to communicate the importance of the Paris climate agreement, which aims to keep warming to well below 2°C, and to

strive for 1.5°C. That's a big ask – scientists estimate we're currently heading towards an average global temperature rise of 4.5°C by the end of the century. But those few degrees will make a huge difference.

“Without ambitious action on climate change, the impacts on species will be horrendous,” says Niki. “If we can restrict warming to 2°C that's better, but below that is better still.”

MAKING A DIFFERENCE

With your support, we're promoting solutions that will give us a chance to limit global temperature rise to 1.5°C – from renewable energy to forest restoration and sustainable diets. But even if we stopped all greenhouse gas emissions tomorrow, temperatures would continue to rise for years to come.

That's why on-the-ground conservation is so crucial. With your help, we're doing everything we can to give wildlife the best chance to cope with a changing climate. Some species may be able to adjust by moving to new areas where conditions are more favourable, for example by shifting to higher altitudes, but that depends on there being suitable habitat available and no barriers to getting there.

“If we enable species to move naturally, they'll be less affected by climate change, especially mammals and birds,” says Niki. “However, many landscapes are fragmented, and there may be roads and other barriers in the way. We urgently need to secure areas of habitat that will continue to provide a refuge for wildlife as the climate changes, and to protect and restore corridors connecting them.”

In the Arctic, for example, we're protecting places that are expected to be the last ice areas to ensure polar bears have a home for many years to come. In Bhutan, we're providing vital breathing space for tigers and snow leopards by supporting the government to manage a network of protected areas covering over half the country. Closer to home, we're working to future-proof the UK's rivers against longer dry spells.

Ultimately, the decisions we make in the next few years will determine the future of life on Earth for centuries. “The future is in our hands,” says Niki. “We can avoid the worst impacts. But we have to act now.”

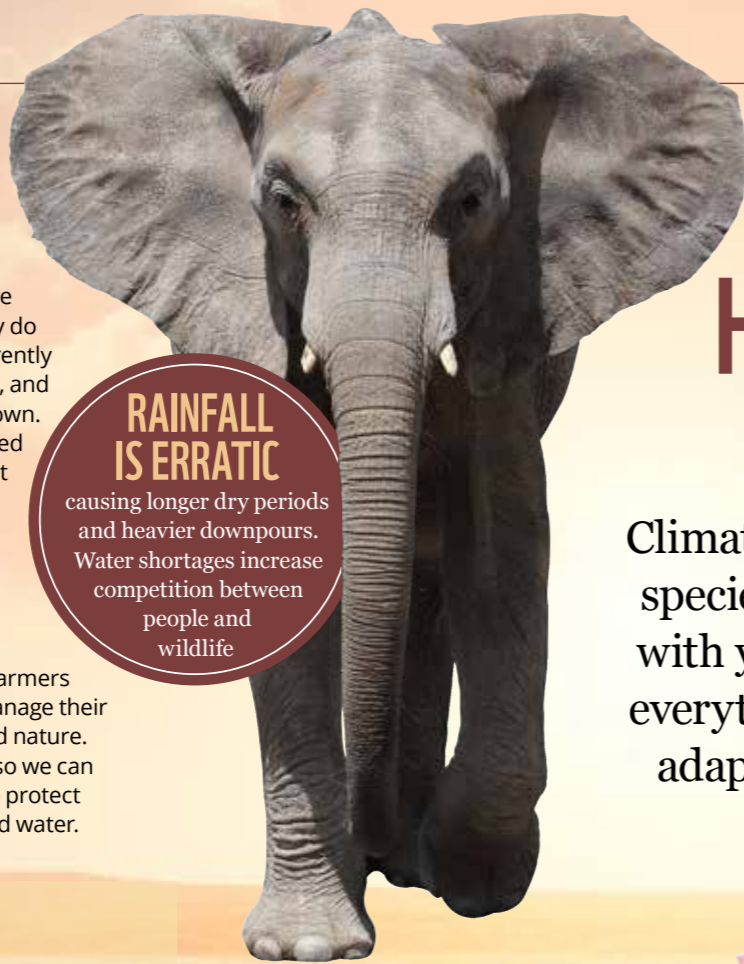
JUST TWO DEGREES
A few degrees might not sound a lot, but warming temperatures are already affecting wildlife, so we're working to keep the global temperature increase below 2°C

AFRICAN ELEPHANTS

Elephants need water – lots of it. They drink 150-300 litres per day, and use it for playing and bathing. During droughts in the past, populations have suffered – they may have fewer calves, and those they do have are less likely to survive. Elephants behave differently when temperatures rise too, eating less, resting more, and spending more time in the water and shade to cool down.

Over the coming years, hotter temperatures, reduced rainfall and more frequent droughts are likely to affect much of the African elephant's range. This is a real threat – not least because the herds are competing for scarce water resources with a growing human population. It's vital that we address this, as well as conserving and connecting elephant habitats and protecting them from poachers.

One of many ways you're helping is by supporting farmers in Kenya's Mara river basin to change the way they manage their land, so there's enough food and water for people and nature. You've also helped us fit elephants with satellite tags so we can track their movements – meaning we're better able to protect them if they have to travel further looking for food and water.



RAINFALL IS ERRATIC
causing longer dry periods and heavier downpours. Water shortages increase competition between people and wildlife

HOW WE'RE HELPING

Climate change affects different species in different ways – but with your support, we're doing everything we can to help them adapt to our warming planet



GIANT PANDAS

Giant pandas are doing relatively well right now. With your support, they're being well protected and their population is steadily increasing in parts of their range. But climate change could undo these hard-earned gains. The panda population remains small and their habitat is severely fragmented. This, coupled with a long generation time and low reproductive rate, will limit their ability to adapt to a changing climate. Most worrying is the potential reduction of their bamboo forest habitat. Giant pandas depend almost entirely on bamboo for food, but predictions suggest that the area of suitable bamboo forest habitat will fall by at least a third by the end of the century. It could also come under increasing pressure from people – the mountainous bamboo forests aren't currently suitable for agriculture, but that could change as the climate warms. So it's vital that we continue our work with the Chinese government to conserve, restore and connect giant panda habitat.

SNOW LEOPARDS

You might think snow leopards wouldn't mind it a few degrees warmer. And indeed they can tolerate a wide range of temperatures, get by with very little water, and cover large distances to find food and suitable habitat.

But with as few as 4,000-6,500 snow leopards left in the wild, they're hugely vulnerable.

With their Himalayan habitat warming much faster than the global average, their range will shrink as the treeline moves higher into the mountains. Warmer, wetter

conditions are likely to affect their prey species and bring the cats into more conflict with other predators, such as wolves.

Other threats include poaching for the illegal wildlife trade and conflict with humans, such as retaliatory killings when snow leopards prey on livestock.

But we've had a lot of success getting communities on board with snow leopard conservation in Nepal – for example, by helping to establish community-managed livestock insurance schemes that financially support herders who lose livestock. We'll need to continue our support for this as climate change brings people and snow leopards into increasingly close contact.



RANGES ARE SHIFTING
in response to warmer temperatures. But this depends on suitable habitat being available and may cause conflict with resident species

AMAZON PLANTS

The Amazon is incredible – and we've been working to protect it for years. It's home to as many as 80,000 plant species, many of which are found nowhere else on Earth. Together, they make up the world's largest rainforest, helping to regulate global temperatures and rainfall patterns and sustaining the richest wildlife on the planet. They also provide food, fuel, shelter and medicine for people, including the 350 indigenous ethnic groups who live in the Amazon. With many modern medicines being derived from rainforest plants, the loss of plant diversity could also deprive us of future medical breakthroughs.

If average temperatures increase, then vast numbers of plant species could disappear from the Amazon region forever. It would have a catastrophic knock-on effect on other species that depend on particular plants for food. We know, though, that healthy ecosystems are better able to withstand and adapt to change – so our work to stop deforestation in the Amazon is more important than ever.



MOUNTAIN GORILLAS

Found in just two isolated groups in central Africa, mountain gorillas have little opportunity to move into new areas as the climate changes. That's a worry, as changes in rainfall patterns and temperatures may affect their food supply, as well as causing heat stress. They also face the risk of losing their forest habitat to fires, and the emergence of new diseases to which they have little or no immunity.

On top of that, a tougher climate poses a challenge to the growing human population that lives alongside the gorillas. Communities may encroach more on the forest to grow food or collect water and wood for fuel.

As well as damaging the habitat, this increases the risk of diseases being passed on to the gorillas.

With your support, we've been helping people in surrounding communities to develop livelihoods that are sustainable and resilient to climate change. One way we're helping is by installing rainwater harvesting tanks, where people can store and collect water without the need to come into contact with the gorillas.



MARINE TURTLES

Marine turtles are seriously threatened by climate change in several ways. Warmer sea temperatures may affect the seagrass meadows where they feed, forcing them to swim further to find food. Also rising sea levels and more extreme weather events threaten their nesting sites, which are already severely squeezed by beach resorts and coastal development.

Warmer temperatures could severely upset the balance of future populations. The sex of hatchlings is determined by the temperature of the eggs in the nest, with higher temperatures producing more females and fewer males.

With your support, we're working to give turtles the best chance as oceans warm. We're protecting feeding grounds and nesting sites – including trees that provide shade to keep nests cooler – and introducing new fishing gear that doesn't accidentally harm turtles. In some places where turtles are nesting below the changing high-water mark, we're carefully relocating their nests to safer ground to maximise the hatchlings' chances of survival.



CORAL REEFS ARE STRUGGLING
to cope with warming seas. Mass bleaching events threaten crucial marine ecosystems

TAKING CLIMATE ACTION

The good news is that we have solutions. As a member, you're already helping us to tackle climate change. You're helping wildlife and people to cope with the effects of our changing climate, and enabling us to conserve vital forests. And when you join our campaigns, you strengthen our call on governments to reduce greenhouse gas emissions. Add your voice to our climate campaign today by making an Earth Hour Promise – a commitment to make one simple change to your lifestyle for our planet at wwf.org.uk/earthhour

SAVING THE EARTH YOUR WAY

Every year, we're so impressed by the imagination and dedication of our wonderful fundraisers. We couldn't do what we do without you! So this year, we're inviting you to have fun doing something you love – while raising money for something we all need: our beautiful planet. Here are some inspirational stories...

BAKE A DIFFERENCE BY ALEXA

Five-year-old Alexa loves elephants and when she learned they were in trouble, she burst into tears. Then she did something amazing – she decided to do something about it. Alexa's mum says: "We organised a bake sale to raise money for the elephants. Alexa and I made lots of chocolate cakes and gingerbread animals, then she and her little sister set up a table outside our house. The response was incredible – people even pulled over in their cars to chat to Alexa. It was inspiring to see so many people engaging and caring. And it was all so easy and fun – in two hours, Alexa raised a delicious £80! And she was so proud of the money she raised for something that's really important to her. Give it a go – you won't regret it."



FINISH AS A FAMILY BY LUKE & ERYNN

Siblings Luke and Erynn were sad to hear that so many wonderful animals are endangered – and they felt powerless to help. Then they realised they could make a difference. Their mum, Sarah, says: "As children, Luke and Erynn felt very small in a big world. But thanks to WWF's support, they learned that everyone can help support your amazing work, through raising awareness and funds. They wanted to do something fun and healthy to raise money, so they decided to help each other tackle the obstacles, mud and endurance of the Junior Spartan Race. From their experience, Luke and Erynn learned that you're never too young to set goals and celebrate accomplishing them – nor to inspire others with your actions."

MAKE IT MEMORABLE BY BOBBY

Bobby took on a huge personal challenge when he decided to conquer Mount Kilimanjaro for WWF, driven by his love of wildlife and his passion for protecting our stunning planet. Bobby says: "When I was travelling, I saw so much beauty, but I also saw the damage we're causing. I feel passionately that we have a moral responsibility to care for the world we live in, so last October I took on a seven-day climb up Kilimanjaro, the world's tallest single-standing mountain, to raise money to support WWF. I was nervous, and it was one of the toughest things I've ever done in my life, but I loved every second of it!"



GO THE EXTRA MILE BY LAURA & KIERAN

Laura and Kieran are passionate about running and conservation, so they decided to put their best foot forward and run a marathon for WWF. But before they pulled on their trainers, they planned a year full of fundraising events... Laura says: "First, I set up a blog page to keep people up to date with our efforts. To make it more manageable, we set incremental fundraising targets and organised a series of events over the course of the year. First, we started a weekly bake sale at work, then we organised a quiz night and asked local businesses to donate prizes for a raffle. So many people were willing to help! The sense of pride and achievement when we crossed the finish line and knew we had hit our fundraising target was so worth it."



WEAR IT WILD BY HOLY TRINITY PRIMARY

Wear it Wild is one day when you can show your wild side to highlight the importance of protecting our planet – but the lessons learned last forever. Last year, pupils from Holy Trinity Church of England primary school dressed up in animal outfits and led our colourful Wear it Wild parade through Woking town centre. Debbie Caunce, from the school, says: "Many of the children show an interest in protecting endangered animals. It was a wonderful opportunity to promote WWF in such a fun way! We can all relate to the need to protect our habitats. Even our youngest children here at the school are horrified at the idea of a world without much-loved creatures, great and small."

6 SIMPLE STEPS TO START FUNDRAISING

1 DO THE ONE THING YOU ENJOY MORE THAN ANYTHING ELSE
Whatever it is, big or small, indulge yourself and seize your chance to do something amazing!

2 SAVE THE DATE
Pop the date in the calendar in advance, so you can get as many people along as possible (and give them time to prepare).

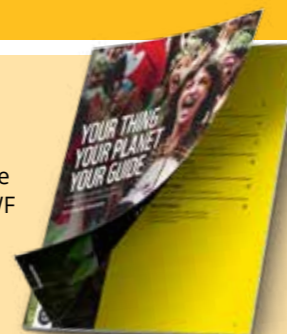
3 GET EVERYONE ON BOARD
Just send them a message on social media or use the invitations in our fundraising kit.



4 SET UP AN ONLINE FUNDRAISING PAGE
It's simple, it makes it easy for people to donate and it helps you keep track of your total!

5 TAKE LOTS OF PHOTOS
And don't forget to send us pictures of whatever you get up to.

6 PAY YOUR MONEY IN
Once you've held your fundraising event, please pay in your funds to WWF – you've just done your bit to help build a better future for our planet.



GET STARTED! DOWNLOAD OUR FAB FUNDRAISING KIT
Our new fundraising booklet has everything you need to make your event a huge success, so download it today at www.wwf.org.uk/fundraise

OVER TO YOU!

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



© STEVE NAYAR

FIGHTING EXTINCTION WITH A PAINTBRUSH

Through my paintings, I aim to raise awareness of the very real threat of extinction currently facing many of the world's incredible creatures.

Fuelled by the belief that it's not too late to reverse the trend, I created a series of powerful images of declining species to raise funds for their conservation. Half of the proceeds from the sale of my painting 'Majestic Lion' went to help WWF's valuable work, and I intend to sell two more.

I chose WWF because it was my mother's favourite charity. Plus I've always been impressed by the fact that so much of the money you raise is allocated directly to your conservation projects in the field. I'm just happy to be able to help your amazing work to protect the biodiversity of our planet.

Steve Nayar, via email
nayartist.com

IN NEED OF A SEA CHANGE

I was lucky enough to win a two-day trip on the Hebridean Whale and Dolphin Trust's research vessel, *Silurian*, courtesy of a WWF competition I saw in *Action*.

Almost as soon as we sailed out of Tobermory Harbour, home to *Silurian* and HWDT's visitor centre, we spotted white-tailed eagles in the Sound of Mull. These awe-inspiring birds had been hunted to extinction in the UK, but were reintroduced and bred successfully in the wild. It was a joy to witness the results of such a successful conservation project.

HWDT's own conservation research and education work, supported by WWF, has significantly helped to protect the marine life of these rich Hebridean waters by ensuring the development of protected areas where species can thrive.

It was wonderful to see minke whales, harbour porpoises and basking sharks on my trip. And to hear that the crew of *Silurian* have also recorded significant numbers of cetaceans and seabirds – a clear indication that fish stocks are healthy.

The trip showed me the enormous, positive changes for nature we can all help to bring about if large numbers of people are willing to make tiny changes to their lives. If we work together, governments can be persuaded to help to protect our planet.

Melanie Ross MacDonald, Cornwall

i **COULD YOU BE A WWF FUNDRAISER?**
It's so easy – see our super steps to fundraising success on page 26



© LINDSEY DODDS / WWF-UK



© ANDY THOMPSON

TAKING A STAND

I was volunteering in Kenya in 2012 when elephant poaching had hugely increased. We witnessed an elephant that had been put to sleep because of the terrible injuries caused by poachers. When we arrived, the rangers were removing his tusks.

As we watched, I felt so angry. Once the tusks were removed, I sat with the elephant, touched his leg and apologised. I was ashamed to be human and I felt so helpless. Once you've seen ivory poaching at first hand, you can't not do anything about it.

That's when I decided to help WWF fight it. Now, I talk about it whenever I can, and share photos on social media. I want to keep people talking about the ivory trade. I also want to keep raising money to help WWF make it stop. In 2016, I ran my first marathon for WWF. This year I'm going to abseil 400 feet down the National Lift Tower. Supporting WWF makes me feel like I'm making a difference. If poaching doesn't stop, there will be no elephants left – so we've all got to do everything we can to help.

Sarah Ward, Northampton

© DAVID PARRY / WWF-UK



TELL US ABOUT YOUR EARTH HOUR 2018 PROMISES

It's Earth Hour on 24 March and there's no better time to reflect on your impact on the planet and how you could make it a bit lighter. This year, we're asking everyone to make one simple change to the way you live – and share it with us on Twitter using [#EarthHourPromise](https://twitter.com/EarthHourPromise) or via editor@wwf.org.uk We can't wait to hear how you'll make a difference!

POLAR FRIENDS

I am a teacher at Andover Primary in Brechin, Scotland. Last November, our pupils enjoyed an extra special assembly when WWF's polar expert, Rod Downie, popped in to personally answer their questions about polar bears.

The school children were so inspired by their research into Arctic animals that they adopted a polar bear with WWF. We were happy when Rod told us that this would help him and his colleagues to continue

their important work in the Arctic.

The children are thrilled Rod visited the school to answer their questions. They have been genuinely excited to learn about polar animals, especially as each pupil has chosen their own animal to research and then create a presentation. They got to share their work with Rod. Who knows, maybe we have a budding Arctic explorer in our midst.

Ashleigh Mathieson, Brechin

THE VOICE OF THE NATURAL WORLD

I've supported WWF since 2001 so I was delighted to attend your special event on Reviving Our Oceans, at the Natural History Museum's Flett Theatre.

Hope and positivity that there is planning for the future as well as action today to help the planet is heartwarming. I don't want to be remembered as part of the generation who 'just took' without caring for and supporting the natural world.

I support WWF and have also included a gift to WWF in my will because someone needs to be a voice of the 'non-human world' as its advocate and protector. WWF is such a voice.

I look forward to attending supporter events in the future and finding out more about the real difference my support is making and how the gift in my will may be used.

Susan, Horsham



© ISTOCK

THEIR FUTURE,
OUR PLANET,
YOUR LEGACY



WIN!
SNARE WIRE BRACELETS

The awesome team at Mulberry Mongoose are such an inspiration

GIFTS THAT GIVE BACK

For a beautiful gift that makes a real difference, you can't beat these unique snare wire bracelets. And we have three to give away!

These gorgeous hand-made bracelets by Mulberry Mongoose are inspired by life in the Zambian bush. Talented craftswomen take an unlikely reclaimed material to fashion into this truly original jewellery – wire from snares removed by anti-poaching patrols.

In an area where unemployment and poaching are a reality, every piece of jewellery sold helps these amazing ladies to support their families, create awareness about poaching and conserve the unique place that inspires their work.

Each graceful and rugged bracelet comes in a unique pouch made of chitenge material, which is traditionally used by Zambians to hold, wrap, protect and carry things that are special.

These snare bracelets are just part of our new range of beautiful, planet-friendly products. To find the perfect present, please visit wwf.org.uk/shop

© EDWARD SEIFE / MULBERRY MONGOOSE



We've got **three snare wire bracelets to give away**. Each bracelet is made from colourful cord with metal beads and coiled snare wire, and **worth £29.99**. To be in with a chance of winning this super prize, just follow the instructions (below) and mark your entry 'Snare Bracelet Comp'.

NEW CANON 10X32 BINOCULARS

We have a pair of Canon 10x32 image-stabilised binoculars, worth £1,299, to give away!



Any wildlife-watcher would be thrilled to pack these fantastic versatile binoculars in their travel bag. The new Canon 10x32 IS binoculars have precision optics that provide a crisp, bright and high definition image that's perfect for tricky species identification. Their powered image stabilisation counteracts any shaking or vibration from handholding and reduces eye strain, while ergonomic controls at your fingertips enable you to use these binoculars comfortably for as long as you want. To be in with a chance of winning these great binoculars – courtesy of Canon, and worth £1,299 – just follow the instructions (right), and mark your entry 'Canon Binoculars Comp'.

HOW TO ENTER ACTION GIVEAWAYS

Send an email with your name, address and phone number, and Snare Bracelet Comp or Canon Binoculars Comp in the subject line, to competition@wwf.org.uk

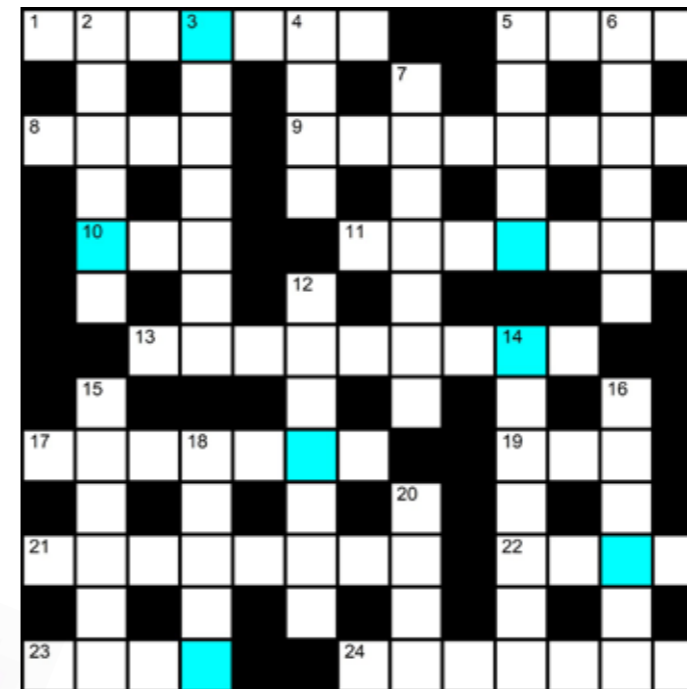
Alternatively, post your entry to **Action Mag, WWF-UK, Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL.**

Only one competition per entry please.

The closing date for the competitions is Friday 23 March 2018. For terms and conditions, visit wwf.org.uk/compters

CROSSWORD

Solve our crossword and you could win a copy of British Wildlife Photography Awards 8, available online and from book shops for £25



WWF Action crossword 38: spring 2018 issue. Compiled by Aleric Linden

After solving the crossword, take each letter from the shaded squares (going from left to right and top to bottom) to spell out the prize word. To be in with a chance to win, just send a postcard with the prize word to the address on page 30, or email it to competition@wwf.org.uk. The closing date is 23 March 2018.

Clues across

- 1 Monitoring network for the wildlife trade (7)
- 5 Wild orang-utans are bought and kept in captivity as such (4)
- 8 The spoon-shaped feature of a critically endangered sandpiper (4)
- 9 Body of water located off the north-east coast of Australia (5,3)
- 10 Raw material mined and refined to extract metal (3)
- 11 The world's highest mountain (7)
- 13 Where rivers meet seas (9)
- 17 Bin or heap - it's the ideal destination for kitchen and garden waste (7)
- 19 The US and Brazil are major growers of this bean and food crop (3)
- 21 Wildlife crime that fuels the illegal trade in elephant ivory (8)
- 22 Juvenile newts (4)
- 23 Reduction or destruction of habitat - a grave threat to many species (4)
- 24 A potentially devastating sea wave, often earthquake-induced (7)
- 4 Conservation group behind the Red List of Threatened Species (4)
- 5 _ bears, iconic yet vulnerable Arctic animals impacted by climate change (5)
- 6 African fly whose bite can transmit sleeping sickness (6)
- 7 Those who must pay congestion charges in some city centres (7)
- 12 What lies beneath the top surface of the ground (7)
- 14 _ lowland gorilla, critically endangered creature also known as the Grauer's gorilla (7)
- 15 Close relative of the chimpanzee (6)
- 16 Pattern of weather such as a cyclone (6)
- 18 Groups of wolves (5)
- 20 Many are unfortunately poached from the nests of marine turtles (4)

Clues down

- 2 They are highly prized in the illegal wildlife trade for their horns (6)
- 3 Removes impurities from water, as a wetland does (7)

OCTOBER 2017 ANSWERS:
Prize word: HEATING.

Across 6. Hydroelectric 8. Rangers 9. Fires 11. Acts 12. Drone 15. Tidal 16. High 19. Taiga 20. Station 21. Greenhouse gas
Down 1. Thermal 2. Power 3. Alps 4. Stripe 5. Tiger 7. Donate 10. Coal 12. Dodo 13. Living 14. Chinese 15. Tagged 17. Hairy 18. Marsh 20. Smog

IN THE LAND OF THE POLAR BEAR



© CHANTAL VIS

Last summer, I was lucky enough to visit the Canadian Arctic on a field programme. We camped on the shore of Tremblay Sound, where thousands of narwhals spend the summer. This is also polar bear country, though we were told the chances of seeing one were slim. Just to be safe, a team kept watch at all times.

A week later, we saw our first polar bear. Early one morning, three white dots were spotted in the distance. It was a mother polar bear with two nearly full-grown cubs. They approached our camp, but were deterred from coming closer by the watch crew.

Later that morning, I was on watch when a huge polar bear loomed in my binoculars. He was about a kilometre away, right next to a river we had bathed in just two days earlier! As we watched him, we heard a shout. Coming from the opposite direction was a mother and cub. We were surrounded. Attracted by the smell of our camp, the bears stood up on their back legs and sniffed the air. My heart was racing! Fortunately, the bears were eventually persuaded to move on. The experts concluded that the sea ice must have broken up in the Sound close by, and the bears were finally starting to come onto land.

DAWN OF THE NARWHAL

We hoped the breaking sea ice meant the narwhals would soon make their way into Tremblay Sound. Sure enough, 24 hours later, at 2.45am, there was a tap on my tent: "They're here!" Poking my head out, I looked out over the water. Hundreds of narwhals were swimming into the Sound! Some were alone, others in groups, mothers with young, and big males with long tusks that pierced the air as they surfaced. It was a sight I'll never forget. The night was so still you could hear them exhale.

Over the next few hours, about 3,000 narwhals congregated. They became a familiar backdrop as they jostled with their tusks and lay near the water's surface, seeming to enjoy the Arctic sunshine. While I was in camp, six narwhals were fitted with satellite transmitters so we can learn why they use Tremblay Sound and help to protect this important habitat.

Though we didn't see any more bears, their heart-thumping visits were a reminder of why we work with communities across the Arctic to help keep people and polar bears safe. Needless to say, I did not bathe in that river again!

Melanie

Melanie Lancaster, WWF Arctic species specialist

Reconnect to

YOUR PLANET

this Earth Hour



24 MARCH 2018 8:30PM

This Earth Hour, join our global movement by making a promise to protect the planet at wwf.org.uk/earthhour

#EarthHourPromise

IN YOUR NEXT ISSUE

AMAZON RIVER DOLPHINS + WILDLIFE TRAFFICKING: EXPOSED



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

© 1986 panda symbol and ® "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)

FSC logo to
go here