



for a living planet®



Welcome to the *Wereld Natuur Fonds!*

Stef Sluimer

Zeist, 22-04-09



Agenda

- Presentation WNF
- Presentation Building
- Questions
- Tour





WNF

The Dutch *Wereld Natuur Fonds* is a part of the international nature protection organisation the WWF (World Wide Fund for Nature).

This worldwide network consists of:

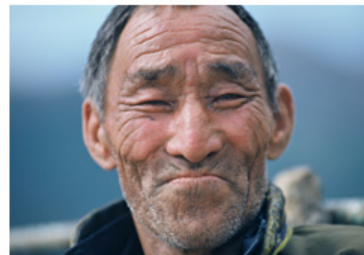
- 30 national organisations
- 24 programme offices





History

- 1961** Establishment of World Wildlife Fund (WWF), H.R.H. Prince Bernhard is the first international president
- 1962** Establishment of Dutch organisation *Wereld Natuur Fonds*
- 1967** Establishment of WNF Rangers (youth members)
- 2002** Opening of *PandaDroom* in Efteling theme park
- 2004** Founder and inspiration H.R.H. Prince Bernhard dies on 1 December 2004
- 2005** Youth membership of *Wereld Natuur Fonds* climbs to 100,000

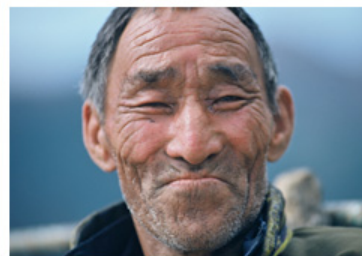




Support

As of 1 July 2008

- 935,000 donators
of which
 - 93,000 WNF
Rangers
 - 24,000 WNF
Bamboekidsz





Nationale Postcode Loterij

- Beneficient since 1993
- *Wereld Natuur Fonds* receives annual contribution of 15 million euros
- Thanks to the *Postcode Loterij*, the *Wereld Natuur Fonds* can successfully continue nature protection activities worldwide





Mission



Building a future in which man lives in harmony with nature.

For the best interests of nature, and for the best interests of man, who needs nature to survive.





Goal

To protect the biodiversity on the planet by:

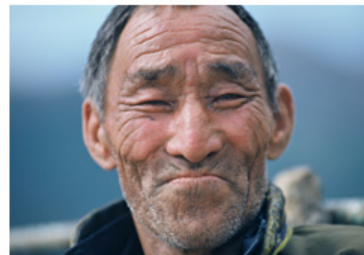
- Protecting/restoring the major natural habitats
- Addressing the major threats
- Making people in the Netherlands aware that they can play an active part in nature protection





Approach

- Constructive
- Solution orientated
- Working together with;
 - those who live in and from nature
 - social organisations
 - politicians
 - businesses
 - supporters (donators)

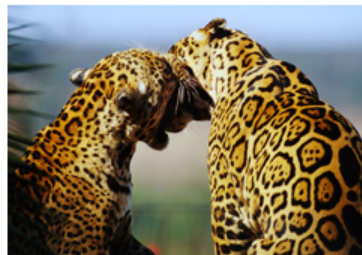
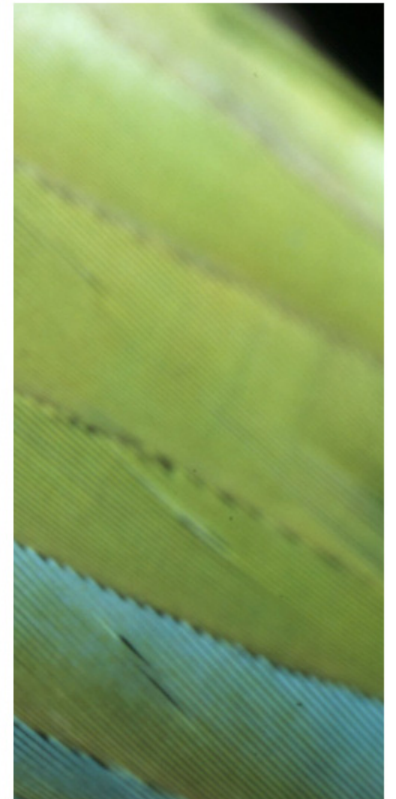




Nature Protection

Five work areas

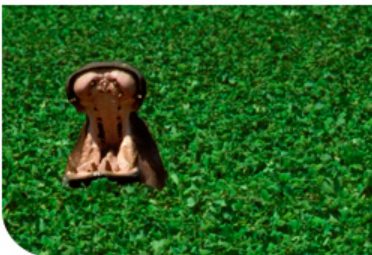
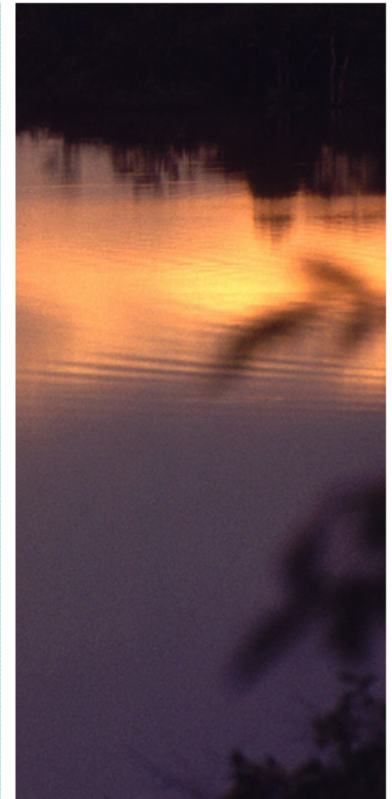
- Freshwater regions
- Oceans and coastal regions
- Forest regions
- Climate
- Threatened plant and animal species





Freshwater regions

- The source of a great deal of life
- Great importance for plant and animal kingdom and for mankind
- Under threat from:
 - water wastage
 - water pollution
 - climate change
 - building of dams and dykes
- WNF is working on protection and restoration





Oceans and coastal regions

- Water makes up two thirds of the planet's surface
- Unprecedented wealth of animal and plant life
- Millions of people dependent on fish
- Under threat from over fishing and bycatch
- WNF is working on protection and restoration
- Example: stimulate seafood with MSC Standard certification

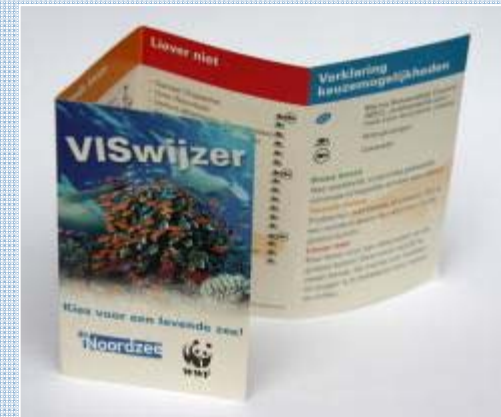




The MSC Standard



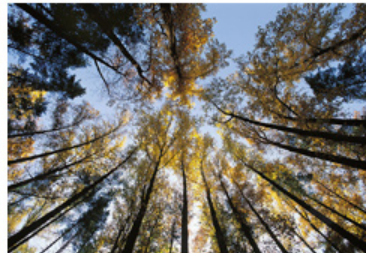
- Guaranteed sustainably caught fish.
- In the *VISwijzer* guide a number of fish varieties are labelled with the MSC logo.
- By using the *VISwijzer* guide consumers can choose 'responsibly managed fish'.





Forests

- More than half of all plant and animal species is dependant on forests
- Vital to the human race
- Threat: unchecked deforestation and slash and burn clearances for agriculture
- Forests are vanishing at a great rate
- Promote concept that man can utilise the forest without causing permanent damage





FSC timber



- FSC stands for Forest Stewardship Council, its mission is to promote good stewardship of the world's forests.
- An independent international organisation for all those involved in responsible forest management. FSC has compiled a list of ten recognised FSC rules of play for responsible forest management.
- More information, see: www.fscoax.org



Climate

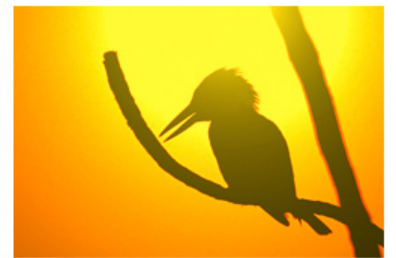
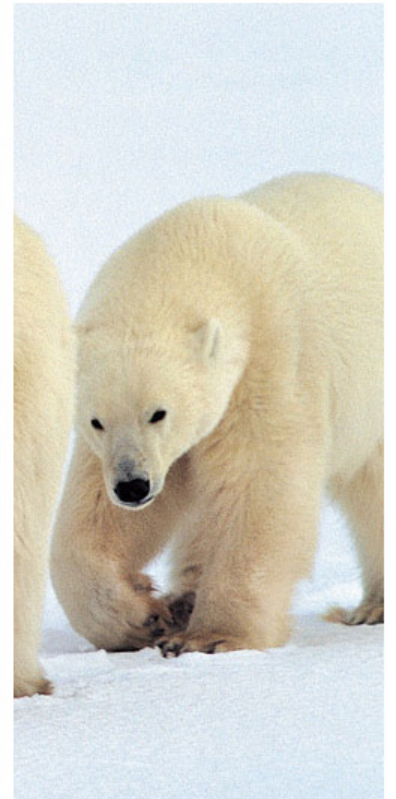
- Regulates relationship between land/sea, wet/dry regions, hot/cold regions
- Every region falls under a particular climate
- Threat: unnatural climate change
- One of the greatest threats to nature
- New approach to energy consumption (e.g. energy-saving cars, green energy)





Protected areas and animals

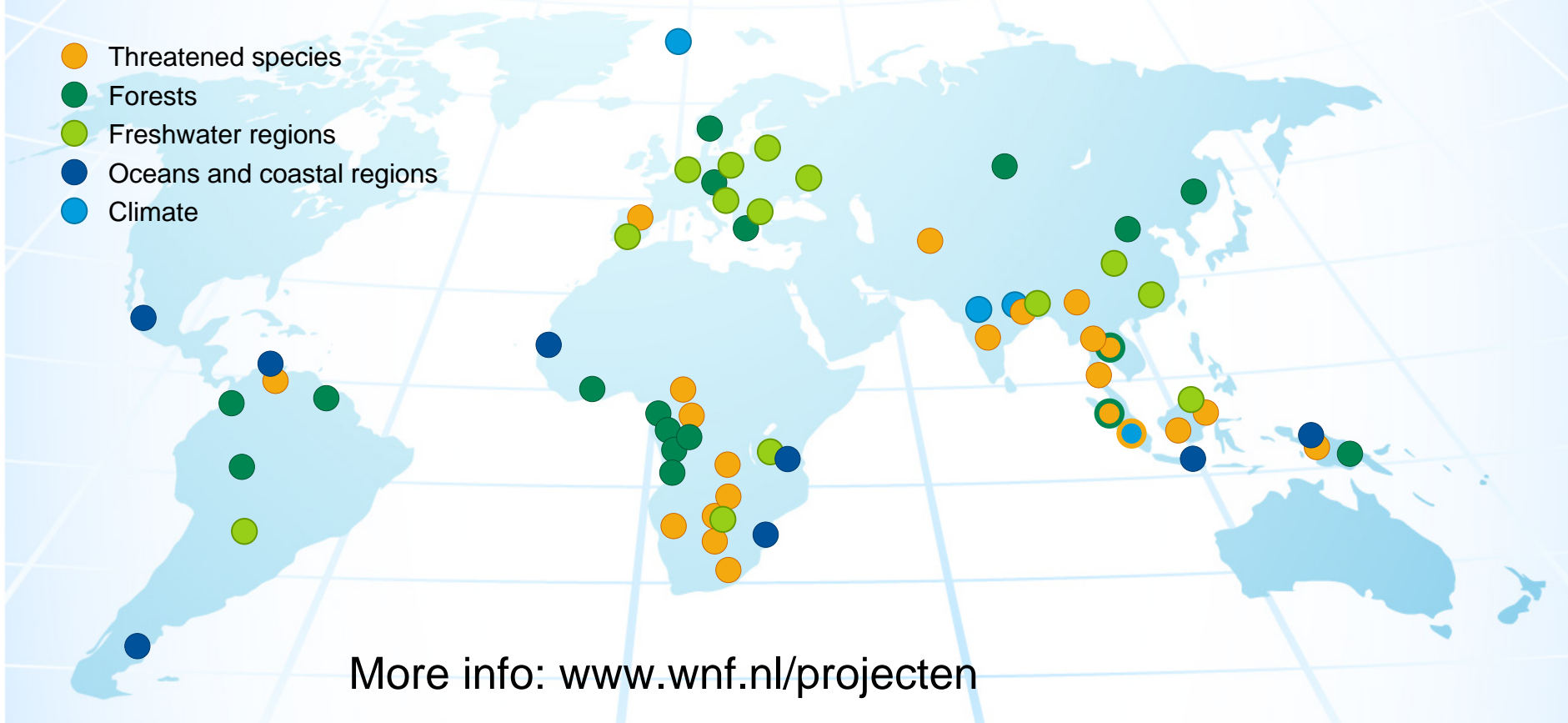
- Plants and animals benefit from protected habitats
- Some species need special attention
- Special programme aimed at protection, and combating illegal trade
- WWF-Netherlands helps protected areas to become economical profitable.





WNF supports over 60 field projects throughout the world

- Threatened species
- Forests
- Freshwater regions
- Oceans and coastal regions
- Climate



More info: www.wnf.nl/projecten





Most important results 2008

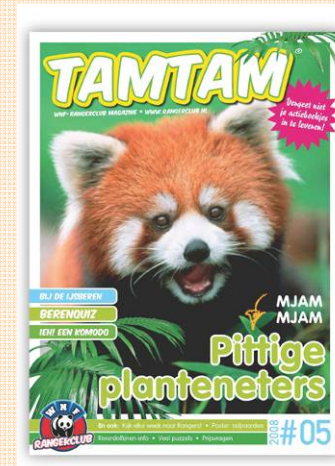
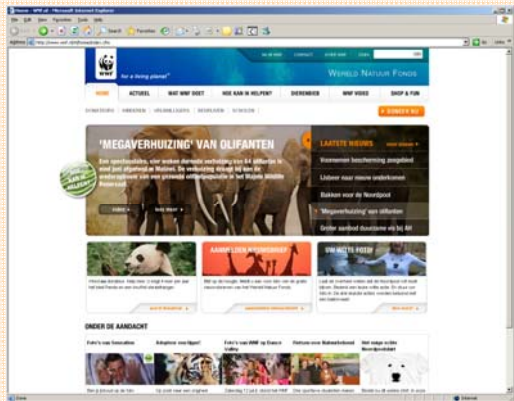
- Number of MSC products up to 270
- Introduction circle hooks Indonesia, Solution for death of tens of thousands of Leatherback turtles
- Closure of 234 polluting paper factories in China
- Gold Standard certification

More info, see: www.wnf.nl/resultaten





Own media





Campaign



It's a miracle!

- Started in January 2008 under the title '*De wonderen zijn de wereld nog niet uit*' (The world is full of miracles)
- High visibility on TV etc. (commercials), advertisements, on internet, at special events.
- Core message: The world is full of miracles. But also in the future? Make sure these miracles in nature can survive. Support WWF-Netherlands.



